

DAY Air Service Incentive Program

The Dayton International Airport (“DAY,” “airport”) has developed an Air Service Incentive Program (ASIP). The ASIP aims to increase competition and enhance air service at the airport. Under this program, any qualifying air carrier providing air service is eligible for Fee Waivers and Marketing Support as permissible under FAA rules and regulations. The ASIP has been updated to reflect FAA guidance, effective December 7, 2023, per Docket No. FAA 2022-1204.

New Entrant Carrier

A New Entrant Carrier shall be defined as any passenger air carrier that commences nonstop, year-round, or seasonal service but has not offered service to the airport on a scheduled basis for the previous twelve months. Fee Waivers will be available for one year.

New Entrant Carrier Fee Waiver & Marketing Support

	Fee Waivers			Marketing
	Landing	Property	Apron	
Year-Round Service	100%	100%	100%	\$60,000
Seasonal	100%	100%	100%	\$30,000

Marketing Support does not require a dollar match, and the stated value is the one-year maximum for year-round nonstop service or one season of nonstop service annual allocation based on the airport's approved budget. "Property" includes passenger loading bridge, joint use ticket counter, and terminal building fees. The airline will be responsible for any fee not listed above.

Target Airport

Target Airports are airports where nonstop, year-round, or seasonal air service is not provided by any scheduled air carrier operating at the airport. The air carrier providing year-round nonstop air service will be eligible for Fee Waivers and Marketing Support for two years or three years for seasonal nonstop air service.

	Fee Waivers			Marketing Support
	Landing	Property	Apron	
Year-Round Service	100%	100%	100%	\$60,000
Seasonal	100%	100%	100%	\$30,000

Marketing Support does not require a dollar match, and the stated value is the two-year maximum for year-round nonstop service or three-year maximum seasonal nonstop service annual allocation based on the airport's approved budget. "Property" includes passenger loading bridge(s), joint use ticket counter(s), and terminal building fees, which will be waived at 100% over the two-year term or three years for seasonal nonstop service. The airline will be responsible for any fees not listed above.

Target Airports include:

- Baltimore, MD (BWI)
- Boston, MA (BOS)
- Detroit, MI (DET)

- Fort Lauderdale, FL (FLL)
- Fort Myers, FL (RSW)
- Las Vegas, NV (LAS)
- Los Angeles, CA (LAX)
- Miami, FL (MIA)
- Minneapolis, MN (MSP)
- New York, NY (LQA)
- Orlando, FL (MCO)
- Phoenix, AZ (AZA and PHX)
- Tampa, FL (TPA)
- Or any airport without nonstop air service

Underserved Airport

An Underserved Airport can support additional airline competition or a significant capacity increase on the incumbent carrier. The air carrier providing air service will be eligible for fee waivers and marketing support for one year.

	Fee Waivers			Marketing
	Landing	Property	Apron	Support
Year-Round Service	100%	100%	100%	\$35,000
Seasonal	100%	100%	100%	\$15,000

Marketing Support does not require a dollar match, and the stated value is the one-year maximum annual allocation based on the airport's approved budget. "Property" includes passenger loading bridge(s), joint use ticket counter(s), and terminal building fees, which will be waived at 100% for one year. The airline will be responsible for all fees not listed above.

Underserved Airports include:

- Washington D.C. (IAD)
- Charlotte (CLT)
- Dallas, TX (DFW)

Definitions

- A New Entrant Carrier shall be defined as any passenger air carrier that commences nonstop year-round or seasonal service but has not served the airport on a scheduled basis for the previous twelve months.
- Each airport within a defined metropolitan area is defined as a separate airport destination and eligible for incentives under this ASIP.
- A Target Airport is an airport receiving new service, where year-round or seasonal nonstop air service, operated on a daily or less than daily basis, is not provided by any scheduled carriers operating at the airport.
- An Underserved Airport is an airport that can support additional airline competition or a significant increase of capacity by the incumbent carrier.

- To be defined as seasonal air service, the eligible route must be operated with at least two weekly flights for at least two consecutive months but less than seven months of the calendar year.
- To be defined as year-round air service, the eligible route must be operated with at least two weekly flights for more than seven consecutive months per calendar year.

Qualifications for the Fee Waivers

- The carrier, before publicly announcing service and commencing operations, must notify DAY of its intent and provide its proposed flight schedule, and specify if service will be seasonal or annual.
- To be defined as seasonal service, the eligible route must be operated with at least two weekly flights for at least two consecutive months, but less than seven months per calendar year.
- To be defined as year-round service, the eligible route must be operated with a minimum of two weekly flights for twelve consecutive months.
- Fee “Waivers” will be calculated using the first scheduled operation as the start date of the promotional period and will expire no later than 24-consecutive months thereafter (or such shorter term as stated herein).
- For an incumbent carrier to be eligible for the Target Airport of Underserved Airport fee waiver, the new service must result in a net increase in total aircraft departures as calculated monthly and compared to the same month of the previous year for the duration of the waiver period.
- New Entrant Carriers may elect to benefit from either 1) the New Entrant Carrier Waiver or 2) the applicable service to a Target, Underserved Airport Fee Waiver, but not both.
- To receive Waivers, carriers must report aircraft gross landed weights and total passenger enplanements (revenue and non-revenue) for each eligible month for each incentivized market and all other markets in a timely manner.
- Waivers will only be offered to carriers that are in good standing with the DAY, including but not limited to the timely payment of all invoices.

Qualifications for the Marketing Incentive

- The carrier, before publicly announcing service and commencing operations, must notify DAY of its intent and provide its proposed flight schedule and specify if service will be seasonal or annual.
- To qualify for the Marketing Incentive, the qualifying airline must initiate new service to a Target or Underserved Airport.
- To be defined as seasonal service, the eligible route must be operated with at least two weekly flights for at least two consecutive months but less than seven months per calendar year.
- To be defined as year-round service, the eligible route must be operated with at least two weekly flights for twelve consecutive months.

- If the carrier proposes to provide annual service but later reduces flying to seasonal service, it will be required to reimburse DAY the difference between the annual and seasonal marketing incentive.
- If the carrier proposes seasonal service, then extends the service to year-round service within the initial promotional period the carrier will be eligible for additional marketing support, based on the difference between the seasonal and annual marketing incentive.
- For an incumbent carrier to be eligible for the Marketing Incentive, new service must result in a net increase in total aircraft departures as calculated monthly and compared to same month of the previous year. (For each year that a waiver is offered the carrier must maintain or increase departures.)
- To receive the Marketing Incentive, airlines must report aircraft gross landed weights and total passenger enplanements (revenue and non-revenue) for each eligible month and incentivized market as well as all other markets in a timely manner.
- The Marketing Incentive can be used for advertising campaigns, radio, direct mail, internet marketing or other agreed-upon promotions. The Airport name will be prominently mentioned or displayed in all campaigns.
- If more than one (1) carrier announces service to a Target, or Underserved Airport, the Marketing Incentive will be awarded to the carrier that is first to commence service.
- DAY will budget an annual cap each fiscal year on the Incentive. The Incentive shall be effective until the budget is exhausted.
- Incentives will only be offered to carriers that are in good standing with the DAY, including but not limited to timely payment of all invoices.