

Date: May 23, 2024

RNO Air Service Incentives		
	Marketing Support	Landing Fee waivers
New Passenger Airline	\$50,000	One Year
Targeted New Destination	Year 1 - \$100,000 Year 2 - \$50,000	Two Years
Targeted Underserved Destination	\$100,000	One Year
New Dedicated Cargo Carrier	-	6 months

Approved by the RTAA board on 5.23.2024

Eligibility Criteria:

- A minimum of **3 weekly flights** for **New Passenger Airline** is required to qualify for incentives.
- A minimum of **3 weekly flights** per **destination** is required to qualify for incentives.

Seasonal Service:

- A **New Passenger Airline** providing only seasonal service receives only half of the allotted marketing support but benefits from a full waiver of landing fees.
- Seasonal service to a **qualifying destination** on an incumbent airline receives only half the allotted marketing support but benefits from a full waiver of landing fees.
- Seasonal service does not qualify for Targeted Underserved Destination incentives.

Incentive Details:

- **Marketing support** is limited until the budget is exhausted.
- **Airport landing fees** will be waived for a maximum of four (4) flights per day per airline.

- A **New Entrant Passenger Airline** can also be eligible for a **Targeted New Destination** and/or **Targeted Underserved Destination**.
- Only **Marketing Incentives are cumulative**
 - (i.e. Marketing for New Entrant Airline + Marketing for Targeted New Destination/Targeted Underserved Destination).
- **Landing Fee Waivers are not additive or cumulative.**
 - (e.g. if a New Entrant Airline serves a Targeted Underserved Destination, the Landing Fees will be waived for only one year. If a New Entrant Airline serves a Targeted New Destination, for Year 1 the Landing Fees will be waived under the New Entrant Airline or the Targeted New Destination category. Landing Fee waivers for Year 2 will be provided under the Targeted New Destination category.)

Restrictions:

- **Landing Fee Waivers** will be provided for a maximum of **2 years**.
- Targeted New Destinations and Targeted Underserved Destinations will be **reassessed quarterly** to ensure incentives align with our strategy and are subject to change.
- Airlines are **not eligible** for incentives if they have previously received incentives for the same destination (Targeted New Destination and/or Targeted Underserved Destination) within the past **12 months**.

Application Process:

- Incentives qualification criteria will be assessed at the time of application.
- Airline must have an AULA or an Airline Operating Agreement, current insurance and current performance bond and be in good standing with the RTAA to qualify for incentives.
- Air service incentives application and air service incentives contract (Contract) must be completed before the implementation of incentives. The Contract has performance criteria as well as a stipulation of incentive reimbursement to the RTAA for non-performance.

Exempted from Incentive Program:

- Charter operations—including operators under Parts 121, 135 and 380—are not eligible for incentives.

Contact Information:

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