

AVIATION AUTHORITY POLICY

1200: MARKETING TRAVEL AND PROMOTION P1202: Air Service Incentive Program	Effective: 06/20/11 Revised: 10/06/11 12/20/12 11/07/13 06/02/16 11/03/16 05/04/17 10/01/20 05/02/24
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PURPOSE: To establish an Air Service Incentive Program (ASIP) that allows the Authority to actively recruit ~~both passenger and cargo airlines~~ Carriers to offer new service to Domestic and International Airport Destinations at Tampa International Airport (TPA).

LEGAL CONSIDERATION: Section 2(8)(a)-(d) of the Hillsborough County Aviation Authority Act (Act) states, in pertinent part, that the proper operation of the publicly owned or operated airports in the County is essential to the welfare of the people of the Tampa Bay area and the state; establishes a vital transportation link and enables the state to enjoy and provide the benefits of an international tourist and commercial center; the economic validity and stability of such airports is a matter of statewide importance; and the policy of this state is to promote the development of commerce and tourism. Section 2(9) of the Act states, in pertinent part, that in managing its facilities, the Authority shall promote the development of commerce and tourism by securing a diversity of airport services, allocating limited airport resources to promote commerce and tourism, and foster Florida’s image as a commercial and tourist center. Finally, Section 6(2)(~~xxddd~~) of the Act states the Authority has the power to do all acts and things necessary for the promotion of its business.

POLICY: The Authority will be very active in recruiting ~~both passenger and cargo airlines~~ air carriers (Carriers) to offer new service to important Domestic and International Airport Destinations. To this end, the ASIP is established as follows to enable the Authority to better attract new air Carriers, to encourage new ~~adomestic and international air~~ sservice, and to enhance its global network:

A. Term and Funding:

The ASIP will begin on ~~November 3, 2016~~ February 5, 2024 -and will expire at the end of a Qualifying Period that ~~begins ends on September 30, 2025.~~ February 4, 2034. –An Applicant Carrier commencing ~~new S~~ scheduled air service pursuant to the ASIP on or after ~~November 3, 2016~~ February 5, 2024 and on or before ~~September 30, 2025~~ February 4, 2034 ~~29~~ will be afforded the benefits of the ASIP for the applicable time period; provided,

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however, that the Authority reserves the right to amend, modify, alter or terminate the ASIP with not less than thirty (30) days written notice to Carriers. Any modification, alteration, or termination of the ASIP shall only apply prospectively and shall not affect any ASIP Agreement then in effect between the Authority and a Carrier. at any time without notice, and, if the ASIP is so amended, modified, altered or terminated, no Qualifying Airline will have any continuing property right or other vested interest in the ASIP in force prior to such amendment, modification, alteration or termination. The ASIP will be funded solely through Authority financial reserves. As a result, any Any incentive received by a Qualifying Airline-Carrier will be revenue neutral to all other tenant airlines. not include direct or indirect subsidies of Carriers, as prohibited by 49 U.S.C. 47133, 49 U.S.C. 47107, and Grant Assurance 25, will not result in an increase in charges for non-participating Carriers or other aeronautical users of TPA, and will not adversely affect TPA’s self-sustaining rate structure.

B. Affected Air Service Areas:

1. New International Passenger Air Service

a. New Entrant Passenger Carrier Service

Eligibility Requirements

Any New Entrant Carrier meeting all of the following criteria will be eligible for the incentives listed below:

- i. Adding round-trip nonstop International passenger service at TPA to an Airport Destination new to TPA for the specific Carrier at least once a week, and**

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- ii. Scheduled and operated for a minimum of five (5) months within each twelve (12) month period, which may include service with a Blind Sector or Technical Stop, and
- iii. Neither the Applicant Carrier nor an Affiliate has served the Airport Destination nonstop from TPA within the past twenty-four (24) months prior to the commencement date of the new service. EXCEPTION: A Carrier receiving incentives may transfer its ASIP benefits to an Affiliate incentives for the remaining Qualifying Period if the associated Carrier currently receiving incentives transfers service to the specific Airport Destination to the Affiliate.

New Entrant Passenger Carrier International Service Incentives

<u>Category</u>	<u>Benefit</u>
<u>New Entrant International Carrier Presence Marketing</u>	<u>Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. New Entrant International Carrier Presence Marketing incentives will be prorated for less than 7x per week service.</u>
<u>AND</u>	
<u>New Entrant New International Market Launch Marketing – TPA Unserved Airport Destination</u>	<u>Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1, and up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 2. All marketing incentives will be prorated for less than 7x per week service.</u>
<u>OR</u>	
<u>New Entrant New International Market Launch Marketing – TPA Preexisting Airport Destination</u>	<u>Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. All marketing incentives will be prorated for less than 7x per week service.</u>
<u>AND</u>	

