

CHAPTER 715
COMMERCIAL AIR SERVICE MARKETING PROGRAM

761—715.1(328) Purpose. The purpose of the commercial air service marketing program is to provide funding for marketing, advertising and public relations programs to improve scheduled air service and increase passenger traffic at Iowa's commercial service airports.

761—715.2(328) Definitions. The definitions in Iowa Code section 328.1 and rule 761—700.1(328) shall apply to this chapter of rules.

761—715.3(328) Program administration.

715.3(1) Participation in the commercial air service marketing program shall be limited to airports currently receiving scheduled commercial air service and designated as Level I airports in the Iowa Aviation System Plan.

715.3(2) The transportation commission shall establish annually:

a. The maximum amount of funds to be allocated to the air service marketing program for the program year.

b. The amount to be allocated to each commercial service airport.

c. The funding ratio to be used to reimburse airport sponsors for eligible project costs.

715.3(3) The program shall be administered by the department's office of aeronautics. Information, instructions and application forms may be obtained from: Office of Aeronautics, Iowa Department of Transportation, 100 East Euclid Avenue, Suite 7, Des Moines, Iowa 50313; telephone (515)237-3301.

715.3(4) Allocated program funds shall be available to each commercial service airport until the end of the state's fiscal year.

761—715.4(328) Eligible project activities. Activities that are eligible for reimbursement include, but are not limited to, the following:

715.4(1) Advertising—radio, television, movie theaters, printed material, billboards, direct mail, and brochures.

715.4(2) Public relations activities—press releases, airport open houses, and other activities targeted at educating the public on the value of the airport and air service; surveys; questionnaires; and marketing studies.

715.4(3) Service improvement activities—route analyses, service studies, airline presentations and other activities targeted at increasing air service from an existing or new entry airline.

761—715.5(328) Ineligible project activities. Activities that are not eligible for reimbursement include, but are not limited to, the following:

715.5(1) Any activity that advertises or promotes one airport within the service area of another airport.

715.5(2) Any promotional or advertising message that references another Iowa airport for the purpose of identifying a competitive airport.

715.5(3) Any promotional or advertising message that features one specific airline when more than one airline serves the airport.

715.5(4) Administrative costs associated with the commercial air service marketing program or with daily operation of the airport.

761—715.6(328) Project selection criteria. Projects at each commercial service airport that meet the eligibility criteria will be funded up to the limit of each airport's allocation.

761—715.7(328) Application. Completed applications shall be submitted to the Office of Aeronautics and shall contain:

715.7(1) General information, including the airport sponsor's name, contact person, mailing address and telephone number.

715.7(2) A detailed description of the project, including its purpose.

715.7(3) Cost information, including the estimated total cost of the project and an itemized breakdown of project components.

715.7(4) The amount of funds requested for the project.

715.7(5) A time schedule for total project development and completion.

715.7(6) A resolution from the airport sponsor endorsing the proposal and stating that local matching funds are or will be available.

761—715.8(328) Project administration.

715.8(1) *Agreement.* After a funding commitment has been made for a project, the department shall enter into a project agreement with the airport sponsor.

715.8(2) *Project payments.* Payments to the airport sponsor for eligible project costs shall be made on a cost reimbursement basis.

715.8(3) *Remedies for noncompliance with project agreement.* The department may revoke the funding commitment and require repayment of funds if the terms of the project agreement are not fulfilled.

715.8(4) *Cost overruns.* Funds committed for a project are for a maximum dollar amount. Cost overruns shall be the responsibility of the airport sponsor.

These rules are intended to implement Iowa Code section 328.12.

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