

## MEMORANDUM

Agenda Item No. 8(A)(1)

---

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**DATE:** November 8, 2012

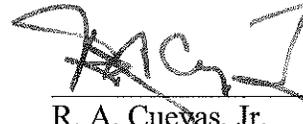
**FROM:** R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Resolution relating to Miami  
International Airport approving  
Fourth Air Service Incentive  
Program (ASIP4) at Miami  
International Airport to provide  
an incentive for increased  
domestic and international  
passenger and cargo flights  
at the Airport

Resolution No. R-884-12

---

The accompanying resolution was prepared by the Aviation Department and placed on the agenda at the request of Prime Sponsor Commissioner Bruno A. Barreiro.



R. A. Cuevas, Jr.  
County Attorney

RAC/lmp

# Memorandum



**Date:** November 8, 2012

**To:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**From:** Carlos A. Gimenez  
Mayor 

**Subject:** Resolution Approving the MIA Air Service Incentive Program for Miami International Airport

---

## RECOMMENDATION

It is recommended that the Board of County Commissioners (Board) approve the attached resolution approving the Fourth MIA Air Service Incentive Program (ASIP4) for Miami International Airport (MIA). This program provides incentives for air carriers to establish new domestic and international flights to MIA, with additional incentives for targeted international passenger and cargo service. These include landing fee abatements and, in some cases, matching advertising funds to promote a new route. In addition, the attached resolution permits the Mayor or designee to approve subsequent ASIPs provided they are in strict compliance with the limitations imposed by the Federal Aviation Administration on the nature, structuring, and duration of such ASIPs.

## SCOPE

MIA is located primarily within Rebeca Sosa's Commission District Six; however, the impact of this item is countywide as MIA is a regional asset.

## FISCAL IMPACT/FUNDING SOURCE

It is anticipated that the increased revenues to the Airport resulting from ASIP4 will offset the reduction in landing fees and aviation fees and the contribution of advertising costs. Total landing fee waivers and matched advertising fund commitments will be capped at \$3 million per year, based on a first-come, first-served basis, until each annual cap is exhausted. Any net losses resulting from ASIP4 will be payable through the Airport's Retainage Sub-account Improvement Fund.

## TRACK RECORD/MONITOR

MDAD has an internal Air Service Incentive Program Review Committee that meets once a month to monitor the compliance of participating air carriers. Representatives from MDAD's Marketing, Finance, and Operations Divisions serve on the Committee and publish a monthly compliance report. The MDAD staff member responsible for monitoring this program is Director of Marketing Chris Mangos.

## DELEGATED AUTHORITY

In accordance with Section 2-8.3 of the Miami-Dade County Code related to identifying delegation of Board authority, the resolution permits the Mayor or designee to (1) modify the Program to comply with any FAA requirements, (2) terminate the program whenever the Mayor or designee determines it would be in the best interest of the County, and (3) address any obligations and rights that arise under ASIP3 and ASIP4.

## BACKGROUND

Pursuant to Resolution No. R-566-05, the Board approved an Air Service Incentive Program designed to encourage the growth of new flights to and from MIA (ASIP1). The original ASIP1 expired in May 2007, and the second program, which extended the benefit to cargo carriers, expired July 2010 (ASIP2). The Third Air Service Incentive Program (ASIP3) expires in October 2013. The proposed

Fourth Air Service Incentive Program (ASIP4) will replace the present ASIP3 program exactly one year before its expiration in order to expand the program and create a new tier of benefits for targeted emerging BRICS markets (Brazil, Russia, India, China, and South Africa) and markets in the Asia/Pacific region. Those carriers presently in ASIP3 will continue to receive benefits until its expiration date. Air carriers applying for and receiving benefits as of October 1, 2012, will be subject to the specifications and offerings of the new fourth program.

The Program was instituted to support the MIA Air Service Development Program, which started in the fall of 2003 with the purpose of establishing new routes to MIA. Since then, staff has met with numerous airline representatives to present and discuss feasibility studies. The representatives reinforced the importance of incentives, especially for airlines establishing a new route. Thus, this Program provides the competitive tool that allows MIA to make a stronger service case to targeted airlines.