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<u>Variable Fees</u>	<u>Waiver of Variable Fees associated with the incentivized service, as defined in Section F, Definitions, otherwise owed by Carrier in Years 1 and 2 for TPA Unserved Airport Destinations, or Year 1 for TPA Preexisting Airport Destinations.</u>
<u>Cap</u>	<u>\$3 million, two-year maximum per Airport Destination, not to exceed \$6 million per Carrier per year.</u>

ba. New International Market Incumbent Passenger Carrier Service to an Unserved International Airport Destination

Eligibility Requirements

Any Incumbent Airline Carrier meeting all of the following criteria will be eligible for the incentives listed below:

- i. Adding new round-trip non-stop International passenger service at TPA to an Airport -Destination ~~new~~ to Tampa TPA for that carrier at least once a week, and for a minimum of six (6) months within each twelve (12) month period, which may include service with a Blind Sector or Technical Stop, and
- ii. Scheduled and operated for a minimum of six-five (56) months within each twelve (12) month period, which may include service with a Blind Sector or Technical Stop, and
- iii. Neither the Applicant Carrier nor an Affiliate Airline has sserved the market Airport Destination from TPA nonstop within the past twenty-four (24) months prior to the commencement date of the new service. EXCEPTION: A Carrier receiving incentives may transfer

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its ASIP benefits to an Affiliate for the remaining Qualifying Period if the associated Carrier currently receiving incentives transfers service to the specific Airport Destination to the Affiliate.

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New International Market Incumbent Carrier New International Service Incentives (Unserviced Airport Destination)

Category	Benefit
New Entrant Carrier Presence Marketing	Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. New Entrant Carrier Presence Marketing incentive will be prorated for less than 7x per week and/or seasonal service.
Incumbent Carrier New International Market Launch Marketing – TPA Unserviced Airport Destination New Market Launch Marketing	Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1, and up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 2. Marketing incentives will be prorated for less than 7x per week service and/or seasonal service.
Landing Fees	Waiver of Landing Fees Paid in Years 1 and 2.
Ticket Counter Fees or Equivalent Terminal Rent	Waiver of Ticket Counter Fees or Equivalent Terminal Rent Paid in Years 1 and 2.
Gate Use Fees or Equivalent Terminal Rent	Waiver of Gate Use Fees or Equivalent Terminal Rent Paid in Years 1 and 2.
International Club Facility Fees	Waiver of International Club Facility Fees for First/Business Class Passengers Paid in Years 1 and 2.
FIS Fees	Waiver of FIS Fees Paid in Years 1 and 2.
Joint Use Fees Terminal	Waiver of Joint Use Fees Terminal Paid in Years 1 and 2.
Joint Use Fees Airside	Waiver of Joint Use Fees Airside Paid in Years 1 and 2.
Passenger Transfer System (PTS) Fee	Waiver of Passenger Transfer System (PTS) Fee Paid in Years 1 and 2.
Bag Handling System Fee	Waiver of Bag Handling System Fee Paid in Years 1 and 2.
Terminal Support Fee	Waiver of Terminal Support Fee (HCAA) Paid in Years 1 and 2.

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<u>(HCAA)</u>	
<u>Aircraft Parking Fees</u>	<u>Waiver of Aircraft Parking Fees Paid in Years 1 and 2.</u>
<u>AND</u>	
<u>Variable Fees</u>	<u>Waiver of Variable Fees associated with the incentivized service, as defined in Section F, Definitions, otherwise owed by Carrier in Years 1 and 2.</u>
Cap	\$3 million, <u>two-year maximum per route</u> <u>Airport Destination</u> , not to exceed \$6 million per Carrier per annum <u>year.</u>

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~~—Bc. —Significant Passenger Service Increase for Select International Airport Destinations Service Increase for Incumbent Carrier Serving International Market~~

*~~*Note: The Significant Service Increase provision is only applicable for select International Airport Destinations enumerated on the TPA website for at least 30 days prior to a Carrier entering into the ASIP.~~*

Eligibility Requirements

Any ~~Airline Carrier meeting serving a market meeting~~ all of the following criteria ~~will~~ will be eligible for the incentives listed below:

- i. ~~Increasing—An increase in~~ the frequency of round-trip non-stop ~~Preexisting Sservice in to an Iinternational passenger market~~ Airport Destination already served by the any Airline Carrier by not less than at least one (1) flight per week ~~the frequency amount specified on the TPA website, and~~
- ii. The incremental services must be ~~S~~ scheduled and operated for a minimum of ~~six five (56)~~ 56 months within a twelve (12) month period from the date of the ~~first flight~~ increased frequency, and
- iii. ~~Applicant Carrier~~ may not reduce frequency to a level below the ~~“baseline sschedule” (defined below)~~ “baseline sschedule” (defined below) for at least twelve (12) months after inaugurating the incremental services, and
- iv. ~~Market Carrier~~ must not presently qualify for incentives under any other ASIP provision for the Airport Destination being considered under this category.

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For Carriers operating Preexisting Service to the Airport Destination, the bBaseline sSchedule for determining incremental service is the published operating schedule for the ~~six-five~~ (56) most recent months of the flight's operation in the preceding year prior to the introduction of the incremental services.

