



(706) 798-3236 • (706) 798-1551 fax • 1501 Aviation Way • Augusta, Georgia 30906 • www.AugustaRegionalAirport.com

**Augusta Regional Airport
Passenger Air Carrier Incentive Program
January 1, 2016 through December 31, 2020
Amended January 2018**

The goal of the Augusta Regional Airport (AGS) Air Carrier Incentive Program (Incentive Program) is to increase travel and promote competition at AGS. The Augusta Aviation Commission understands AGS competes with other airports for air carrier resources and that there are challenges associated with the introduction of a new route and/or airline brand in the Augusta market. Efforts to attract new service and the subsequent success of the new service may be dependent on whether or not the Airport provides support through an Incentive Program.

In an effort to meet the demands of a growing market and to be competitive in the industry, the Augusta Aviation Commission is offering to all passenger air carriers the following Incentive Program, which provides temporary assistance to any airline, incumbent or new entrant, offering non-stop service between AGS and airports not currently receiving scheduled non-stop service.

Costs associated with this Incentive Program will be funded by Airport revenues but will not be included in the rate base for airlines currently operating at AGS. Total incentives will be capped at \$700,000 for each Airport fiscal year, based on a first come, first served basis, until the annual cap is met. The Incentives offered shall not exceed twelve months in duration or continue past the timeframe for the Airport's Incentive Program.

Any air carrier wishing to participate in this Incentive Program will be required to execute AGS's Incentive Program Agreement prior to the start date of the new service. All incentives provided through this program are subject to the approval of the Augusta Aviation Commission. The proposed service shall commence within 270 days of Commission action or incentives shall not be provided.

The Augusta Aviation Commission will review the Incentive Program annually and reserves the right to amend, supplement or cancel the Incentive Program. If the Incentive Program is found to be non-compliant with any federal laws, rules, regulations or grant agreements, as determined by the FAA, AGS shall immediately suspend the non-compliant portion or terminate the Program in its entirety by providing written notice to the airlines serving AGS.

Service that does not qualify:

1. An air carrier shall not be eligible for the incentive program if it is reinstating service on a route it served, and subsequently discontinued, within the previous twenty-four months.
2. Once AGS has daily service to an unserved airport from one air carrier, service proposals by other carriers to the same airport shall not qualify for the Incentive Program.
3. Seasonal flights shall not be eligible for incentives under this program.

Incentives:

- \$50,000 per flight for advertising and promotion of the new service, not to exceed \$100,000 per newly served airport. The marketing/advertising plan will promote AGS, the air carriers' brand and the new destination. AGS shall not provide direct payments to an airline for marketing or advertising expenses. The airline and AGS will coordinate the planning of advertising and any promotional events for the announcement, pre-launch, inaugural, and post-launch of the new service.
- Waive landing fees for each flight serving a new airport for 12 consecutive months.
- Waive terminal rental fees for each flight serving a new airport for 12 consecutive months. (A new airline would have 100 percent of the rents waived while incumbent carrier rents would be waived based upon each flight serving the new destination as a percentage of total flights.)
- If desired by the air carrier, provide ground handling (below wing, above wing or both) at a fair market rate.

Airline Commitment

- Provide non-stop service for 12 consecutive months to an airport not currently served. An air carrier that voluntarily suspends or terminates service prior to the qualifying twelve month period shall reimburse AGS for all waivers issued.
- Provide reliable service to all customers arriving or departing from AGS, and to meet or exceed airline's average for on time arrivals, departures and flight completions from other destinations in the continental United States.