MDAD has witnessed the successful development of new air service at MIA over the course of the program. MIA is now the U.S. airport with the most international flights, surpassing JFK in 2012; MIA has had the most international traffic growth of any U.S. gateway airport over the last four years; and MIA was named "U.S. Airport with the Most New Airlines" in 2011 and "Fastest Growing U.S. Airport in 2011" by aviation industry analysts *Anna.aero*.

#### First Incentive Program (ASIP1)

A total of four U.S. and two international airlines participated in ASIP1, introducing nonstop flights to four U.S. cities and three new international destinations. These flights generated more than 300,000 annual passengers for MIA. The total amount of landing fee abatement during the first program amounted to \$680,676.

#### Second Incentive Program (ASIP2)

A total of two U.S. passenger airlines, six international passenger airlines, and two international cargo airlines participated, introducing new passenger service to three U.S. and six international cities, and new cargo service to two international cities. These flights generated more than 320,000 annual passengers and 55,000 cargo tons. The total amount of landing fee abatement amounted to \$643,156.

#### Third Incentive Program (ASIP3)

A total of three U.S. passenger airlines and seven international passenger airlines participated. Two of the three U.S. passenger airlines will complete their promotional period in 2013. These carriers introduced new passenger service to six new international destinations. These flights have generated more than 1.3 million passengers annually. The total amount of landing fee abatement amounted to \$2,373,122, including \$100,000 for a collaborative advertising campaign to promote the newly operating air route(s).

#### Fourth Incentive Program (ASIP4)

ASIP4 waives landing fees to qualifying domestic and international passenger carriers, as well as to qualifying cargo carriers that commence freighter service from specific target markets. The program also provides carriers commencing international service from targeted global markets with matched funding for a collaborative advertising campaign meant to promote the newly operating air route. In addition, the fourth incentive program will provide a separate, more lucrative incentive package for passenger and freighter service initiated from the BRICS and Asia/Pacific markets.

Landing fees for any flight of any air carrier that establishes passenger service to any destination in the U.S. or Canada, or any new international destination (city and/or airport) not presently served at the Airport, would be waived for a 12-month period. Additionally, incentives will be offered to air carriers

commencing international passenger service on a seasonal basis, with a graduated incentive plan for a new route that transitions to year-round service.

Scheduled, international, year-round passenger service from premium markets will be offered an opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. Carriers offering new cargo freighter service from strategically targeted regions will also receive incentives. These new offerings will apply under conditions set forth in the proposed ASIP4 with certain variations in benefits according to the category of service. Finally, landing fees for any carrier establishing passenger service to any BRICS or Asia/Pacific destination or city would be waived for a 24-month promotional period. New, scheduled, year-round passenger service to a BRICS or Asia/Pacific market presently not served by any other carrier will also be offered the opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. Any carrier establishing scheduled, year-round freighter service from any BRICS or Asia Pacific destination will receive incentives for 24 months. Upon Board approval, the ASIP will be marketed for a period of three years and will expire thereafter.

The Federal Aviation Administration (FAA) issued its Policy and Procedures Concerning the Use of Airport Revenue on February 16, 1999 (the Policy), and provided that a waiver of airport fees would be permitted under certain circumstances. Section VI (B) (12) of such Policy provides that "prohibited direct subsidies do not include waivers of fees or discounted landing or other fees during a promotional period." Therefore, ASIP4 complies with FAA policy and, if the FAA requests any modifications to ASIP4, the resolution authorizes the Mayor or designee, upon review by the County Attorney, to amend the ASIP4 policy to assure its compliance with FAA requirements.

Finally, because of the significant limitations placed on ASIP-type programs by the FAA, the attached resolution permits the Mayor or designee to approve subsequent ASIPs provided they are in strict compliance with the limitations imposed by the FAA on the nature, structuring, and duration of such ASIPs.



Jack Osterholt, Deputy Mayor

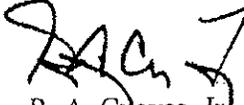


# MEMORANDUM

(Revised)

**TO:** Honorable Chairman Joe A. Martinez  
and Members, Board of County Commissioners

**DATE:** November 8, 2012

**FROM:**   
R. A. Cuevas, Jr.  
County Attorney

**SUBJECT:** Agenda Item No. 8(A)(1)

Please note any items checked.

