



Air Service Development Incentive Program ('Program')

Effective: November 28, 2025

1. Purpose and Overview

- a. The purpose of the Air Service Development Incentive Program [ASIP] is to encourage new nonstop air service (both year-round and seasonally) and competition at Northwest Florida Beaches International Airport (ECP) by providing temporary financial relief to an airline beginning new nonstop passenger service to an airport destination not currently served at the time such service is commenced.
- b. All commercial airlines, both new entrants and incumbent carriers, will be made aware of the Program and encouraged to offer new air services.
- c. Incentives shall be administered so as to not increase the fees and charges of any nonparticipating air carrier.
- d. Incentives shall be offered on a reasonable non-discriminatory basis to all airlines whether signatory or non-signatory to the airport-airline use and lease agreement.
- e. If two carriers announce plans to serve the same new airport destination, the incentives available under this Program shall be payable to the first carrier that initiates new service.
- f. Any carrier availing itself of the Program will be required to execute a Memorandum of Agreement in a form determined by ECP.
- g. All incentives are subject to approval by the Panama City-Bay County Airport and Industrial District Board. The Program may be discontinued or modified at any time by the District.

2. Focus City Airports (Daily-Year-Round)

- a. Carrier must provide at least one round-trip flight per day, seven (7) days per week to new focus city airport destination and must provide such service year-round. Destination must not have been served with non-stop service by the carrier within the previous twelve (12) months.
- b. landing fee - One hundred percent (100%) rebate for the first twenty-four (24) months of new service.
- c. Terminal rent - One hundred percent (100%) rebate for the first twenty-four (24) months of new service.
- d. Focus cities destinations initially include the following but may be changed from time-to-time by the Executive Director:
 - i. New York
 - ii. Denver

- iii. South Florida: Ft. Lauderdale, Miami
- iv. Any airport in Canada with Customs Border Protection Pre-clearance Authority

3. New Destinations Other Than Focus City Airports (Six Weekly or Greater – Year-Round)

- a. Carrier must provide at least one round-trip flight per day, five (5) days per week to new airport destination and must provide such service year-round. Destination must not have been served with non-stop service by the carrier within the previous twelve (12) months.
- b. Landing fee - Fifty percent (50%) reduction for the first six (6) months of new service.
- c. Terminal rent - Fifty percent (50%) reduction for the first six (6) months of new service.

4. Limited Year-Round Service

- a. Carrier must provide at least one round-trip flight per day, two (2) days per week to new airport destination and must provide such service year-round. Destination must not have been served with non-stop service by the carrier within the previous twelve (12) months.
- b. Landing fee - Fifty percent (50%) reduction for the first three (3) months of new service.

5. Seasonal Service (Six Weekly or Greater)

- a. Carrier must provide at least one round-trip flight per day, five (5) days per week for a minimum of twelve (12) consecutive weeks to new airport destination. Destination must not have been served with non-stop service by the carrier within the previous twenty four (24) months.
- b. Landing fee - Fifty percent (50%) reduction for the first three (3) months of new service.

6. Limited Seasonal Service

- a. Carrier must provide at least one round trip flight per day, one (1) day per week, for a minimum of twelve (12) consecutive weeks to new airport destination. Destination must not have been served with non-stop service by the carrier within the previous twenty-four (24) months.
- b. Landing fee - Twenty Five percent (25%) reduction for the first three (3) months of new service.

7. Conditions Applicable to Landing Fee and Terminal Rent Incentives

- a. A rebate or reduction for any landing fee shall only apply to the flights providing the qualifying service.

- b. In the case of terminal rent, the rebate or reduction will be for a reasonable amount of terminal rent associated with providing the qualifying service (to be determined at the sole discretion of the Airport Director).
- c. The District will not issue checks for landing fee or terminal rent incentives associated with the Program.
- d. The granting of incentives is expressly contingent upon the air carrier maintaining service levels on the incentivized route for an agreed-upon period (based on the applicable incentive category described above) as detailed in the Memorandum of Agreement. If an air carrier does not fulfill its full commitment under the Program, such as by discontinuing service early, the Air Carrier will be required to retroactively pay back all rebates or reductions in fees and rents that it received previously.

8. Common Use Terminal Equipment

- a. Prospective new entrants should also be aware, that while not explicitly an incentive, common use passenger processing equipment (CUPPS) is available at ECP in the following areas: ticket counter gate area, and other airport systems (FIDS and BIDS).
- b. Although savings will vary by airline, it is anticipated that usage of this common use passenger processing equipment by new entrants will provide a significant savings over airline installation and operation of their own computer system hardware. Usage of the common use terminal equipment is strongly encouraged.
- c. Current fees for the usage of this equipment are available from the Airport.

9. Shared Marketing Fund

The District works in partnership with the local Tourist Development Councils, Chambers of Commerce and local businesses to develop marketing support for new air service. The District will facilitate discussions with the appropriate groups as requested.