



**AIR CARRIER
INCENTIVE
PROGRAM**

Effective May 4, 2026





PROGRAM OVERVIEW:

The Milwaukee Mitchell International Airport is pleased to offer this Air Carrier Incentive Program (ACIP) to support the expansion of new air service from Milwaukee Mitchell International Airport (MKE).

The ACIP is designed to encourage sustainable, long-term service growth by aligning incentives with MKE's strategic priorities, market opportunities, and available resources.

The ACIP consists of three main programs:

- 1. New Service**
- 2. New Entrant**
- 3. Focus City**

The New Service program includes multiple incentive tracks based on:

- Market type (Domestic vs. International)
- Strategic Priority (Targeted Tier 1, Targeted Tier 2, Non-Targeted)

FUNDING THE PROGRAM:

Total incentive program funding is capped at \$2 million annually. Incentives will be awarded on a first-come, first-served basis, subject to program eligibility and approval by MKE, until available funding is exhausted.

USING MKE'S INCENTIVES:

- Flights must be offered nonstop from MKE to the market for the term of the agreement.
- Airlines that do not meet the minimum length of service requirement must promptly reimburse MKE for the marketing incentives received.
- Incentives must be utilized within two (2) years of the first flight.

PROGRAM TERMS & CONDITIONS:

- MKE reserves the right to modify or discontinue the program at any time without notice. If MKE discontinues or alters the Air Carrier Incentive Program, carriers who previously qualified for an incentive will continue to receive that incentive unless the carrier terminates the service that entitled the carrier to the incentive.
- Previously approved incentives will be honored unless service is terminated.
- The incentive program will be reviewed by MKE regularly to ensure alignment with MKE's strategic air service development objectives and FAA compliance.
- If a carrier qualifies for multiple incentive categories, only one operational and marketing incentive per route shall be awarded.
- MKE reserves the right to determine a carrier's eligibility for the incentive program where a service is announced within a reasonably short time after another carrier's announcement to serve the same city pair.



PROGRAM ADMINISTRATION:

- Carriers must request an application by emailing airservice@mitchellairport.com prior to program approval.
- Carriers must report monthly enplanement numbers, seats, and frequencies to MKE for each participating route in the incentive program at the same time the carrier submits the monthly air traffic data. Failure to provide complete and timely reporting may result in forfeiture of reimbursement.
- Operational credits will be issued on a quarterly basis, provided the carrier has filed schedules reflecting service for the subsequent three (3) months or, in the case of seasonal service, has committed to operating the route in the next scheduled season.
- Should service be suspended or discontinued prior to completion of the agreed-upon incentive term, the airline will be required to reimburse MKE for all marketing funds expended in support of the service.
- Service levels that fall below those outlined in the approved application may still be eligible for an incentive; however, the incentive may be adjusted at MKE's discretion.
- Funds not requested or debited within 6 months of activity will forfeit reimbursement.

ELIGIBILITY REQUIREMENTS:

General Eligibility:

- Carriers must be current on fees and charges owed to MKE.
- Carriers must provide regularly scheduled service with a minimum of 1 weekly flight for at least 3 consecutive months.
- Charters, special operations, and ad-hoc flying are not eligible for incentives.

New Service Eligibility:

- The new city must not have been served by the same carrier (or its affiliate or partner carriers) within the previous 24 months and subsequently discontinued.
- The service must not have been considered a replacement service of another service previously served by a profit-sharing Joint Venture agreement carrier on the same city pair.

New Entrant Eligibility:

- Carrier must not have operated regularly scheduled service at MKE in the past 24 months.

Focus City Eligibility:

- Carriers must initiate new service to at least 4 unserved destinations with a minimum average of 3 daily departures within the first 24 consecutive months of service.



MARKETING GUIDELINES:

Marketing support provided through the ACIP is intended to facilitate the successful launch and long-term sustainability of new air service at MKE. All marketing initiatives must be directly tied to and clearly promote the new air service supported under this program.

Eligible marketing activities may include, but are not limited to:

- Promotional events and route launch activities
- Print advertising, direct mail, and supporting collateral
- Multimedia campaigns, including television, radio, social, or digital advertising
- Banners, signage, and other out-of-home advertising

Marketing plans must be submitted to MKE for pre-approval. Reimbursement of marketing funds requires appropriate documentation, including invoices and proof of performance, and may be prorated based on service levels, seasonality, or early termination of service.

