

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

**715.4(1)** Activities to sustain or improve air service, which include, but are not limited to, marketing, advocacy, educational efforts and leveraging local and federal funds in collection of data, studies or other efforts.

**715.4(2)** Service enhancement activities, which include, but are not limited to, market entry support, financial incentives and data analysis studies to help airports enhance service on new routes, provide for entry of a new carrier, or achieve an increase in seat capacity on existing routes.

[ARC 1351C, IAB 3/5/14, effective 4/9/14]