



**Brownsville  
South Padre Island  
International Airport**

Let the journey  
take flight

## Air Service Support Program

Adopted by the City Commission of the City of Brownsville, Texas.

During a regular meeting, October 16, 2018.



## **Brownsville South Padre Island International Airport**

### **Air Service Support Program**

#### **Program Purpose**

The Brownsville South Padre International Airport (BRO) is committed to enhancing both domestic and international air service growth. This program is intended to complement the strategies and objectives of the airport's air service development efforts in recruiting new carriers while encouraging incumbent carriers to consider expansion and new market development.

#### **Program Objectives**

- Grow domestic and international passenger air service at BRO.
- Increase revenue at BRO while ensuring utilization of BRO facilities.
- Reduce the initial cost of operation and start-up risk for new routes and new air carriers.
- Enhance tourism and economic development within the community thorough increased air service.
- Provide a wide-range of support options depending upon the frequency of new service and whether the carrier is a new entrant to BRO.

#### **Support Categories**

BRO provides the following support categories for new domestic and international air service. In addition to the following support program, members of the Brownsville and larger Rio Grande Valley community are committed to enhancing air service and reducing start-up risk through additional marketing support and minimum revenue guarantees (MRGs).





### ***Category #1: Daily Frequency for a New Destination with a New Entrant Carrier***

#### Components

- 12 months of waived landing fees; 50% waiver in Year 2.
- 12 months of waived terminal rent; 50% in waiver in Year 2 for exclusive space for new signatories (depending upon space availability).
- Cooperative marketing support for first twelve months of up to \$25,000.
- 24 months of waived Federal Inspection Service (FIS) fees (for new international destinations).

#### Requirements

- Service must be operated for at least 24 consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after six months of service and the remaining fifty percent at the end of the twelve-month period.





## ***Category #2: Daily Frequency for a New Destination with an Incumbent Carrier***

### Components

- 12 months of waived landing fees and 50% Year 2 (on fees only incurred on the new service).
- 12 months of 50% waiver of exclusive use space for signatory carriers.
- Cooperative marketing support for new service for first twelve months of \$25,000.
- 24 months of waived Federal Inspection Service (FIS) fees (for new international destinations).

### Requirements

- Service must be operated for at least 24 consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after six months of service and the remaining fifty percent at the end of the twelve-month period.





### ***Category #3: Non-Daily Frequency for a New Destination with a New Entrant***

#### Components

- 12 months of waived landing fees.
- 12 months of waived terminal rent for exclusive space for new signatories.
- Cooperative marketing support for new service for first twelve months of \$25,000.
- 12 months of waived Federal Inspection Service (FIS) fees (for new international destinations).

#### Requirements

- Service must be operated for at least 12 consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after six months of service and the remaining fifty percent at the end of the twelve-month period.





#### ***Category #4: Non-Daily Frequency for a New Destination with an Incumbent Carrier***

##### Components

- 12 months of waived landing fees (on fees only incurred on the new service).
- 12 months of 50% waiver of exclusive use space for signatory carriers.
- Cooperative marketing support for new service for first twelve months of \$25,000.
- 12 months of waived Federal Inspection Service (FIS) fees (for new international destinations).

##### Requirements

- Service must be operated for at least 12 consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after six months of service and the remaining fifty percent at the end of the twelve-month period.





### ***Category #5: Seasonal Service to a New Destination with a New Entrant Carrier***

#### Components

- Up to 4 months of waived landing fees.
- 4 months of waived terminal rent for exclusive space for new signatories.
- 4 months of waived Federal Inspection Service (FIS) fees (for new international destinations).
- Cooperative marketing support for new service for first six months of \$10,000.

#### Requirements

- Service must be operated for at least four consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after two months of service and the remaining fifty percent at the end of the four-month period.





### ***Category #6: Seasonal Service to a New Destination with an Incumbent Carrier***

#### Components

- Up to 4 months of waived landing fees (on fees only incurred on the new service).
- 4 months of 50% waiver of exclusive use space for signatory carriers.
- 4 months of waived Federal Inspection Service (FIS) fees (for new international destinations).
- Cooperative marketing support for new service for first six months of \$10,000.

#### Requirements

- Service must be operated for at least four consecutive months.
- An air carrier/operator will not be eligible for the matching advertising incentive if it had service to a listed destination and cancelled that service within the last two years of applying for the matching advertising incentive to the destination that was previously cancelled. The air carrier/operator may be eligible to apply for the matching advertising incentive for the previously cancelled destination two years after the cancellation of the service, provided that the program is still available.
- An air carrier/operator is required to match the Authority's advertising incentive on an equal basis. BRO will require proof of payment, subject to audit, prior to receipt of BRO's advertising incentive.
- Fifty percent of eligible incentive dollars may be paid after two months of service and the remaining fifty percent at the end of the four-month period.

