

SRQ – Airline Incentive Marketing Dollars

For the past few years, we have budgeted \$100,000 annually specifically earmarked for incentivizing airlines to operate non-stop flights to SRQ. With that, the airport has had good success this year by securing additional new non-stop flights to SRQ.

The following outlines new flights that SRQ has secured using our marketing incentive dollars:

Elite Airways

- Portland, Maine
- White Plains, NY
- Pittsburgh, PA – cancelled initiative when Allegiant announced Pittsburgh non-stop flight into SRQ

Allegiant Airlines

- Indianapolis, IN
- Cincinnati, OH
- Pittsburgh, PA

With these additional flights, we have exhausted our budgeted amount for this fiscal year, and we are requesting to shift dollars from our Reserve Account in the amount of \$150,000, and re-allocate the \$100,000 that is currently in our budget that is earmarked as Federal Airline Grant Match for a new west coast non-stop that has now expired. Therefore, the replenished airline incentive marketing line item will total \$250,000 that we will utilize for the remainder of this fiscal year.