For Carriers without Preexisting Service, the baseline schedule is the initial weekly frequency level at the time of entry into an Airport Destination. ~~The Airline's operations in the increased market during the Operating Period must average at least 1 additional weekly flight versus the Baseline Schedule.~~

If the Airline-Carrier has previously qualified for incentives in the market under this provisioncategory, the frequency levels in the prior Qualifying Period will become the bBaseline sSchedule-frequency levels for additional weekly services up to 7x per week frequency.

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Service Increase for Incumbent Carrier Serving International Market Incentives
International Passenger Service Increase Incentives (TPA Preexisting Airport Destination)

Category	Benefit
<u>International Market Service Increase Marketing – TPA Preexisting Airport Destination</u>	Up to a maximum of \$250,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. Marketing incentives will be prorated for less than 7x per week and/or seasonal service.
Landing Fees	Waiver of Landing Fees Paid for Increased Frequencies up to 12 Months.
Ticket Counter Fees or Equivalent Terminal Rent	Waiver of Ticket Counter Fees or Equivalent Terminal Rent Paid for Increased Frequencies up to 12 Months.
Gate Use Fees or Equivalent Terminal Rent	Waiver of Gate Use Fees or Equivalent Terminal Rent Paid for Increased Frequencies up to 12 Months.
International Club Facility Fees	Waiver of International Club Facility Fees Paid for Increased Frequencies up to 12 Months.
FIS Fee	Waiver of FIS Fees Paid for Increased Frequencies up to 12 Months.
Joint Use Fees-Terminal	Waiver of Joint Use Fees Terminal Paid for Increased Frequencies up to 12 Months.

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Joint Use Fees Airside	Waiver of Joint Use Fees Airside Paid for Increased Frequencies up to 12 Months
Passenger Transfer System (PTS) Fee	Waiver of Passenger Transfer System (PTS) Fee Paid for Increased Frequencies up to 12 Months.
Bag Handling System Fee	Waiver of Bag Handling System Fee Paid for Increased Frequencies up to 12 Months.
Terminal Support Fee (HCAA)	Waiver of Terminal Support Fee (HCAA) Paid for Increased Frequencies up to 12 Months.
Aircraft Parking Fees	Waiver of Aircraft Parking Fees for Increased Frequencies in Year 1.
AND	
Variable Fees	Waiver of Variable Fees associated with the incentivized service, as defined in Section F, Definitions, otherwise owed by Carrier for up to 12 months.
Cap	\$3 million, <u>per route one-year maximum</u> , not to exceed \$6 million <u>per Carrier per year</u> .

2. New Domestic Passenger Air Service

a. New Entrant Passenger Carrier Service

Eligibility Requirements

Any ~~Airline~~ New Entrant Passenger Carrier meeting all of the following criteria will be eligible for the incentives listed below:

- i. a.—Adding new round-trip non-stop ~~D~~edomestic passenger service at TPA to an Airport ~~D~~estination new to TPA for that Carrier at least once a week ~~for a minimum of six (6) months within each twelve (12) month period~~, and
- ii. b.—Scheduled and operated for a minimum of ~~six~~ five (5) months within each twelve (12) month period, and

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iii. Neither the Applicant Carrier nor an Affiliate has served the Airport Destination nonstop from TPA within the past twenty-four (24) months prior to the commencement date of the new service. EXCEPTION: A Carrier receiving incentives may transfer its ASIP benefits to an Affiliate for the remaining Qualifying Period if the associated Carrier currently receiving incentives transfers service to the specific Airport Destination to the Affiliate.

~~e. Neither the Applicant Carrier nor an Affiliate Airline has served the market from TPA within the past twenty-four (24) months.~~

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New Entrant Passenger Carrier Domestic ~~Passenger Air~~ Service Incentives

Category	Benefit
New Entrant <u>Domestic Passenger</u> Carrier Presence Marketing	Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. New Entrant Carrier Presence Marketing incentives will be prorated for less than 7x per week and/or seasonal service.
<u>AND</u>	
<u>New Entrant</u> New Domestic Market Launch Marketing – TPA <u>Unserved Airport Destination</u>	Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 1 and up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 2. <u>All mMarketing incentives</u> will be prorated for less than 7x per week and/or seasonal service; <u>or:</u>
<u>OR</u>	
<u>New Entrant</u> New Domestic Market Launch Marketing – TPA <u>Preexisting Airport Destination</u>	<u>Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 1. All marketing incentives will be prorated for less than 7x per week service.</u>
Landing Fees	Waiver of landing fees Paid in Years 1 and 2.
Ticket Counter Fees or Equivalent Terminal Rent	Waiver of Ticket Counter Fees or Equivalent Terminal Rent Paid in Years 1 and 2.
Gate Use Fees or Equivalent Terminal Rent	Waiver of Gate Use Fees or Equivalent Terminal Rent Paid in Years 1 and 2.

