

WICHITA AIRPORT AUTHORITY
AIR SERVICE DEVELOPMENT INCENTIVE PROGRAM
Effective February 13, 2007

1. The purpose of the Air Service Development Incentive Program (incentive program) is to encourage new nonstop air service and competition at Mid-Continent Airport by providing temporary assistance to an airline beginning new nonstop service to a destination within Wichita's top 20 markets, according to the U.S. Department of Transportation.
2. The incentive program will be offered to all airlines by presenting the program and structure for incentives in writing to (1) all major U.S. commercial passenger airlines, (2) selected U.S. national passenger airlines, and placing it on www.flywichita.com.
3. Incentives will be offered for an agreed upon start-up period.
4. Incentives shall be administered so as not to increase the fees and charges of any non-participating air carrier.
5. Airlines which participate in the incentive program must maintain the service upon which the incentives apply for a period of not less than 12 consecutive months. If a participating carrier does not provide the service for the full 12 months, it must reimburse the Wichita Airport Authority for all incentives it has received related to that service.
6. If the funds allocated for the incentive program in any fiscal year have been used, no further incentives will be available until the next year.
7. In order to maintain competitiveness with airports around the country, the Director of Airports may make adjustments to this program, as necessary.
8. The incentive program being instituted by the Wichita Airport Authority is outlined in more detail below:
 - (A) The Wichita Airport Authority will provide incentives to airlines if one of the following requirements is satisfied:
 1. A new entrant airline provides nonstop service to a top 20 market; or
 2. An incumbent airline provides new or additional nonstop service to a top 20 market.
 - (B) Components of the program, for a new entrant airline that provides nonstop service to a top 20 market, are:
 1. Waiver of landing fees, terminal rents and charges for a temporary period.

2. Marketing incentives for a temporary period
- (C) Components of the program, for an incumbent airline that provides new or additional nonstop service to a top 20 market, are:
1. A per-enplanement credit, for a temporary period, which will be paid based on the lower of the following:
 - a. enplanements on the new or additional non-stop service to a top 20 destination; or
 - b. the increase in total enplanements at Mid-Continent Airport by the participating airline.
 - The credit per-enplanement program will be administered on a quarterly basis and will be applied against the following quarter's airport charges.
 - The new or additional non-stop service must be one that has not been provided within the previous twelve (12) months.
 - The enplanement credit applies to revenue passengers only.
 - The participating airline will be required to provide a breakdown of the enplanements for all of its flights at Mid-Continent Airport.
2. Marketing incentives for a temporary period.
- (D) All media plans and other marketing plans must be approved by the Wichita Airport Authority's Director of Airports in order to qualify for payment. Payment for marketing activities will be sent by the Wichita Airport Authority directly to the media source, not the airline.
- (E) Incentives shall be offered on a reasonable, nondiscriminatory basis to all airlines, taking into consideration all relevant factors. A waiver of any rate or charge shall apply only for the individual flights that provide the qualifying service.
- (F) Incentives, other than a per-enplanement credit or a waiver of any rate or charge, such as marketing, advertising and/or public relations support, shall be instituted in a manner that, in addition to promoting the new service and/or airline, shall also promote Mid-Continent Airport.