- "3-Day Rule" for committees applicable if raised
- 6 weeks required between first reading and public hearing
- 4 weeks notification to municipal officials required prior to public hearing
- Decreases revenues or increases expenditures without balancing budget
- Budget required
- Statement of fiscal impact required
- Ordinance creating a new board requires detailed County Manager's report for public hearing
- No committee review
- Applicable legislation requires more than a majority vote (i.e., 2/3's \_\_\_\_, 3/5's \_\_\_\_, unanimous \_\_\_\_) to approve
- Current information regarding funding source, index code and available balance, and available capacity (if debt is contemplated) required

Approved \_\_\_\_\_ Mayor

Agenda Item No. 8(A)(1)

Veto \_\_\_\_\_

11-8-12

Override \_\_\_\_\_

RESOLUTION NO. R-884-12

RESOLUTION RELATING TO MIAMI INTERNATIONAL AIRPORT; APPROVING FOURTH AIR SERVICE INCENTIVE PROGRAM (“ASIP4”) AT MIAMI INTERNATIONAL AIRPORT TO PROVIDE AN INCENTIVE FOR INCREASED DOMESTIC AND INTERNATIONAL PASSENGER AND CARGO FLIGHTS AT THE AIRPORT; AUTHORIZING THE MAYOR OR DESIGNEE TO PLACE SUCH PROGRAM INTO EFFECT CONSISTENT WITH FEDERAL AVIATION ADMINISTRATION REGULATIONS; AND AUTHORIZING MAYOR OR DESIGNEE TO MODIFY ASIP4 IF REQUIRED TO MEET FAA REQUIREMENTS, OR TERMINATE ASIP4 UPON A DETERMINATION THAT SUCH ACTION IS IN THE BEST INTEREST OF THE COUNTY, AND TAKE ALL STEPS NECESSARY TO COMPLY WITH ANY CONTINUING OBLIGATIONS OF THE AIRPORT UNDER PRIOR ASIPS OR TO TERMINATE SUCH ASIPS; AUTHORIZING MAYOR OR DESIGNEE TO APPROVE AND INSTITUTE FUTURE ASIP PROGRAMS FOLLOWING REVIEW BY THE COUNTY ATTORNEY, PROVIDED THAT ANY DEVIATIONS IN SUCH PROGRAMS FROM RATES AND CHARGES ESTABLISHED BY THIS BOARD AND THEIR DURATION SHALL BE IN STRICT COMPLIANCE WITH LIMITATIONS ON AIRPORT MARKETING PROGRAMS SET FORTH IN FEDERAL AVIATION ADMINISTRATION REGULATIONS AND REQUIREMENTS

WHEREAS, this Board desires to accomplish the purposes outlined in the accompanying memorandum and documents, copies of which are incorporated herein by reference,

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MIAMI-DADE COUNTY, FLORIDA, that this Board hereby approves the Fourth Air Service Incentive Program (“ASIP4”) at Miami International Airport (MIA) to provide an incentive for airlines to increase domestic and international passenger and cargo flights at the Airport; finds and determines that ASIP4 is fair, reasonable, and not unjustly discriminatory and is needed at the Airport for the purposes stated in the accompanying memorandum; authorizes the Mayor or designee to (1) place ASIP4 into effect consistent with applicable regulations of the Federal Aviation Administration (“FAA”), (2) modify ASIP4, after review by the County Attorney, in order for ASIP4 to comply with applicable FAA requirements, (3) terminate ASIP4 upon a determination that such action is in the best interest of

6

the County, and (4) take whatever steps are required or necessary to comply with any continuing obligations under prior ASIPs, including termination thereof; authorizing Mayor or designee to approve and institute future ASIP programs following review by the County Attorney, provided that any deviations in such programs from rates and charges established by this Board for airline users of MIA shall be in strict compliance with limitations on airport marketing programs and their duration as set forth from time to time in FAA regulations and requirements.

