Attachment "A"

DES MOINES AIRPORT AUTHORITY BOARD

POLICY ON WAIVER OF FEES AND ADVERTISING & MARKETING ASSISTANCE FOR AIRLINES INITIATING NEW, NON-STOP SCHEDULED AIR SERVICE

"AIR SERVICE INCENTIVE PROGRAM"

1.0 **Purpose**

The purpose of this "Policy on Waiver of Fees and Advertising & Marketing Assistance for Airlines Initiating New, Non-Stop Scheduled Air Service" is to establish the procedures and minimum requirements necessary to establish an Airline's eligibility for a waiver of Airport landing and apron fees and to provide for advertising and marketing assistance.

2.0 **Term**

This Air Service Incentive Program is effective on June 9, 2026, and will remain in effect until amended or terminated by resolution of the Board. This Air Service Incentive Program may be amended at any time by the Board.

3.0 **Definitions**

(a) **"Airline"** means a passenger air carrier, as defined and certified by the U.S. Department of Transportation, that meets the requirements of this Policy.

(b) **"Airport"** means the Des Moines International Airport located in the City of Des Moines, Polk County, Iowa.

(c) **"Board"** means the Des Moines Airport Authority Board or any successor entity possessing the same powers and responsibilities.

(d) **"Air Service Incentive Program"** means this Policy on Waiver of Fees and Advertising & Marketing Assistance for Airlines Initiating New Non-Stop Scheduled Air Service.

(e) **"Air Service Incentive Program Commitment Agreement"** means the agreement between the Authority and Airline, and is required to be entered into before Airline can participate in the Air Service Incentive Program.

(f) **"Commit"** means that the Airline has executed an Air Service Incentive Program Commitment Agreement with the Authority agreeing to comply with the terms, conditions and requirements of this Air Service Incentive Program, has announced in the local media in Des Moines the Initiation of New, Non-Stop Scheduled Air Service beginning on or about a specific date, and has made the sale of tickets available to the general public for the New Non-Stop Scheduled Air Service.

(g) **“Communications, Marketing & Air Service Development Manager”** means the Airport manager in charge of communications, marketing, and air service development for the Airport.

(h) **“Chief Executive Officer” or “CEO”** means the chief executive officer of the Des Moines Airport Authority.

(i) **“Initiate”** and “**Initiation”** mean the day the Airline’s first flight takes place under the Air Service Incentive Program.

(j) **“MSA”** means a Metropolitan Statistical Area as defined by the Office of Management and Budget.

(k) **“New, Non-Stop Scheduled Air Service”** means Scheduled Air Service to an airport destination not currently served from the Airport by the Airline requesting incentives or by any other Airline operating at the Airport. New Non-Stop Schedule Air Service shall be classified as one of the following:

   i. “New, Annual Non-Stop Scheduled Air Service” means Scheduled Air Service operated year-round
   ii. “New, Seasonal Non-Stop Scheduled Air Service” means Scheduled Air Service operated for less than seven (7) months during a calendar year

(l) **“New Entrant”** means an air carrier that has not previously conducted commercial service operations as the marketing carrier at the Des Moines International Airport.

(m) **“Promotional Period”** means the period of fee waiver, which will not exceed 12 calendar months from the date New Non-Stop Scheduled Air Service is Initiated.

(n) **“Scheduled Air Service”** means scheduled passenger air service for the general public on a basis of no fewer than two flights per week.

(o) **“Targeted Non-Stop Markets”** means markets identified by Airport to receive enhanced incentives during the program period. Targeted Non-Stop Markets include San Franscisco (SFO), Seattle (SEA), Cancun (CUN), and Salt Lake City (SLC).

4.0 **Responsibility**

It is the responsibility of the CEO to administer this Air Service Incentive Program.

5.0 **Applicability**

In accordance with the “Policy and Procedures Concerning the Use of Airport Revenue” promulgated by the United States Department of Transportation, Federal Aviation Administration, this Air Service Incentive Program applies equally to all Airlines meeting its requirements.

6.0 **Eligibility**

Only Airlines who meet the terms of this Air Service Incentive Program and who are and remain current in their obligations to the Airport are eligible to participate in this program.

7.0 **Minimum Requirements**

The following minimum requirements must be met:

(a) Airline must Commit to Initiate New, Non-Stop Scheduled Air Service on or about a specific date to a commercial service airport destination other than an airport destination in a MSA currently served, or Committed to be served, from the Airport;

(b) Airline must not have reduced service from the Airport to the airport destination, or another airport in the same MSA, during the 24 months prior to the Initiation of the New, Non-Stop Scheduled Air Service, and must not during the Promotional Period reduce service on other routes served from Airport below that which existed on the day before the Initiation of the New, Non-Stop Scheduled Air Service;

(c) Airline has not previously received a fee waiver in the 48 months prior to the Initiation of the New, Non-Stop Scheduled Air Service for air service to the same airport destination or another airport in the same MSA;

(d) No more than three New, Non-Stop Scheduled Air Services can qualify for incentives each calendar year;

8.0 **Incentive**

The Airport may provide up to $225,000, based on destination of new service, for advertising and marketing assistance and waiver of landing fees and apron fees for each New, Non-Stop Scheduled Air Service that meets the requirements of this Air Service Incentive Program.

9.0 **Advertising and Marketing Assistance**

Subject to the funding limitation set out in Section 8.0, Airport may spend up to $25,000 in advertising and marketing the New, Non-Stop Scheduled Air Service. Advertising and marketing spend may consist of various media purchased by Airport.

10.0 Waiver of Fees

Airlines meeting the requirements of this Air Service Incentive Program are eligible to receive a waiver of landing fees and apron fees (the combined total not to exceed $100,000 for New, Non-Stop Scheduled Air Service, or up to $200,000 for a target market as outlined by the Airport) for the Promotional Period.

AIR SERVICE INCENTIVE

Type of Service	Marketing Funds	Landing & Apron Waiver
New, Annual Non-Stop Service	$25,000	$100,000
New, Seasonal Non-Stop Service	$25,000	$50,000
Targeted Non-Stop Service	$25,000	$200,000

11.0 Noncompliance with the Air Service Incentive Program

Upon the CEO's determination of Airline's non-compliance with any aspect of this policy:

(a) the Authority may immediately cease advertising and marketing efforts for the route;
(b) the waiver of landing fees and apron fees will cease.

12.0 Air Service Incentive Program Commitment Agreement Required

Any Airline that requests to participate in this Air Service Incentive Program shall enter into an Air Service Incentive Program Commitment Agreement with the Authority whereby they agree to comply with all terms, conditions and requirements of this Air Service Incentive Program.

The CEO is authorized and directed to enter into an Air Service Incentive Program Commitment Agreement with an Airline that the CEO has determined meets the requirements of this Air Service Incentive Program.