



## **Magic Valley Regional Airport (TWF)**

### **Air Carrier Incentive Program**

**Implementation Date:** October 1, 2025

**Program Expiration Date:** September 30, 2028

#### **Revised:**

#### **Program Introduction**

The goal of TWF's Air Carrier Incentive Program (ACIP) is to increase nonstop scheduled air service and passenger traffic at TWF and to sustain this service over the long term. The ACIP helps maximize available commercial air service that supports economic growth, stability, and quality of life in the region.

This Air Carrier Incentive program is compliant with the guidelines set forth by Federal Aviation Administration's (FAA) Air Carrier Incentive Program guidance issued December 7, 2023.

#### **The general principles of that guidance include:**

- Discrimination between carriers participating in an Air Carrier Incentive Program (ACIP) and non-participating carriers must be justified and time limited.
- A sponsor may not use airport revenues to subsidize air carriers.
- A sponsor may not cross-charge non-participating carriers or other aeronautical users to subsidize ACIP carriers.
- The terms of an ACIP should be made public.
- Use of airport funds for an ACIP must not adversely affect airport operations or maintenance.

This Program is subject to and subordinate in all respects to federal law and FAA rules and regulations, including without limitation the federal grant assurances executed by the City of Twin Falls, ID in connection with the Airport, as the same may be amended or replaced from time-to-time, and the FAA's Policy Regarding Air Carrier Incentive Programs, effective December 7, 2023. The Program may be amended, modified, or discontinued at any time by TWF for any reason or as required by federal law, FAA rules and regulations, or the terms of TWF's grant assurances.

#### **Program Objectives**

- Clearly define available airline incentives
- Expand the number of nonstop destinations available at TWF
- Reduce initial operating costs and start up risks for airlines
- Promote competition in airfares
- Increase long-term airport revenue generation through passenger growth and retention

## **Definitions**

***Origin airport:*** The airport that is providing an incentive under an ACIP. For the purposes of this policy, the origin airport shall be TWF.

***Incumbent Carrier:*** An air carrier currently providing air service to the origin airport.

***New Entrant Carrier:*** An air carrier that is not currently providing any air service to the origin airport, nor has it provided air service to the origin airport within the most recent 24 months.

### ***New Service:***

- Any nonstop service to an airport destination not currently served with nonstop service from the origin airport;
- Any service to the origin airport by a new entrant carrier; or
- A significant increase in capacity on preexisting service to a specific airport destination.

***Preexisting service:*** Service to any airport destination that is currently served nonstop from the origin airport. An airport destination served nonstop only in one season is considered not currently served nonstop during the off- season.

***Seasonal Service:*** Nonstop service that is offered for at least 8 weeks but fewer than 7 months of the calendar year.

***Annual Service:*** Nonstop service that is offered for 7 months or more in the calendar year.

***Unserviced Destination:*** An airport destination without nonstop air service in the most recent 6 months.

## **Incentive Categories**

1. New entrant carrier with new annual service to a previously unserved destination.
  - 100% waiver of landing fees, ARFF fees, & terminal use fees for 24 months
  - 100% waiver of exclusive use terminal rents for 24 months
  - \$30,000 in marketing support for the first 12 months of service and \$30,000 in marketing support for the second consecutive year of service.
2. New entrant carrier providing new annual service to an already served destination.
  - 100% waiver of landing fees, ARFF fees, & terminal use fees for 12 months
  - 100% waiver of exclusive use terminal rents for 12 months
  - \$20,000 in marketing support for new service to be used during the first 12 months of service
3. Incumbent carrier at TWF providing annual service to a new, previously unserved destination.
  - 100% waiver of landing fees, ARFF fees for 24 months on new service only
  - \$30,000 in marketing support for the first 12 months of service and \$30,000 in marketing support for the second consecutive year of service.

4. New entrant or incumbent carrier at TWF providing seasonal service to new, previously unserved destination.
  - 100% waiver of landing fees & ARFF fees for the seasonal period (up to 7 months)
  - Incentive may be applied for up to 3 consecutive seasons (maximum of 21 months)
  - \$10,000 in marketing support for new service to be used during the first 7 months of service
5. Incumbent carrier at TWF increases annual net seat capacity by greater than 50% on a currently served route.
  - 100% waiver of landing fees for incremental capacity only (to be prorated by seats if necessary) for 12 months

*Eligible air carrier must report monthly flown seats and passengers over the eligible route utilizing data equivalent to the DOT T-100, comparing the most recent monthly period to the same monthly period of the prior year for all flight departures from TWF to the eligible market. The increase in seat capacity must be a 50% net increase after any corresponding reductions in capacity or frequency. The airport reserves the right to confirm flown seats using DOT T-100 data once published and adjust any applicable fee waivers at such time.*