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Joint Use Fees Terminal	Waiver of Joint Use Fees Terminal Paid in Years 1 and 2.
Joint Use Fees Airside	Waiver of Joint Use Fees Airside Paid in Years 1 and 2.
Passenger Transfer System (PTS) Fee	Waiver of Passenger Transfer System (PTS) Fee Paid in Years 1 and 2.
Bag Handling System Fee	Waiver of Bag Handling System Fee Paid in Years 1 and 2.
Terminal Support Fee (HCAA)	Waiver of Terminal Support Fee (HCAA) Paid in Years 1 and 2.
Aircraft Parking Fees	Waiver of Aircraft Parking Fees Paid in Years 1 and 2.
<u>AND</u>	
<u>Variable Fees</u>	<u>Waiver of Variable Fees associated with the incentivized service, as defined in Section F, Definitions, otherwise owed by Carrier in Years 1 and 2 for TPA Unserved Airport Destinations, or Year 1 for TPA Preexisting Airport Destinations.</u>
<u>Cap</u>	<u>\$2 million, two-year maximum per route Airport Destination, not to exceed \$4 million per Carrier per yearannum.</u>

b. Incumbent Passenger Carrier Service to an Unserved Domestic Airport Destination

Eligibility Requirements

Any Incumbent Passenger Carrier meeting all of the following criteria will be eligible for the incentives listed below:

- i. Adding new round-trip nonstop Domestic passenger service at TPA to an Airport Destination new to TPA at least once a week, and

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- ii. Scheduled and operated for a minimum of five (5) months within each twelve (12) month period, and
- iii. Neither the Applicant Carrier nor an Affiliate has served the Airport Destination nonstop from TPA within the past twenty-four (24) months prior to the commencement date of the new service. EXCEPTION: A Carrier receiving incentives may transfer its ASIP benefits to an Affiliate for the remaining Qualifying Period if the associated Carrier currently receiving incentives transfers service to the specific Airport Destination to the Affiliate.

Incumbent Passenger Carrier New Domestic Service Incentives (Unserviced Airport Destination)

<u>Category</u>	<u>Benefit</u>
<u>New Market Launch Marketing</u>	<u>Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 1, and up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Year 2. Marketing incentives will be prorated for less than 7x per week service.</u>
<u>AND</u>	

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<u>Variable Fees</u>	<u>Waiver of Variable Fees associated with the incentivized service, as defined in Section F, Definitions, otherwise owed by Carrier in Years 1 and 2.</u>
<u>Cap</u>	<u>\$2 million, two-year maximum per Airport Destination, not to exceed \$4 million per Carrier per year.</u>

~~3. New All Cargo Air Service~~

~~Eligibility Requirements~~

~~Any Airline meeting all of the following criteria will be eligible for the incentives listed below:~~

- ~~a. Adding new All Cargo Air Service at TPA (note: a route change to the same final destination does not constitute new All Cargo Air Service), and~~
- ~~b. Scheduled and to be operated for at least a consecutive twenty four (24) month period, and~~
- ~~c. Operating a minimum of one (1) weekly frequency, and~~
- ~~d. Neither the Applicant Carrier nor an Affiliate Airline has served the market from TPA within the past twenty four (24) months.~~

~~New All Cargo Air Service Incentives~~

<u>Category</u>	<u>Benefit</u>
New Entrant Carrier Presence Marketing	Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Years 1 and 2. New Entrant Carrier Presence Marketing Incentive will be prorated for less than 7x per week and/or seasonal service.
New Market Launch Marketing	Up to a maximum of \$125,000 reimbursed in accordance with this Policy for 7x per week service in Years 1 and 2. Marketing incentive will be prorated for less than 7x per week and/or seasonal service.

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Landing Fees	Waiver of Landing Fees Paid in Years 1 and 2 up to a maximum of 7 scheduled weekly frequencies per Carrier.
Cargo Aircraft Parking Fees—	Waiver of Cargo Aircraft Parking Fees for Years 1 and 2.
Cap	\$2 million per Carrier per annum.

**Note: The amounts specified in the previous tables reflect the maximum amount of funding available under the ASIP. This is not a guaranteed amount and is subject to approval by the ~~Chief Executive Officer~~Executive Vice President or designee, whose approval will not be granted or withheld in an unjustly discriminatory manner.*

C. ASIP Guidelines:

1. Guidelines for Waived Fees and Charges

A Qualifying ~~Airline Carrier~~ must ~~meet~~ agree to and meet the specific guidelines and program requirements outlined below to receive ASIP incentives related to waived fees, and charges:

- a. Each Applicant Carrier will submit an ASIP Agreement Application to the ~~Chief Executive Officer~~Executive Vice President or designee specifying and committing to levels of service and the Airport Destinations ~~markets~~ to be served, as well as accepting the terms and conditions of the ASIP and agreeing to comply with them as a condition of participation.
- b. An Applicant Carrier will also include in the ASIP Agreement Application:
 - i- The days of the week on which the service is to be operated and the starting date for such ~~new~~ service;
 - ii. Proof of Schedule publication ~~if passenger service is proposed~~;

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- iii. Planned operations per month by equipment type and seat configuration; and
- ~~iv. The number of seats on the aircraft if passenger service is proposed; and~~
- iv. Contact information for a person representing the Applicant Carrier.

