

| RNO Air Service Incentives       |   |                     |
|----------------------------------|---|---------------------|
|                                  | Marketing Support                       | Landing Fee waivers |
| New Passenger Airline            | \$50,000                                | One Year            |
| Targeted New Destination         | Year 1 - \$100,000<br>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

- A minimum of three-weekly flights for New Passenger Airline is required to qualify for incentives.
- A minimum of three-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.
- 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.)
- Landing Fee Waivers will be provided for a maximum of two 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.
- 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.

Please contact Tina Iftiger, Chief Air Service Development Officer, for more information.  
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