



ALBANY
INTERNATIONAL AIRPORT

ASIP

*2025 AIR SERVICE
INCENTIVE PROGRAM*



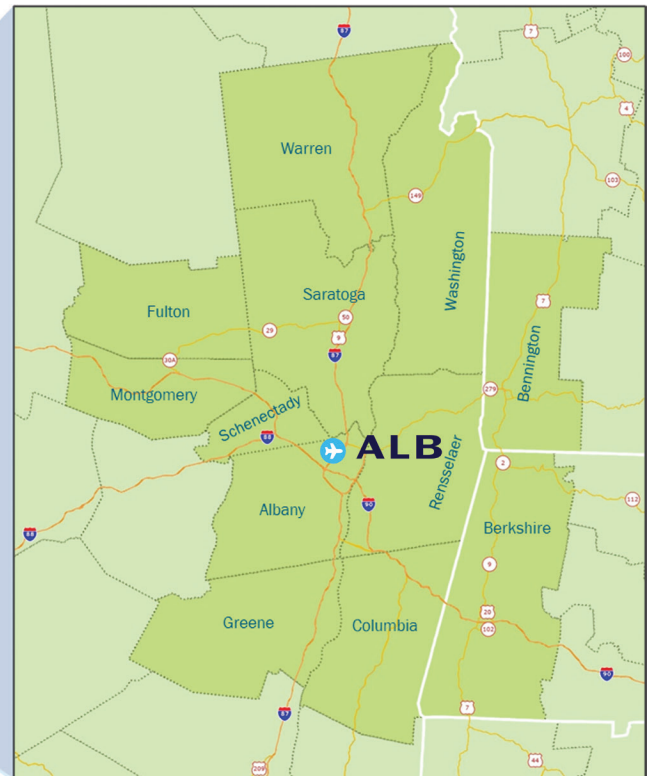
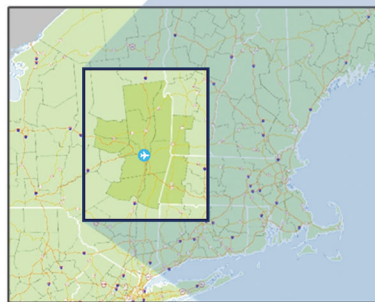
INTRODUCTION

The Albany County Airport Authority (ACAA), operator of Albany International Airport (ALB), is pleased to offer the Air Service Incentive Program (ASIP). The ASIP supports the strategies and objectives of the Airport’s air service development efforts by encouraging incumbent and new entrant carriers to consider new market opportunities and expansion at ALB. The incentives offered in this ASIP are subject to all of the terms and provisions of this ASIP and subject to entering into a mutually satisfactory agreement between ACAA and the airline in furtherance of the AIP.

ABOUT ALB

ALB’s primary market includes more than 1.4 million residents within a one-hour drive of the airport, including the Capital Region, Western Massachusetts, and Southern Vermont. In 2024, ALB served over 1.5 million passengers with the services of 7 signatory airlines to 25 unique nonstop markets

County	2019 Population	County	2019 Population
New York		Massachusetts	
Albany	311,463	Berkshire	126,220
Columbia	60,743		
Fulton	53,808	Vermont	
Greene	47,522	Bennington	35,561
Montgomery	49,218		
Rensselaer	160,628	Total	1,392,544
Saratoga	232,599		
Schenectady	156,541		
Schoharie	31,439		
Warren	64,883		
Washington	61,919		



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Objectives of the ALB ASIP:

- Stimulate domestic passenger air service at ALB.
- Stimulate international passenger service at ALB.
- Promote competition at ALB.

Categories for the ASIP:

There are two categories of incentives under the ASIP:

Domestic Service

- Targeted Markets
 - Year-Round
 - Seasonal
- Other Markets
 - Year-Round
 - Seasonal

International Service

- Year-Round
- Seasonal

Qualifying Air Service

Any new or additional nonstop airline passenger service is “Qualifying Air Service” if it is nonstop service and meets the criteria below, and does not reduce other existing service.