The foregoing resolution was offered by Commissioner **Rebeca Sosa**, who moved its adoption. The motion was seconded by Commissioner **Lynda Bell** and upon being put to a vote, the vote was as follows:

	Joe A. Martinez, Chairman	<b>aye</b>
	Audrey M. Edmonson, Vice Chairwoman	<b>absent</b>
Bruno A. Barreiro	<b>aye</b>	Lynda Bell
Esteban L. Bovo, Jr.	<b>aye</b>	Jose "Pepe" Diaz
Sally A. Heyman	<b>aye</b>	Barbara J. Jordan
Jean Monestime	<b>aye</b>	Dennis C. Moss
Rebeca Sosa	<b>aye</b>	Sen. Javier D. Souto
Xavier L. Suarez	<b>aye</b>	

The Chairperson thereupon declared the resolution duly passed and adopted this 8<sup>th</sup> day of November, 2012. This resolution shall become effective ten (10) days after the date of its adoption unless vetoed by the Mayor, and if vetoed, shall become effective only upon an override by this Board.

MIAMI-DADE COUNTY, FLORIDA  
BY ITS BOARD OF  
COUNTY COMMISSIONERS

HARVEY RUVIN, CLERK

By: **Christopher Agrippa**  
Deputy Clerk



Approved by County Attorney as  
to form and legal sufficiency.

TPA

Thomas P. Abbott

**DRAFT** (7/3/12)

# **ASIP4**

## **THE MIA AIR SERVICE INCENTIVE PROGRAM**

### **INTRODUCTION:**

The Miami-Dade Aviation Department (MDAD), operator of Miami International Airport (MIA), is pleased to offer **ASIP4**, the latest and most dynamic of its air service incentive programs. The MIA **ASIP4** complements the strategies and objectives of the airport's air service development efforts while encouraging incumbent carriers at MIA to consider expansion and new market development.

### **MIA OBJECTIVES:**

- Stimulate domestic and international passenger air service at MIA
- Stimulate international freighter service to MIA
- Increase non-aeronautical revenues at MIA
- Reduce costs per enplaned passenger at MIA

### **ASIP4 PROGRAM COMPONENTS:**

The MIA **ASIP4** offers features that include:

- An incentive for domestic passenger routes and added frequencies from any US and Canadian city/market.
- An incentive for new international routes presently not served from MIA and for international routes from secondary airports from an international destination that is presently served from MIA.
- An incentive for new seasonal-scheduled international routes during first season at MIA with an opportunity for additional benefit during second year if transitioning to year-round service.
- A cooperative advertising program for routes targeted as *Premium Markets*, which provides for matched funding to promote new international routes.
- Incentives for new scheduled freighter services from markets in Europe and Africa
- A separate incentive package for passenger and freighter service initiated from *BRICS* and *Asia/Pacific* markets.
- **ASIP4** is a three-year program effective: **October 1, 2012.**

# QUALIFYING FOR THE ASIP4

## A. QUALIFYING PASSENGER FLIGHTS

### 1. New Domestic Passenger Air Service:

Any air carrier establishing **scheduled, year-round passenger service to any U.S. or Canadian destination (city) from MIA** qualifies for 100% abatement of landing fees on the new service, for a 12-month Promotional Period. *The service must be operated for 12 consecutive months. The incentive is available for any domestic city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route.*

### 2. New International Passenger Air Service:

- a. Any air carrier establishing **scheduled, year-round passenger service to an international destination (city and / or airport) not currently served from MIA by any carrier**, qualifies for 100% abatement of landing fees on the qualifying service, for a 12-month Promotional Period. *Any secondary airports within the same destination will be deemed a new international route and will qualify for the incentive. For example, a carrier commencing London-Gatwick service will qualify for the incentive even though MIA is already served from London-Heathrow. The service must be operated for 12 consecutive months.*
- b. Following service commencement, and continuing for a 24 month period thereafter, **any additional frequencies added to the new passenger route** will qualify for the incentive for a full 12-month term effective upon the date the additional frequencies commence. *If an air carrier begins a service with a frequency of three times per week, and subsequently adds a fourth or any additional frequencies, the latter would qualify for a full 12 month incentive from the date(s) of commencement.*

### 3. New International Seasonal Passenger Air Service

Any air carrier establishing new international, **scheduled, seasonal passenger service to international destinations not currently served from MIA by any carrier**, will receive a 50% landing fee abatement for a maximum of a 6-month consecutive period in the first year of operation. *During the second year, the returning carrier may apply for an additional incentive of 50% landing fee abatements for a 12-month Promotional Period, if the new service is scheduled and year-round, and if no other carrier is serving the same market. The service must be operated for 12 consecutive months during this final Promotional Period. Carriers opting for the benefit in Year 1 do not have to commit to a return in Year 2. Carriers that receive the benefit in Year 1 may not return in Year 2 for a full 100% benefit as in Incentive 2A above.*