#### **Programs Terms and Conditions**

1. This incentive program is effective upon approval of the Twin Falls, ID City Council and may be amended at any time.
2. Participation in this program requires an incentive agreement between the Airport and an air carrier.
3. Due to limited budget for new service to an airport destination not currently served, TWF may restrict incentives to one carrier, the first air carrier that establishes the new service.
4. Air carriers must operate service throughout the full duration of the promotional period at the level specified in the incentive categories. If the eligible air carrier does not meet the minimum service requirements, all reimbursements to the air carrier for marketing activities shall be refunded to the Airport.
5. Waiver of terminal rent fees is only available for new entrant airlines and cannot be extended beyond 2 years by adding additional flights and/or service.
6. Marketing assistance includes cash value for activities including but not limited to advertising, public relations, digital channels, publications, and events. This cost may be paid by TWF directly to the marketing provider or by the air carrier. If paid by the air carrier, the cost is eligible for reimbursement by TWF only after the carrier has submitted a marketing plan to the Airport Manager for approval, paid the marketing provider and submitted an invoice with supporting documentation.

7. To qualify for incentives, an annual or seasonal route must be operated a minimum of twice weekly through the duration of the promotional period.
8. To qualify for incentives, a seasonal route must be operated for a minimum of 8 consecutive weeks.
9. Discontinued service that is reimplemented is not eligible until a minimum 24-month period following termination of service.
10. A carrier must begin service within 180 days of service announcement to be eligible for the incentive.
11. Charter operations, including operators under Parts 121, 135 and 380, are not eligible.
12. To qualify for incentives, a carrier must be current on payment of airport rates and charges.
13. Air carriers must use the passenger terminal to qualify for incentives.
14. Incentives may not be transferred from one carrier to another, to include main-line airlines and regional partners. Incentives cannot be transferred between routes.

### **Application Process**

Air carriers seeking to participate in the TWF Air Carrier Incentive Program must complete the attached Application. Applications must be received at least 60 days prior to commencement of the qualifying service.

Submissions can be made electronically to [bcarberry@tfid.org](mailto:bcarberry@tfid.org) or mailed to:

Airport Manager  
Magic Valley Regional Airport  
PO Box 1907  
Twin Falls, ID 83303

The Application for New Air Service Incentives at the Magic Valley Regional Airport is attached. 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 Air Service Incentive Program should be directed to the Magic Valley Regional Airport at (208) 733-5215 or [bcarberry@tfid.org](mailto:bcarberry@tfid.org) or [dnewbry@tfid.org](mailto:dnewbry@tfid.org)

**Attachment A: Air Carrier Incentive Program Application**

**Application For New Air Service Incentives at the  
Magic Valley Regional Airport**

Air Carrier:

Proposed Start Date of Eligible Service:

Proposed Destination of Eligible Service:

Proposed Schedule and Duration for Eligible Service (days of week, frequency, year-round or seasonal):

Proposed Aircraft Equipment for Eligible Service:

Air Carrier Representative Name:

Air Carrier Representative Signature:

Date:

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**Airport Approval of Application:**

Name:

Signature:

Date:

**Attachment B: Air Carrier Incentive Memorandum of Agreement**

The Air Service Incentive Memorandum of Agreement between Magic Valley Regional Airport and \_ (“Air Carrier”) shall be effective as of (date) for a period of xxx (enter duration of the incentive here), but it may not exceed 36 months.

This Agreement covers the incentives for the new air service approved by the Airport Manager in the Application for the Air Carrier Incentive Program submitted by \_\_\_\_\_ (Air Carrier) on \_\_\_\_\_ (enter date of Application as shown on the email from the Air Carrier). The terms of the Magic Valley Regional Airport Air Carrier Incentive Program and the laws of the State of Idaho shall govern the Agreement.

The incentives for the service shall include: (Below define the duration and level of incentives to be provided for the new or expanded air service.)

\_\_\_\_\_ (Air Carrier) shall notify the Airport Manager via email of any planned changes in scheduled operations that impact the level (frequency and/or seats) of service detailed in the Application for the Air Carrier Incentive Program and covered by this Agreement.

If the eligible air carrier does not meet the minimum service requirements, all reimbursements to the air carrier for marketing activities shall be refunded to the Airport.

The obligations of the parties to this Agreement shall be performable in Twin Falls, Twin Falls County, Idaho.

In Witness Whereof, the Magic Valley Regional Airport of the City of Twin Falls, ID and the Air Carrier have caused this Memorandum of Agreement to be executed by duly authorized official, as of xx day of xxx.

Airport Manager  
Magic Valley Regional Airport

Witness

(Air Carrier) – Title

Witness