

England Economic and Industrial Development District

Air Service Incentive Program Policy

I. Purpose

The England Economic and Industrial Development District (EEIDD), operator of Alexandria International Airport (AEX), recognizes the importance of enhanced commercial air service to the economic vitality of Central Louisiana. The purpose of this Air Service Incentive Program (the “Program”) is to encourage air carriers to initiate new nonstop destinations or expand existing air service at AEX by providing temporary, objective, performance-based financial incentives in compliance with FAA policies on airport revenue use. This Program does not alter or supersede any existing signatory carrier agreements, leases, or other long-term contracts unless expressly amended by the EEIDD and the applicable air carrier(s).

II. Objectives

The Program is designed to:

1. Stimulate new domestic and international passenger service from AEX.
 2. Increase connectivity for business, leisure, and military travelers.
 3. Support regional economic development and tourism initiatives.
 4. Ensure competitive and sustainable growth of commercial air service.
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III. Definitions

1. “Air Carrier” shall mean a person who undertakes directly by lease, or other arrangement, to engage in air transportation, as more particularly defined by 14 C.F.R. Part 139.
2. “Airport Revenue” shall mean funds derived from airport operations (e.g., landing fees, terminal rents, PFCs, AIP grants subject to FAA conditions). Such funds shall not be used to fund revenue guarantees or other prohibited subsidies.
3. “Incentive” shall mean any waiver or discount of landing fees, terminal and/or gate rentals, marketing support, or any combination of the foregoing.
4. “New Entrant” shall mean a carrier that does not have a current signatory lease or use agreement with the EEIDD airport at the time of application.
5. Participation Agreement shall mean written agreement between EEIDD and the Air Carrier that sets forth service commitments, incentive terms, funding source certifications, reporting requirements, audit rights, and clawback and/or recoupment provisions.

IV. Eligibility

To qualify for incentives under this Program, the proposed service must meet the following criteria:

1. **New Entrant Service** – Scheduled passenger service to a city not currently served nonstop from AEX.
2. **Expansion by Existing Carrier** – Addition of a new city or destination not currently served by that carrier from AEX.
3. **Minimum Duration** – Service must operate for a minimum of twelve (12) consecutive months to be eligible for full incentives.
4. **Exclusions** – Increases in frequency to currently served destinations are not eligible.

V. Incentive Offerings

A. Fee Waivers

- **Landing Fees:** Waived for up to twenty-four (24) months.
- **Terminal/Gate Rentals:** Waived for up to twenty-four (24) months, or equivalent credits provided if common-use facilities are utilized.

B. Cooperative Marketing Support

- EEIDD will provide cooperative marketing support in partnership with the air carrier.
- Marketing funds may be applied toward advertising, public relations, promotions, digital media, and other marketing activities that promote the new service.
- **Maximum Available Support:** Up to \$50,000 in Year One and up to \$50,000 in Year Two, subject to board appropriations.
- Air Carrier contributions to marketing efforts are strongly encouraged to leverage Program funds.

VI. Program Terms and Conditions

1. **Duration of Incentives** – Incentives are available for a maximum of twenty-four (24) months per new nonstop market.
2. **Participation Agreement** – Every incentive award must be memorialized in a Participation Agreement or Term Sheet that includes: precise description of incentive and dollar cap; service commitment and performance metrics; funding-source representations and warranties; payment mechanics and documentation requirements for reimbursements; audit and inspection rights; claw back and recoupment provisions; termination and dispute resolution provisions

3. **Early Termination** – If the air carrier discontinues service prior to twelve (12) months of continuous operation, or otherwise fails to meet minimum service commitments, the remaining balance of incentives will cease with the service, and the claw back and recoupment provisions contained within the Participation Agreement shall be enforced.
4. **Compliance** – All incentives shall comply with the FAA’s Policy and Procedures Concerning the Use of Airport Revenue.
5. **Limitations** – Incentives are subject to availability of EEIDD funds and approval by the EEIDD Board of Commissioners. Incentives are not guaranteed and will be negotiated on an objective case-by-case basis.

VII. Application Process

Air carriers interested in participating must submit a written request to EEIDD staff including:

- Proposed destination and service plan.
- Anticipated start date and frequency.
- Requested incentive support.

Staff will review the application and determine the level of incentives to be applicable.

VIII. Community Support

EEIDD will coordinate with regional partners, including the Chamber of Commerce, Convention & Visitors Bureau, military representatives, and economic development organizations, to maximize awareness and usage of the new service.

IX. Community Support

The EEIDD shall maintain contemporaneous records of all applications, awards, funding documentation, reimbursements, and performance metrics. Summaries of incentive awards, with commercially sensitive information redacted to the maximum extent allowed under Louisiana’s Public Records Law (La. R.S. 44:1, et seq.), will be published on the EEIDD’s website.

X. Effective Date and Duration

This Air Service Incentive Program shall become effective upon adoption by the EEIDD Board of Commissioners and shall remain in effect until modified or rescinded by Board action.

Adopted this 25th day of September, 2025
by the Board of Commissioners of the
England Economic and Industrial Development District