FIGURE 1 - MKE ACIP SUMMARY CHART

Category ¹	Landing Fee	OPERATIONAL FEE WAIVERS/REBATES			MARKETING ²		Term (up to)
		Space Lease Rebate (Holdroom, Apron, Jetbridge, Ticket Counter, ATO, BMU)	Common Use Fees	Int'l Fee	1-3 Flights per Week	4+ Flights per Week	
New Domestic ³ & Canada: Targeted (Tier 1)	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	N/A	Year 1: Up to \$40,000 Year 2: Up to \$40,000	Year 1: Up to \$75,000 Year 2: Up to \$75,000	24 Months
New Domestic & Canada: Targeted (Tier 2)	Year 1: 100% Year 2: 50%	Year 1: 100% Year 2: 50%	Year 1: 100% Year 2: 50%	N/A	Year 1: Up to \$40,000 Year 2: Up to \$20,000	Year 1: Up to \$75,000 Year 2: Up to 37,500	24 Months
New Domestic & Canada: Non-Targeted	Year 1: 0%	Year 1: 0%	Year 1: 0%	N/A	Year 1: Up to \$7,500	Year 1: Up to \$15,000	12 Months
New International Transatlantic or Transpacific	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: Up to \$250,000 Year 2: Up to \$250,000	Year 1: Up to \$500,000 Year 2: Up to \$500,000	24 Months
New International Mexico, Caribbean, Central, or South America	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: 100% Year 2: 100%	Year 1: Up to \$65,000 Year 2: Up to \$65,000	Year 1: Up to \$125,000 Year 2: Up to \$125,000	24 Months
New Entrant Carrier	Year 1: 0%	Year 1: 0%	Year 1: 0%	Year 1: 0%	Year 1: Up to \$50,000	Year 1: Up to \$100,000	12 Months
Focus City ⁴ – 4+ New Markets	Year 1: 100% Year 2: 50%	Year 1: 100% Year 2: 50%	Year 1: 100% Year 2: 50%	Year 1: 100% Year 2: 50%	N/A	Year 1: Up to \$100,000	12 Months

1. Airlines that are eligible for more than one program may not combine/compound operational or marketing incentives.
2. Marketing funds prorated for seasonal service
3. Domestic includes Puerto Rico and USVI
4. Focus City requires initiation to a minimum of 4 unserved markets with a minimum average of 3 daily departures within the first 24 months of service





**PROGRAM ADMINISTRATION:
TARGETED MARKET DESIGNATION (TIER 1 & TIER 2):**

MKE designates certain markets as Targeted Markets to align with the Airport's strategic air service development priorities. These markets are categorized into Tier 1 and Tier 2 based on their relative importance, market opportunity, and alignment with airline network strategies. This list is subject to periodic review, and MKE reserves the right to modify market classifications at any time. Domestic and Canada markets that are not listed below are categorized as "Non-targeted".

TIER 1 TARGETED MARKETS:

1. Los Angeles (LAX, ONT, SNA, BUR, LGB)
2. Bay Area (SFO, OAK, SJC)
3. Raleigh-Durham (RDU)

TIER 2 TARGETED MARKETS:

1. Portland, OR (PDX)
2. San Juan, PR (SJU)
3. New Orleans, LA (MSY)
4. San Antonio, TX (SAT)
5. Sacramento, CA (SMF)
6. Jacksonville, FL (JAX)
7. Pittsburgh, PA (PIT)
8. Cleveland, OH (CLE)
9. Charleston, SC (CHS)
10. Honolulu, HI (HNL)
11. Savannah, GA (SAV)
12. Toronto, Canada (YTZ, YYZ)
13. Tucson, AZ (TUS)
14. Columbus, OH (CMH, LCK)
15. Hartford, CT (BDL)
16. Memphis, TN (MEM)
17. Richmond, VA (RIC)
18. Norfolk, VA (ORF)
19. Reno, NV (RNO)
20. Pensacola, FL (PNS)
21. Cincinnati, OH (CVG)
22. Albuquerque, NM (ABQ)
23. Vancouver, Canada (YVR)
24. Palm Springs, CA (PSP)
25. Myrtle Beach, SC (MYR)
26. Knoxville, TN (TYS)
27. Greenville/Spartanburg, SC (GSP)