

WICHITA AIRPORT AUTHORITY
AIR SERVICE DEVELOPMENT INCENTIVE PROGRAM

Effective: June 1, 2021

CATEGORY	DESCRIPTION	COST ABATEMENT	MARKETING	ADDITIONAL AWARENESS CAMPAIGNS	PUBLIC/PRIVATE MARKETING PARTNERSHIPS
New Entrant Carrier	Carrier that does not serve Wichita now or during the last 36 months (excluding 2020)	24 months waiver of landing fees and terminal charges.	Up to \$100,000 for first 12 months; up to \$50K for 2nd year.	In-terminal advertising, inaugural flight festivities, social media promotions, area Chamber events and promotions, I Fly Wichita grassroots campaigns	Matching funds from public and private media outlets
Service to a targeted market	New route to one of the markets Wichita identifies as strategic. Service has at least 4 weekly departures	24 months waiver of landing fees. Per turn charges for usages that can be reported as specific to the new route.	Up to \$100,000 for first 12 months; up to \$50K for 2nd year; based on frequency of service.	In-terminal advertising, inaugural flight festivities, social media promotions, area Chamber events and promotions, I Fly Wichita grassroots campaigns	Matching funds from public and private media outlets
Service to a non targeted market	New routes to markets that are not targeted by Wichita and have not been served by the carrier in the last 12 months. Service must have at least 4 weekly departures	12 months waiver of landing fees. Per turn charges for usages that can be reported as specific to the new route.	Up to \$50,000 first 12 months; based on frequency of service.	In-terminal advertising, inaugural flight festivities, social media promotions,	
Less than daily service to a new, targeted market	New routes served seasonally or 2-3 weekly flights to targeted markets and have not been served in the last 12 months (excluding 2020)	24 months or two seasons' waiver of per turn charges and landing fees. (For usages that can be reported as specific to the new route.)	1st year or season = up to \$8,300/month; 2nd year or season = up to \$4,200/month	In-terminal advertising, inaugural flight festivities, social media promotions, area Chamber events and promotions, I Fly Wichita grassroots campaigns	Matching funds from public and private media outlets
Less than daily service to new, non-targeted market	New routes served seasonally to non-targeted markets and have not been served in the last 12 months (excluding 2020)	12 months or first season waiver of per turn charges and landing fees. (For usages that can be reported as specific to the new route.)	Up to \$4,200/month, 1 year or season	In-terminal advertising, inaugural flight festivities, social media promotions	
Increased service to an existing, targeted market	Additional flights to existing seasonal routes that are targeted for increased months of service or year-round service. The new service does not overlap existing service.	Up to 12 months waiver of per turn charges and landing fees (for uses that can be reported as specific to the new flights).	Up to \$50,000 for 1 year, or \$4,200/month to be applied only to the new flights	In-terminal advertising, social media promotions	

New entrant carriers qualify for 24 months' waivers of landing fee and terminal charges, plus 24 months of marketing support.

Existing carriers qualify for waiver of per turn charges and landing fees for usages specific to the new route in addition to marketing support.

The first carrier to announce service to the new route will be the qualifying carrier.

Targeted markets may change based on community needs.

TARGETED ROUTES - an airport in the region may qualify

Washington, DC	Fort Lauderdale
Charlotte	Fort Myers
Los Angeles	San Francisco
Salt Lake City	Portland
San Diego	Miami
New York	Tampa
Nashville	