c. The Executive Vice President ~~Chief Executive Officer~~ or designee may request additional information as may be deemed necessary for the proper, non-discriminatory application of the ASIP. The ASIP Agreement Application must be approved ~~agreed by to and approved by the Executive Vice President~~ ~~Chief Executive Officer~~ or designee to constitute a valid ASIP Agreement between the Authority and the Carrier.

d. As applicable, TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges (as defined below in Section F, Definitions) will be waived during the Qualifying Period in accordance with Section B above.

e. Only Scheduled operations may qualify for incentives under this ASIP.

f. A Carrier will not be considered a Qualifying Carrier if the Carrier or its Affiliate is not actually operating the aircraft and providing the new air service that would otherwise qualify for the financial incentives provided under the ASIP.

g. For the duration of time in which the Qualifying Carrier receives incentives under the ASIP, the Qualifying Carrier, on a confidential basis to the extent allowed by applicable law, will by the tenth day of each month submit to the Executive Vice President or designee the Authority's ASIP Activity Report for the prior month summarizing daily operations and passenger

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enplanements & deplanements by passenger cabin class and by flight number.

h. If Carrier fails to provide the ASIP Activity Report by the required deadline, the Authority may utilize internal records to estimate flight and passenger activity levels; however, Carrier will waive its ability to dispute flight and passenger volumes used to determine ASIP benefit calculations.

e. _____.

~~d. _____ Landing Fees, Ticket Counter Fees, Gate Use Fees, International Club Facility Fees, FIS Fees, Common Use Fees, and Aircraft Parking Fees (as applicable) will be waived during the qualifying period in accordance with paragraphs A and B above.~~

~~e. _____ An Airline will not be considered a Qualifying Airline if it An Airline is not actually operating the aircraft and providing the new air service that would otherwise qualify for the financial incentives provided under the ASIP.~~

~~f. For the duration of time in which the Qualifying Airline receives incentives under the ASIP, the Qualifying Airline, on a confidential basis to the extent allowed by Florida law, will make available to the Chief Executive Officer or designee daily passenger counts on a monthly basis showing passenger enplanements and deplanements by passenger service class and by flight number. _____~~

2. Guidelines for Marketing Incentives

A Qualifying ~~Airline~~ Carrier must meet the specific guidelines and program requirements outlined below to receive ASIP marketing incentives: ~~related to marketing incentives:~~

a. ~~As part of the~~ Prior to incurring reimbursable expenses Application submitted to the to be approved by the Executive Vice President ~~Chief~~

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~~Executive Officer~~ or designee, an Applicant Carrier must submit a marketing plan that will identify:

- ~~i. i.~~ i. i.—The service to be promoted, with published frequency level and seasons of operation validated by a Schedule published and available for sale;
- ~~ii. ii.~~ ii. ii.—The proposed timeline of planned promotional activities;
- ~~iii.~~ iii. The medium to be used in the promotion (note requirement in Subparagraph C(2)(d) below);
- ~~iv.~~ iv. The proposed budget for the promotion; and
- ~~v.~~ v. Contact information for the person representing the Applicant Carrier.

~~iii.~~ iii.—The medium to be used in the promotion (note requirement in Subparagraph C(2)(d) below);

~~iv.~~ iv.—The proposed budget for the promotion; and

~~v.~~ v. Contact information for the person representing the Applicant Carrier.

~~b.~~ b. The ~~Executive Vice President~~Chief Executive Officer or designee may request additional information as may be necessary for the proper, non-discriminatory application of the ASIP. The marketing plan must be approved in writing by the ~~Executive Vice President~~ Chief Executive Officer or designee.

~~b.~~

c. Marketing activities that may be supported under the ASIP include, but are not limited to:

~~i. i.~~ i. i.—Promotional events,

~~ii. ii.~~ ii. ii.—Print advertisements, collateral materials, direct mail and other forms of print marketing,

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~~iii. iii.~~ Multimedia advertising, such as TV, radio, digital, web, and social media, ~~and~~.
~~iv. iv.~~ Banners and signage.

- ~~d.~~ Marketing activities eligible for incentives under the ASIP will prominently and exclusively promote service ~~between TPA and a specific market.to/from TPA.~~
- ~~d.~~
- e. ~~To be eligible under the ASIP, advertisements and/or other promotional material(s) must feature the service to TPA prominently in the copy.~~ Any specific identification of ~~Tampa International Airport~~ TPA must be consistent with the Authority's current marketing or image strategy, as determined by the Executive Vice President ~~Chief Executive Officer~~ or designee. The content of all eligible marketing materials and activities will be subject to the prior written approval of the Executive Vice President ~~Chief Executive Officer~~ or designee. Use of Tampa International Airport trademarks will be subject to approval by the Executive Vice President ~~Chief Executive Officer~~ or designee.
- f. Approved marketing efforts will be funded on a reimbursement basis with the Qualifying ~~Airline Carrier~~ funding the implementation of the marketing plan with the Qualifying Carrier's preferred third-party provider, and the Authority reimbursing the Qualifying ~~Airline Carrier~~ after execution, not to exceed the amounts specified in the ASIP.
- g. All ASIP copy and creative material will be furnished at the sole cost of the Qualifying ~~Airline Carrier~~ (subject to reimbursement of eligible costs) and will comply with the specifications of the Authority. The Executive Vice President ~~Chief Executive Officer~~ or designee will review and approve in

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writing all copy and creative material prior to their approval, installation or placement in order to ensure compliance with the terms of the ASIP.

