



Fiscal Year:	2017
Application Due Date:	May 2, 2016
WAC Meeting:	June 16, 2016

Air Service Enhancement Program (ASEP) Grant Application Instructions and Supplemental Information

Application Process

Preliminary applications for Fiscal Year 2017 consideration at the June Wyoming Aeronautics Commission (WAC) meeting will be due May 2, 2016. Preliminary applications will be used to gauge the potential participation by a community in the ASEP for the upcoming fiscal year. Not submitting a preliminary application does not exclude a community from participating in the ASEP. For currently unknown information, please estimate as best as possible, this information may be updated in future applications. Once the application is received, the Wyoming Aeronautics will vet and score the proposed project against the ASEP Priority Rating Model (PRM) for consideration at the June 16, 2016 WAC meeting. At the discretion of the aeronautics division, any information updated with future applications that is a significant deviation from that previously provided will be re-vetted by the division and may require a new vote for approval by the WAC.

The ASEP Priority Rating Model

Information provided in the application will be scored against The Air Service Enhancement Program (ASEP) Priority Rating Model (PRM) which includes four (4) categories, encompassing related criteria, for the purpose of estimating the potential success of any proposed project seeking a match from the ASEP. Projects will be ranked through a score card method, whereby particular attributes of the proposed project and the Sponsor or community, will be evaluated on metrics that are indicative of fulfilling statutory mandated requirements, or maximizing project success based on available state funds. For more information about the ASEP PRM, please refer to the “ASE – Priority Rating Model – Details” document.

The ASEP Application Instructions

Please fill out as much information as you have available before the May 2, 2016 due date. This information may be updated at a later time as is made available.

Application Questions:

1. The sponsor that is applying for this grant; will need to be able to execute contracts with the proposed airline and the state.
2. A list of the sources of funding for the local match as required to participate in the ASEP. This information will be used in gauging the community efforts to secure additional funding for the air service portion of the PRM. For an example please see appendix 3.

Source of funds	\$ Amount	% of Total
SCASD Grant		
Community development organization(s)		
Local government(s)		



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Local businesses			
Other (Specify)			
Other (Specify)			
Other (Specify)			
Total Local Contribution			
Sought from ASEP			
Total MRG required			100

3. The marketing carrier will be the name of the airline marketing the service, and the operating carrier as the company providing the operation of the service. Ex: United Express Operated by SkyWest Airlines
4. Schedule Information;
 - a. Please see definitions for clarification.
 - b. Schedule specifics: Please see appendix 4 for more information and example.
5. Forecasted levels of enplanements before the proposed service and the additional enplanements the proposed service would bring. This information will be used to calculate projected economic impacts. Please see Appendix 1 for more information about the calculation of the economic impact.
 - a. If the proposed service is for more than one year then please attach this information.
6. The capacity (seats available) associated with the proposed service and specify one-way or the bi-directional total.
7. The passenger facility charge (PFC) that will be charged during the potential service period.
8. Any additional revenue that will be brought to the airport with the addition of the proposed air service. These items may include: additional terminal rent space from an airline or rental car companies, fuel flowage fees, or an increase in the revenue from additional fees an airport may have as a result of an elevated service level.
9. A community lead task force is defined as: *a sanctioned organization, committee, team, task-force, or consortium, created specifically for the development and success of air service within the community. A task force must meet at least once a month, and have the ability to execute contracts from the state for ASEP grants.*
10. If there is a marketing plan ready to coincide, please attach it to the application along with any budgetary guidance it may have.
11. If WYDOT marketing funds will be sought and used during the proposed service period.
12. Examples of how the applying community or sponsor has taken an active role in air service development in the past two (2) years. Such examples can include regular attendance at air service development conferences, participating in Airport Cooperative Research Project (ACRP) reports on air service, advocating policy for air service, regular or in-person meetings with current and prospective airlines.
13. Shown involvement specifically with the prospective airline itself. Examples can be regular meetings or communication, in-person meetings, cooperation and partnerships relating to marketing services and promotions, or the airline showing involvement in the community as well.
14. Community has applied for a SCASD grant in the last 2 years from the application deadline or **will** for the summer 2016 deadline. Money not used from a previous SCASD grant from more than 2 years ago would count as “Yes”.
15. Marketing or operating airline has code share or interline agreements in place at the hub airport where service is proposed to/from. Please explicitly state whether a code share and/or interline agreement is in place. Please see definition of code share or baggage agreement from the “ASE – Priority Rating Model – Details” document for more information.



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16. Examples and details of where the airport or community sponsor has taken an active role of addressing air fares and airline schedules. As Wyoming has some of the highest air fares in the nation, it's important for communities to continually address this with their airlines in order to reduce the number of passengers traveling to out of state airports (leakage). For schedule improvement, providing examples of how the community **will** address schedule desirability.



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Contingencies

State granted monies shall not be committed to an airline until the Aeronautics Commission has approved funding for such enhancements and the applicant has been contacted directly by the Aeronautics Division.

