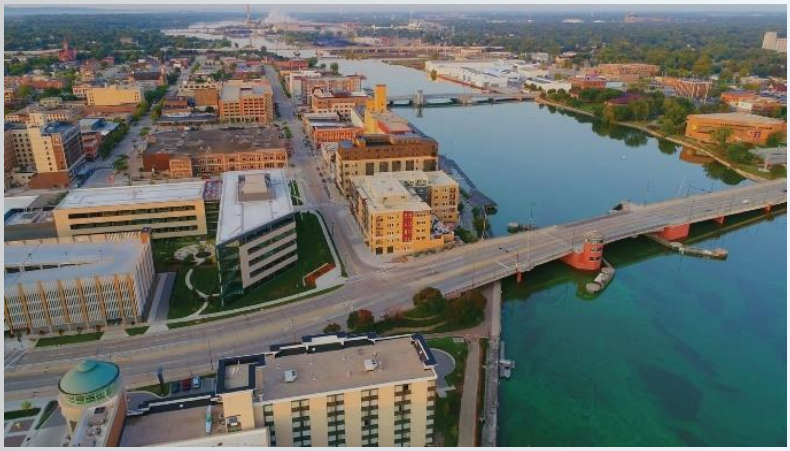
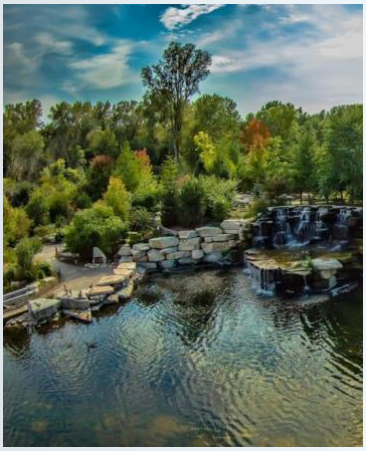
GREEN BAY GRB
AUSTIN STRAUBEL
INTERNATIONAL AIRPORT

AIR CARRIER INCENTIVE PROGRAM





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AIR CARRIER INCENTIVE PROGRAM

June 1, 2025

In order to encourage new and/or additional air service to Green Bay Austin Straubel International Airport (GRB or the Airport) the Airport is launching the following Air Carrier Incentive Program (ACIP) to reduce operational costs for airlines and provide promotional support for new routes.

Objective:

The intent of the ACIP is to boost airline service at GRB, supporting both incumbent airlines and new entrants. The program seeks to temporarily support carriers establishing new routes to previously unserved destinations, to new air carriers entering the GRB market, or for carriers looking to expand service to existing destinations.

Program Incentives:

1. Up to one hundred percent (100%) reduction in applicable Airport fees for the first twenty-four (24) months for year-round service or thirty-six (36) months for seasonal service.

2. Airport Fees waived include Landing Fees and Turn Fees on new or additional flights. Proportional reductions to Preferential and Joint Use Space based on enplanements for new or additional service for existing airlines. Terminal space rents waived for new entrants.

3. The Airport may have funds to assist with marketing efforts to support new or expanded services when available.

Application, Approval, Monitoring, and Reporting:

Upon an airline's written request to the Airport, GRB will curate an incentive breakdown, outlining both the anticipated airline cost benefits, applicable fees, and any marketing support for the services in question.

Airlines must submit a detailed application outlining the planned service, expected outcomes, and requested incentives. The agreement, once approved, will be in the form of a Memorandum of Understanding (MOU) between the airline and the Airport.

Requirements:

(1) The service must be non-stop scheduled or scheduled charter service (Public Charter) to a NEW DESTINATION or a SIGNIFICANT INCREASE in capacity to an existing destination.
   - "NEW DESTINATION" is defined as a destination that has not been served with non-stop service by a carrier within the previous twelve (12) months.
   - "SIGNIFICANT INCREASE" is defined as offering either 6 weekly flights or 50% seats above the level offered in the prior 12 months (or similar applicable period as determined by the Airport) by that carrier and maintaining this level for 12 months. For seasonal service, this is defined as offering 50% more flights than for the prior season.

(2) For seasonal service to a NEW DESTINATION:
   - Must operate a minimum of twelve (12) consecutive weeks during the designated season,
   - Minimum of two (2) departures per week during operational period, and
   - May operate up to three (3) seasons within a 3-year period from initial service date.

(3) Aircraft seats must be available for sale to the general public for a booking period of at least 90 days.

(4) An airline that has already received the incentive will not be eligible for an additional incentive if they leave and re-enter the same city within 12 months from the service discontinuation date (not applicable to seasonal service).

(5) The airline must operate in good standing and be in compliance with all GRB requirements.

(6) Airlines utilizing the ACIP must provide periodic reports detailing the performance of the incentivized route, including load factors, on-time performance, and any airline marketing campaigns in addition to any supported by the Airport funds.

Incentive Clause:

All airlines who participate in the ACIP shall also accept the incentive clause:

Whereas service routes provided, must remain for a period no less than two years or all fees waived during the incentive period shall be billed at 100% to the company/airline participating in the incentive program and accepting the incentive agreement. Incentives will be extended in a fair and non-discriminatory manner. Fee waivers apply solely to flights on qualifying routes.

GREEN BAY GRB
AUSTIN STRAUBEL
INTERNATIONAL AIRPORT

AIR CARRIER INCENTIVE PROGRAM APPLICATION

AIR CARRIER INFORMATION

Air Carrier:	
Destination of new non-stop service (i.e. GRB-XXX):	
Effective start date of new service and duration:	
Schedule (days of week, frequency, year-round or seasonal, approximate departure and arrival times):	
Proposed aircraft equipment and seat capacity for eligible service:	
Maximum landed weight(s) for each aircraft:	
Air Carrier representative name:	
Date:	

AIRPORT APPROVAL (FOR AIRPORT USE ONLY)

Comments: ☐ Approve ☐ Deny	
Airport representative name:	
Airport representative signature:	
Date:	

Contact:

Applications to the Air Carrier Incentive Program should be sent to:

Marty Piette, A.A.E., Airport Director
Marty.Piette@flygrb.com
920-492-4900