#### 4. Premium Market Incentives

Any carrier establishing **scheduled, international, year-round passenger service** from the *MIA Premium Market* list will also be offered the opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. The Miami-Dade Aviation Department (MDAD) will offer the carrier **up to \$50,000.**, to be matched with an equal amount from the carrier to establish a mutually agreed upon advertising campaign. *There will be no direct reimbursements to the carrier; only to agreed-upon media or advertising sources and only via MIA's standard invoice and payment processes for such services. The collaborative advertising campaign provided under this incentive will begin at commencement of the qualifying new route and will conclude at the end of the 12-month benefit period.*

*The MIA Premium Markets are:*

##### **AFRICA:**

**Any African Market**

##### **EUROPE:**

**Brussels, Belgium  
Copenhagen, Denmark  
Dublin / Shannon, Ireland  
Helsinki, Finland  
Istanbul, Turkey  
Oslo, Norway  
Stockholm, Sweden  
Warsaw, Poland**

##### **Middle East/ Gulf Region:**

**Abu Dhabi, UAE  
Amman, Jordan  
Dubai, UAE  
Tel Aviv, Israel**

## B. QUALIFYING CARGO FLIGHTS

1. Any carrier establishing **scheduled, year-round cargo freighter service from Africa, Europe, or the Middle East / Gulf Region on a cargo route not currently served by an all-cargo freighter to MIA**, qualifies for a 50% abatement of landing fees for a 12-month Promotional Period. The qualifying service must be operated for 12 consecutive months. *Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.*
2. Following service commencement, and continuing for a 24 month period thereafter, any additional frequencies added to the new cargo route will qualify for the 50% incentive for a full 12-month term effective from the date the additional frequencies commence.

## C. QUALIFYING BRICS & ASIA/PACIFIC FLIGHTS

**BRICS** markets are identified as any destination(s) in **Brazil, Russia, China, India and South Africa.**

**Asia/Pacific** markets are identified as any destination(s) within the Asian continent and within the Asia/Pacific rim region.

### 1. Passenger Service Incentives:

- a. Any air carrier establishing **scheduled, year-round passenger service to any BRICS or Asia/Pacific destination (city) from MIA** qualifies for 100% abatement of landing fees on the new service, for a 24-month Promotional Period. *The service must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route.*
- b. Any new frequencies added to **BRICS and ASIA/PACIFIC** passenger routes by any new or incumbent MIA carrier, **after commencement of ASIP4**, will qualify for the 100% abatement of landing fees incentive for a full 24-month term. **Example:** *An air carrier currently serving a destination in Brazil that adds additional frequencies to that same destination qualifies for the 24-month benefit. The additional frequencies must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program.*

## 2. Marketing Support Incentives:

Any carrier establishing **new, scheduled, year-round passenger service** to a **BRICS** or **ASIA/PACIFIC** market presently not served by any other carrier at MIA will also be offered the opportunity to participate in a matching funds advertising campaign to assist in promoting the new route. The Miami-Dade Aviation Department (MDAD) will offer **up to \$50,000., per year, for two separate years**, to be matched with an equal amount from the carrier to establish a mutually agreed upon advertising campaign. *The new service associated with the Marketing Support Incentive must operate for 12 consecutive months, and will then qualify for the second-year advertising funds allocation with MDAD. There will be no direct reimbursements to the carrier; only to agreed-upon media or advertising sources and only via MIA's standard invoice and payment processes for such services. The collaborative advertising campaign provided under this incentive will begin upon commencement of the qualifying new route and will conclude at the end of a 12-month period. The second-year campaign will commence at the on-set of that service period and may continue through the full second year of service commitment.*