- h. The Executive Vice President ~~Chief Executive Officer~~ or designee must review and approve all marketing materials and expenditures before they will be qualified for reimbursement under the ASIP. The Qualifying Airline Carrier must provide proof of all expenditures itemized by each route to be reimbursed, including a paid invoice demonstrating payment by the Qualifying Carrier to the third-party who provided marketing services on the Qualifying Carrier's behalf.
- i. The Authority will reimburse a Qualifying Airline-Carrier only after the completion of ~~the a~~ marketing ~~effort~~activity. Any expenses that were incurred without Authority approval prior to the expenditure will be ineligible for reimbursement. Reimbursement for New Market Launch Marketing or New Entrant Carrier Presence Marketing will not exceed the Qualifying Airline's-Carrier's actual out of pocket cost of eligible marketing expenditures, as documented to the satisfaction of the Executive Vice President ~~Chief Executive Officer~~ or designee. Under no circumstances will a Qualifying Airline-Carrier be entitled to reimbursement above the amounts specified in the ASIP. The Authority will have the right, at any time during a Qualifying Airline's-Carrier's reasonable business hours, to audit all marketing incentives reimbursed to the Qualifying Airline-Carrier under the ASIP. By accepting any such marketing incentive reimbursement from the Authority, a Qualifying Airline-Carrier agrees to cooperate with the Authority and its representatives in the performance of this any audit.
- j. Each Applicant Carrier will be responsible for obtaining all necessary permits, licenses, leases, and/or approvals relating to its-the Applicant Carrier's use and/or occupancy of TPA and the service sought to be promoted, before qualifying for ASIP benefits.

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~~j.~~

~~k. During the Qualifying Period, by the tenth day of each month, Airline must sign and submit to the Director of Air Service Development or designee the Authority's ASIP Activity Report that summarizes operations and passenger volume by day of the previous month for the eligible flight. If Airline fails to provide the ASIP Activity Report, the Authority may utilize internal records to estimate flight and passenger activity levels; however, Airline will waive its ability to dispute flight and passenger volumes used to determine ASIP benefit calculations if it fails to submit the ASIP Activity Report by the required deadline.~~

k. The ASIP's marketing incentives are intended to support the launch phase of new services. The supported marketing activity may precede and/or follow the commencement of the new qualified service but will in no event continue more than twenty-four (24) months following commencement of the service, as a Qualifying Airline Carrier establishes its service presence at TPA and in the new Airport Destination.

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D. Program Requirements:

1. Each Applicant Carrier must complete and submit the required ASIP Agreement Application documents.
2. Each Qualifying Airline-Carrier must meet all ASIP guidelines.
2. _____
3. Should an Applicant Carrier that was determined to be a Qualifying Airline-Carrier fail to satisfy the eligibility requirements set forth above and/or otherwise fail to comply fully with all the terms, conditions, and requirements of the ASIP, the Authority will no longer be obligated to provide any incentives to the Applicant Carrier under the ASIP.
4. Each Applicant Carrier must be current in all its financial and/or other obligations with and to the Authority to be considered a Qualifying Airline-Carrier and be eligible for ASIP incentives, and each Qualifying Airline-Carrier must continue for the full term of its eligibility under the ASIP Agreement to perform and meet all of its obligations pursuant to any other agreements that such Qualifying Airline Carrier may have with the Authority and/or under TPA's Non-Signatory & Signatory Fiscal Year the Authority's Schedule of Fees & Charges and/or under the Authority's Rules and Regulations, including, but not limited to, paying all rates, fees, and charges in a timely manner. At any time a Qualifying Airline-Carrier fails to stay current in its obligations with or to the Authority, such Qualifying Airline Carrier will be determined to no longer be a Qualifying Airline-Carrier and the Authority will not be obligated to provide any incentives to said Qualifying Airline Carrier under the ASIP Agreement unless and until such Qualifying Airline-Carrier cures such failure within a period of forty-five (45) days after notice of such failure. If such former Qualifying Airline-Carrier fails to cure such failure within forty-five

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(45) days after notice of such failure, the Authority will no longer be obligated to provide any incentives to the Applicant Carrier under the ASIP.

5. If a Qualifying Carrier ceases operations at TPA due to bankruptcy or similar creditor protection prior to the conclusion of the ASIP Qualifying Period, the Authority will grant the Qualifying Carrier any remaining Waiver of Fees and Charges due to the Carrier under the ASIP up until the date of service termination. In addition, the Authority will reimburse the Qualifying Carrier for any eligible marketing reimbursements the Authority received from the Carrier prior to the date of service suspension, after which point the Carrier’s ASIP is terminated by the Authority.