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Targeted Domestic Expansion Markets

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International Service Incentive Program

There are two International Service Incentive Programs available. Eligible air service must provide at least one weekly flight to an international destination.

New Routes

Year-Round Service

Incentive Term - 24 months

Incentives:

- Waived for 24 months: Landing Fees, Terminal Fees, Apron Fees, Boarding Bridge Fees, Low Volume Carrier Fee, Plane Hookup Fee, Fuel Farm Glycol Fee, Fuel Farm Fuel Flowage Fee
- Marketing Incentives for new routes
- Marketing Incentives for new international route
 - Year 1 – up to \$250,000
 - Year 2 – up to \$250,000

Seasonal Service

Incentive Term - 24 months

Incentives:

- Waived for 24 months: Landing Fees, Terminal Fees, Apron Fees, Boarding Bridge Fees, Low Volume Carrier Fee, Plane Hookup Fee, Fuel Farm Glycol Fee, Fuel Farm Fuel Flowage Fee
- Marketing Incentives for new routes
- Marketing Incentives for new international route
 - Year 1 – up to \$100,000
 - Year 2 – up to \$100,000

Fee reductions would be applied on invoices as credits against the amount that would have otherwise been due in the same month the ASIP Qualifying Service is provided.

Incumbent Airlines would only receive reductions for the specific rates, fees, and charges shown above for qualifying flights unless leasing additional space and gates specifically for the additional service.

MARKETING INCENTIVES

Guidelines for Marketing Incentives

Qualifying Airlines must meet the specific guidelines and program requirements outlined below to receive marketing incentives:

A. Submit a marketing plan that identifies:

- The air service to be promoted;
- The proposed timeline of planned promotional activities;
- The medium to be used in the promotion;
- The proposed budget for the promotion; and
- Contact information for the person representing the Applicant Airline.

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- B.** The Chief Executive Officer (CEO) or his/her designee may request additional information as may be necessary for the proper, non-discriminatory application of the available marketing incentives. The marketing plan must be approved by the CEO or his/her designee.
- C.** Marketing activities that may be supported under the Program include, but are not limited to:
- Promotional events;
 - Print advertisements, collateral materials, direct mail and other forms of print marketing;
 - Multimedia advertising, such as TV, radio and interactive; and/or
 - Banners and signage.
 - Marketing activities eligible for incentives hereunder will prominently and exclusively promote service between the Airport and a specific market.
- D.** Marketing activities eligible for incentives hereunder will prominently and exclusively promote service between the Airport and a specific market.
- E.** To be eligible hereunder, advertisements and/or other promotional material(s) must feature Albany International Airport prominently in the copy. This identification of the Airport must be consistent with the Authority's current marketing or image strategy, as determined by the CEO or his/her designee. The content of all eligible marketing materials and activities will be subject to the prior written approval of the CEO or his/her designee.
- F.** All promotional materials eligible for participation must display the ALB logo. Print and outdoor advertisements must display the ALB logo for each instance in which a Qualifying Airline's logo appears. Logo size, placement and dimensions will be subject to the prior written approval of the CEO or his/her designee.
- G.** Approved marketing efforts will be funded on a cooperative basis with the Qualifying Airline funding the marketing program and the Authority reimbursing the marketing program after its execution, not to exceed the amounts specified in the Program and earmarked for marketing incentives in the Authority/s budget, whichever is less.
- H.** All copy and creative material will be furnished at the sole cost of the Qualifying Airline (subject to reimbursement of eligible costs) and comply with the specifications of the Authority.
- I.** The CEO or his/her designee must review and approve all marketing materials and expenditures before they will be qualified for reimbursement under this Program. The Qualifying Airline must provide proof of all expenditures to be reimbursed.
- J.** The Authority will reimburse a Qualifying Airline only after the completion of the marketing effort. Any expenses that were incurred without Authority approval prior to the expenditure will be ineligible for reimbursement. Reimbursement will not exceed the Qualifying Airline's actual out of pocket cost of the eligible marketing expenditure. Actual costs must be documented to the satisfaction of the Executive Director or his/her designee. Under no circumstances will a

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Qualifying Airline be entitled to reimbursement above the amounts specified in the Program.

