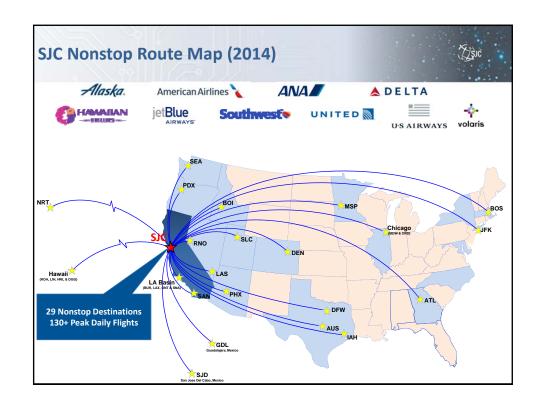
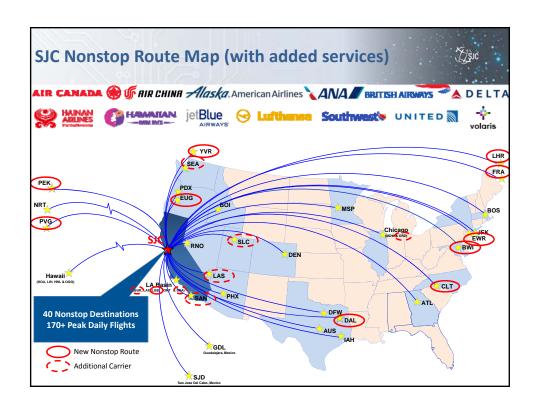


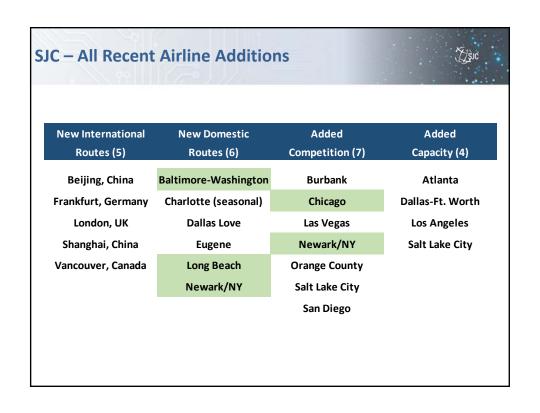
## **Airline Service and Support Program Overview**

- Program approved by Council in 2006, modified periodically
  - Help new commercial air service succeed
  - Expand options for travelers
  - ✓ Elevate domestic/international profile of City
  - ✓ Generate substantial economic impact
- FAA provides national guidelines, including
  - New service support but NO subsidies by U.S. airports
  - ✓ Non-discriminatory for all airlines meeting program requirements
- All airlines/routes presented to Council meet requirements
- Each route is a business proposition, with NO guarantee of success for new flights









## **Marketing Summary**

- Focus on awareness of new service
- Largely driven by airline's internal strategies, media placements and mix, and program objectives
- Blend of both point-of-sale locations driven by targeted passenger demographics/geographics
- Measured by
  - Click-through rates (digital)
  - Audio and visual potential impressions
  - Passenger volumes, trends, year-year growth

## **Airline Support Program Impact**

Airline:	Southwest	JetBlue	United	United	Alaska
Market:	Baltimore-Wash	Long Beach	Chicago	Newark/NY	Newark/NY
Support Period	18 Months	12 Months	18 Months	18 Months	18 Months
Enplanements	81,396	153,216	154,420	77,210	73,954
Total Airport Fees	\$328,615	\$778,115	\$651,974	\$326,062	\$321,434
<b>Total Passenger Net Spend</b>	\$1,032,305	\$1,123,993	\$1,958,430	\$979,215	\$937,923
Fees + Net Spend Revenue	\$1,360,920	\$1,902,108	\$2,610,404	\$1,305,277	\$1,259,357
Landing Fee Waivers	(\$212,751)	(\$560,226)	(\$432,299)	(\$216,149)	(\$216,149)
Marketing Funds	(\$50,000)	(\$25,000)	(\$50,000)	(\$50,000)	(\$50,000)
Total Waivers + Marketing	(\$262,751)	(\$585,226)	(\$482,299)	(\$266,149)	(\$266,149)
Net Impact Over Period	\$1,098,169	\$1,316,882	\$2,128,105	\$1,039,128	\$993,208
Annual Economic Impact	\$14,825,242	\$15,405,163	\$28,125,603	\$14,062,801	\$13,469,792

- Net positive after fee waivers and marketing funds
  Substantial annual economic impact
- All meet program requirements, NO subsidies involved