6. The ASIP is subject and subordinate to the provisions of any existing or future agreement between the Authority and the United States of America relative to the operation or maintenance of TPA, the terms and execution of which agreement have been or may be required as a condition precedent to the expenditure by or reimbursement to the Authority of federal funds for the development of TPA (“Grant Agreements”). In the event that the ASIP or any ASIP Agreement entered into under the ASIP, conflicts with or violates the Grant Agreements, or any interpretation by the FAA thereof, the Authority reserves the right to amend, alter, or otherwise modify the terms of the ASIP or ASIP Agreement as required to resolve such conflict or violation.

4. _____

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E. Public Disclosure:

1. The Authority will endeavor to post the most current ASIP Policy on the TPA public website.
2. The Authority will provide a periodic listing on the TPA public website of all Carriers taking part in ASIP, including Airport Destinations and incentives received.

F. Definitions: ~~E. Definitions:~~

Affiliate ~~Airline~~

~~Any corporation or other entity~~ Solely for the purposes of the ASIP, refers to a Carrier that is (1) operating at TPA under another ~~Airline's~~ Carrier's trade name or Primary Marketing Code, or (2) operating aircraft on behalf of a Carrier Service Provider for scheduled charter flight under a contract with a Carrier Service Provider, or (3) is engaged in a joint venture business relationship with another Carrier, or (4) operates as a wholly owned subsidiary of another Carrier or common owner; or (5) holds all or substantially all of the assets of another Carrier. ~~s. a~~

Aircraft Parking Fees

~~Aircraft parking charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges.~~ the annual TPA Schedule of Charges.

Airline or Carrier

~~A certified air transportation company engaged in the commercial business of transporting persons, cargo, mail, and/or other property by air.~~

Airport Destination

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The airport receiving new service from TPA. Each airport within a metropolitan area is defined as a separate airport destination.

~~All Cargo Service or All Cargo~~
Air service for the sole purpose of transporting freight and mail by air.

Applicant Carrier

~~An Airline~~ A Carrier applying for ASIP incentives. ~~May be a Carrier who is responsible for the sale and distribution of flights operated by Affiliates under its own Primary Marketing Code.~~

ASIP Agreement

The written document executed by Applicant Carrier’s authorized representative and the Authority Executive Vice President or designee which identifies the service receiving incentives under the ASIP and the terms & conditions of the incentive award.

ASIP Agreement Application

A signed document returned to the Authority by an authorized representative of an Applicant Carrier providing the details of the new air service for which an eligible incentive is requested by the Carrier, along with associated terms & conditions which the Applicant Carrier agrees to.

Bag Handling System Fees

Bag Handling System fees & charges as specified in TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges.~~the annual TPA Schedule of Charges.~~

Baseline Schedule

The ~~published operating schedule for the six (6) month period immediately prior to the introduction of any incremental flights.~~

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Blind Sector

A ~~D~~domestic sector inside the United States operated by a foreign flag ~~Airline-Carrier~~ linking TPA with a gateway ~~A~~airport inside the United States. Additional passengers may board at the gateway ~~A~~airport, but pursuant to DOT restrictions, the ~~Airline-Carrier~~ may not sell the ~~D~~domestic sector as a local flight.

~~Cargo Aircraft Parking Fees~~

~~Cargo Aircraft Parking charges as specified in the annual TPA Schedule of Charges.~~

Carrier

~~A direct air carrier holding all necessary certification from the FAA and appropriate authority from the U.S. Department of Transportation to conduct the transportation of passengers by air as a common carrier for compensation, or a Carrier Service Provider. Except for Carrier Service Providers, an indirect air carrier, such as a “Public Charter Operator” organized under 14 C.F.R. Part 380, shall not be considered a Carrier under this Policy.~~

Carrier Service Provider

~~A person generally or specifically authorized to provide Carrier services pursuant to Title 31, Code of Federal Regulations, Part 515, as amended or superseded from time to time.~~

~~A scheduled charter flight operator who sells tickets directly and/or indirectly to passengers and contracts with an operating airline to operate flights. For new service by a Carrier Service Provider to qualify for incentive payments, the operating airline must apply and agree to be bound by the terms and conditions of the ASIP, and shall be responsible for coordinating all Marketing Incentives with the Carrier Service Provider. All marketing funds and fee waivers shall be paid to the Applicant Carrier for qualifying service. If the Carrier Service Provider elects to change~~

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~~operating airlines during the Qualifying Period, the Authority may elect to waive its right to repayment under Section D.4 of this Policy.~~

~~-Current/Currently~~

~~The time immediately prior to the Carrier's ASIP Application submission.~~

~~Domestic Passenger Service~~

~~Air service for the purpose of transporting travelers to an Airport Destination market within the United States (consisting of all 50 states, the District of Columbia and Puerto Rico).~~