- K. The Authority will have the right, at any time during a Qualifying Airline's reasonable business hours, to audit all marketing incentives reimbursed to the Qualifying Airline under the Program. By accepting any such reimbursement from the Authority, a Qualifying Airline agrees to cooperate with the Authority and its representatives in the performance of this audit, and to make all of the Qualifying Airline's books and records available to the Authority and its representatives either at the Airport or at the Qualifying Airline's location where such books and records are maintained in the ordinary course of the Qualifying Airline's business.
- L. Each Applicant Airline will be responsible for obtaining all necessary permits, licenses, leases, and/or approvals relating to its use and/or occupancy of the Airport and the service sought to be promoted, before permission to undertake a marketing effort is granted.

Program Requirements

- A. Each Applicant Airline must complete and submit the required application documents.
- B. Each Qualifying Airline must meet all Program guidelines.
- C. Each Applicant Airline must be current in all its financial and/or other obligations with and to the Authority to be considered eligible for incentives and the Airline must continue for the full term of its eligibility under the Program to perform and meet all of its obligations pursuant to any agreements that such Airline may have with the Authority and/or under the Authority's Schedule of Rates and Fees and/or under the Authority Rules and Regulations, including, but not limited to, paying all rates, fees, and charges in a timely manner. Any time that a Qualifying Airline fails to stay current in its obligations with or to the Authority, such Airline will be determined to no longer be eligible for incentives and the Authority will not be obligated to provide any incentives to said Airline under the Program unless and until such Airline cures such failure within a period of forty-five (45) days after notice of such failure.

Eligibility Requirement

In order to be eligible to participate in this Incentive Program, an airline must be or become a party to the Authority's Airline-Airport Use Agreement or the Authority's Non-Signatory Airline-Airport Agreement, and must execute and deliver to the Authority an agreement. In order to receive a discount under this Incentive Program, an airline must not be in default under the Authority's Airline-Airport Use Agreement or the Authority's Non-Signatory Airline-Airport Agreement, as applicable to such airline. Discounts earned under this Incentive Program will be credited monthly to the Signatory Airline or Non-Signatory Airline eligible for such discounts.

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Application Process

Air carriers seeking to participate in the ALB ASIP should complete an Air Service Incentive Program application, which is included at the end of this document. Applications must be post marked or e-mailed forty-five (45) days prior to commencement of the qualifying service.

Submissions can be made electronically to mherrmann@albanyairport.com or mailed to:

Albany County Airport Authority

737 Albany Shaker Road | Albany, NY 12211-1057

 (518) 242-2222, Ext. 1

All submittals are subject to audit by the Albany County Airport Authority. Airport staff will review the Application against the Criteria to Qualify and inform the air carrier in writing of its decision. Any questions regarding the ASIP should be directed to the Albany County Airport Authority at (518) 242-2222, ext. 1.

AIR SERVICE INCENTIVE PROGRAM APPLICATION

Air Carrier Information

Airline: _____

Address: _____

City / State / Zip: _____

Contact Person (Name / Title): _____

Phone: _____

Fax: _____

Email: _____

Origin of ASIP Flight: _____

Effective Date	Aircraft Type And Series	Arrival Flight #	ALB Arrival Time	Days of Operation (1 thru 7)

Airlines are required to report any changes of aircraft type and/or Series at least 30 days in advance during the 12-month incentive period. Contact the acaa finance office at 518-242-2204 for notification.

FOR ACAA USE	
Evaluated by: _____	Date: _____
Comments: _____	

<input type="checkbox"/> APPROVE	<input type="checkbox"/> REJECT
Signed By: _____	Date: _____
<i>Chief Executive Officer</i>	



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