## 3. Freighter Service Incentives:

1. Any carrier establishing **scheduled, year-round cargo freighter service from any BRICS or ASIA/PACIFIC destination to MIA** qualifies for a 50% abatement of landing fees for a 24-month Promotional Period. *The service must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route. Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.*
2. Any new freighter frequencies added to **BRICS and ASIA/PACIFIC cargo routes established after commencement of ASIP4** will qualify for the 50% abatement of landing fees incentive for a full 24-month term. *Example: A freighter carrier currently serving a destination in Asia that adds additional frequencies to that same destination qualifies for the 24-month benefit. The additional frequencies must be operated for 12 consecutive months and will then qualify for an additional 12-consecutive month period for a total of 24 months of benefit. Each 12-month period of service will be evaluated for compliance under the terms of the program. The incentive is available for any city pair regardless of present service levels to and from MIA by the applicant carrier or another carrier on that specific route. Originating flight numbers and aircraft (same plane service) must remain the same between the originating city and Miami.*

## FUNDING THE PROGRAM:

To mitigate any adverse effects to landing fees paid by other MIA air carriers, MDAD will fund the *ASIP4* through the airport's Retainage Sub-account Improvement Fund to offset the landing fees waived. Total landing fee waivers will be capped at \$3 million within each year, based on a first-come, first-served basis, until each annual cap is exhausted.

## AIRLINE COMMITMENTS:

*The airline must commit to the following:*

- **Operate the qualifying passenger or cargo flight(s) throughout the Promotional Period.** An air carrier that voluntarily suspends or terminates such service before the end of the Promotional Period will be required to pay any discounts received under *ASIP4*. To meet this *ASIP4* term requirement, an air carrier will not be permitted to substitute one qualifying flight for another.
- **Provide MDAD with a letter of credit, bond, company check or bank wire transfer** for the total estimated amount of landing fees to be abated for each qualifying flight during the Promotional Period and, **file the financial guarantee** with MDAD at least 30 days prior to the commencement of service.
- **Financial guarantees not submitted and approved by the MDAD Finance Division on time** will defer benefit commencement to the day of approval of the financial instrument, not the day of service initiation.
- **Offer service resulting in a net increase in the air carrier's total number of flights from MIA to the city pair**, as compared to the same month of the previous year. The air carrier must maintain such a net increase during the Promotional Period and may not discontinue a non-qualifying service (flight) to initiate a qualifying service (flight) to the same city pair. *For example, an air carrier that discontinues a non-qualifying flight to LaGuardia Airport in New York does not qualify for ASIP4 with a new flight to JFK or Newark International Airports. The air carrier may however, change the number of frequencies, and the type and series of an aircraft operating a qualifying service.*
- **Report any changes to the number of frequencies, aircraft type and/or series at least thirty (30) days in advance of any changes during the entire Promotional Period.**

## **AIRLINE COMPLIANCE:**

MDAD will conduct an *ASIP4* Review Committee audit of the air carrier's compliance with the terms of the program on a monthly basis during the entire promotional period.

## **DURATION OF AIR SERVICE INCENTIVE PROGRAM:**

Except as stated below, the *ASIP4* duration is three (3) years from the effective date. After this three-year period, MDAD will reevaluate the program and may announce any future incentive programs. Airlines considering participation may commence at any time during the program's three-year duration. Once an air service qualifies under the *ASIP4*, it is assured the benefit during the entire Promotional Period, even if the time span extends beyond the program's duration. MDAD reserves the right to discontinue the *ASIP4* entirely, or substitute a new program during the three year period of offer.

## **APPLICATION PROCESS:**

Air carriers seeking to participate in *ASIP4* should complete the Air Service Incentive Program application. Applications should be submitted forty-five (45) days prior to commencement of the qualifying air service. The carrier will be advised in writing if it has been approved for the incentives.

# # #

**Submissions can be made electronically to:**

[marketing@miami-airport.com](mailto:marketing@miami-airport.com)

**Or may be faxed to:**

**305-876-7398**

**Or delivered in person to:**

**Miami-Dade Aviation Department  
Marketing Division  
Miami International Airport  
5600 NW 36<sup>th</sup> Street, Suite 515  
Miami, Florida**

**For courier service delivery, use 33122 as the zip code, appended to the above address.**

**All submittals are subject to audit by Miami-Dade County**

***Instructions:***

- ***The ASIP4 Application is on the back of this page. 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 ASIP4 should be directed to the Marketing Division of the Miami-Dade Aviation Department at 305-876-7862.***

15