~~Equivalent Terminal Rent~~

~~An amount equal to the applicable Ticket Counter and Gate Use Fees for International Passenger Service or Domestic Passenger Service, as set forth in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges, ~~the Tampa International Airport Schedule of Charges~~, for a Qualifying Airline's Carrier's new air service pursuant to the ASIP.~~

~~Executive Vice President~~

~~The Executive Vice President of the Hillsborough County Aviation Authority responsible for the Air Service Development Department.~~

~~FIS Fees~~

~~Federal Inspection Service (FIS) charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges. ~~the annual TPA Schedule of Charges.~~~~

~~Gate Use Fees~~

~~Per Use Gate Use charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges. ~~the annual TPA Schedule of Charges.~~~~

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Incumbent ~~Airline~~Carrier

Any ~~Airline Carrier already Currently operating providing~~ regularly ~~S~~scheduled flights at TPA, or which is not classified as a New Entrant Carrier hereunder.

International Club ~~Facility~~ Room Fees

~~International Club Facility charges~~ Charges for use of the HCAA international club room as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges. ~~the annual TPA Schedule of Charges.~~

International ~~Passenger Air~~ Service

Air service to a ~~m~~market outside the United States (i.e., other than all 50 states, the District of Columbia and Puerto Rico).

Joint Use Fees-Airside

Airside joint use charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges~~the annual TPA Schedule of Charges.~~

Joint Use Fees-Terminal

Terminal joint use charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges.~~the annual TPA Schedule of Charges.~~

Landing Fees

Landing charges as specified in TPA's Non-Signatory & Signatory Fiscal Year Fees & Charges.~~the annual TPA Schedule of Charges.~~

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New Entrant Carrier

Any ~~Airline-Carrier~~ that commences ~~S~~scheduled air service at TPA that has not ~~s~~served TPA in at least the last twenty-four (24) months with any Sscheduled service. Affiliates cannot be considered a New Entrant Carrier if their associated Carrier has served TPA within the last twenty-four (24) months.

New Entrant Carrier Presence Marketing

Marketing by a New Entrant Carrier to establish its presence at TPA, -available when a Carrier begins service at TPA. New Entrant Carrier Presence Marketing is not tied to the number of Airport Destinations the New Entrant Carrier serves from TPA.

New Market Launch Marketing

Marketing by a New Entrant Carrier or Incumbent ~~Airline-Carrier~~ to launch a new Airport Destination.market.

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Passenger -Transfer System (PTS) Fees

Passenger Transfer System (PTS) charges as specified in TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges.in the annual TPA Schedule of Charges.

Preexisting Airport Destination/ Preexisting Service

Service between TPA and any Airport Destination that is currently served nonstop from TPA.

Primary Marketing Code

The two letter IATA Carrier identifier which serves as the primary marketing identifier in flight schedules as displayed in global flight schedules data.

Qualifying ~~Airline~~Carrier

~~An Airline~~A Carrier or its Affiliate that meets the ASIP eligibility requirements.

Qualifying Period

The duration of time under which a Qualifying ~~Airline~~Carrier may be eligible to receive ASIP benefits.

Schedule/Scheduled

Operations for which the Carrier or its Affiliate (including a Carrier Service Provider) offers in advance the departure location, departure time, and arrival location, for general sale to the public, but otherwise excluding operations conducted as public charter under 14

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C.F.R. Part 380, verified on either the Carrier’s website or TPA’s third-party global schedule database. Other unscheduled or non-common carriage operations are not eligible. Minimum Schedule requirements and operating periods may be non-consecutive.

Schedule of Charges

~~The TPA Schedule of Charges, as may be changed, modified and/or amended from time to time.~~

Significant Service Increase

A listing of specific Airport Destinations with Preexisting Service for which the Authority, in its sole discretion, wishes to provide a service increase incentive, including required frequency levels that the Authority determines to represent a significant increase in service for each respective Airport Destination.

Technical Stop

~~A stop between TPA and the Airport Destination market served to re-fuel or service the aircraft, and which segment the Carrier does not sell as a flight segment.served to re-fuel or service the aircraft.~~

Terminal Support Fees

HCAA Terminal Support charges as specific in TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges. the annual TPA Schedule of Charges.

Ticket Counter Fees

Per Use Ticket Counter charges as specified in TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges. the annual TPA Schedule of Charges.

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TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges

The non-signatory and signatory fees & charges for the relevant fiscal year published on the TPA public website.

Unserviced

Any Airport Destination that is Currently not served nonstop by any Carrier from TPA.

Variable Fees

TPA’s Non-Signatory & Signatory Fiscal Year Fees & Charges which are charged based on the variable activity or actual utilization by a Carrier of specific facilities, including without limitation: Aircraft Parking Fees, Bag Handling System Fees, Equivalent Terminal Rent, FIS Fees, Gate Use Fees, International Club Room Fees, Joint Use Fees-Airside, Joint Use Fees-Terminal, Landing Fees, Passenger Transfer System (PTS) Fees, Terminal Support Fees, and Ticket Counter Fees.