Should any changes occur after an application is submitted and approved by the Aeronautics Commission (for example, flight times, frequency, aircraft type, level of support, etc.), the contract or agreement may be delayed or terminated by the Aeronautics Commission. If such changes occur, contact the Aeronautics Division immediately. Failure to do so could result in termination or breach of contract.

Sponsor Assurances and Responsibilities

Assurances to the Aeronautics Division

- The Wyoming Aeronautics Division requires that monthly service levels be reported including Enplanement/Deplanements, operational costs, and on-time performance and reliability.
- The community sponsor executes, and maintains throughout the contract period, the marketing and promotion plan for the service as outlined by the sponsor in the Grant Application.
- These assurances will be required per the grant agreement between the sponsor and the Wyoming Aeronautics Division.

Sponsor Responsibilities

- The community sponsor and the airline discuss air service needs, and negotiate associated costs and terms for that service.
- The community sponsor discusses obligations and terms under the ASEP with the airline, and receives the airline’s consent for participation.
- The community sponsor informs the airline of the required information, material, and reports, including but not limited to:
 - Monthly service metrics and operational reports
 - Required forecasts on all service level scenarios with quantifiable goals.
- The airline provides the community sponsor a forecast, with assumed costs and revenues, for the suggested contract term.
- The Airline must address schedule performance and reliability in the contract with the community sponsor, as set forth by the community and the airline.
- The airline must address competitive fares in the contract, and work with the community and the State to achieve that goal.
- The community sponsor gathers required cash commitments from the local community.
- The community sponsor completes and signs the final ASEP application for matching state funds.
- The community sponsor shall be responsible for any expenses incurred prior to Aeronautics Commission consideration and approval of any application; exceptions can be made at the Aeronautics Commission’s discretion.



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Appendix

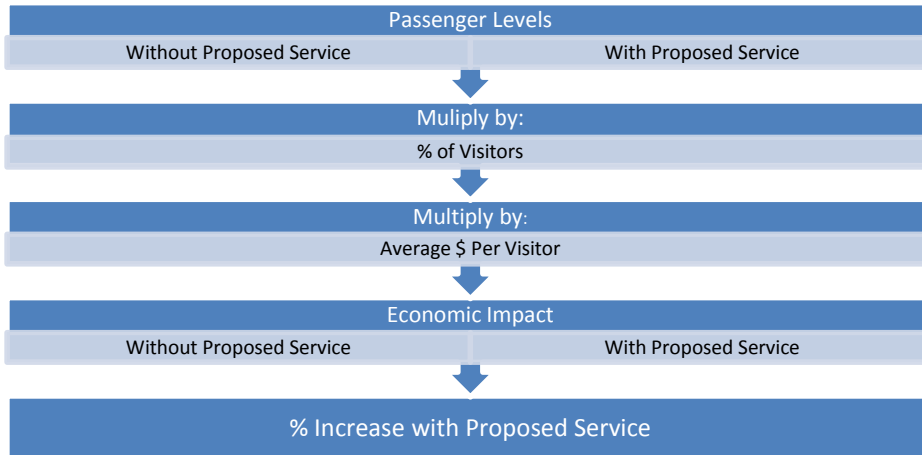
1. Estimated Economic Impact per the 2013 Economic Impact Study

- a. Using the table below and a forecast of passengers traffic with and without the proposed service, calculate estimated economic impact. Forecasted passenger levels will be ONE WAY traffic. I.e, enplanements or deplanements.

Airport	% Visitors	Average Spending Per Visitor Per Trip
COD	57%	\$ 658
CPR	43%	\$ 695
CYS	53%	\$ 542
GCC	41%	\$ 598
JAC	90%	\$ 1,810
LAR	53%	\$ 656
RIW	54%	\$ 476
RKS	43%	\$ 593
SHR	56%	\$ 545
WRL	50%	\$ 453

Percentage of visitors and Average Spending per Visitor
Source: 2013 Wyoming Airports Economic Impact Study

- b. Flow:



- c. Ex: Airport “AAA” expects their proposed project to bring in an additional 3,000 passengers for the summer season over the 4,000 already expected.

Timeframe:	MAY-AUG		Sought from state: \$250,000			
	Pax	% Visitors	# Of Visitors	Avg \$ Spent	Total Impact	% Increase
Without Proposed	4000	50%	2000	\$500	\$1,000,000	75%
With Proposed	7000	50%	3500	\$500	\$1,750,000	

- d. Using the above example to calculate the state’s ROI:



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Economic Increase	State Investment	ROI
\$750,000	\$250,000	200%

2. Marketing Plane/Outline

- a. A marketing plan addresses the following questions:
 - i. What are the marketing goals?
 - ii. Who are the target audiences?
 - iii. What is the message the airport intends to communicate?
 - iv. What methods of communication will the airport use to reach its audience?
 - v. What staffing and financial resources will support the effort?
 - vi. How will the airport measure success?

3. Community efforts to secure additional funding for air service

- a. Example of sources of funding:

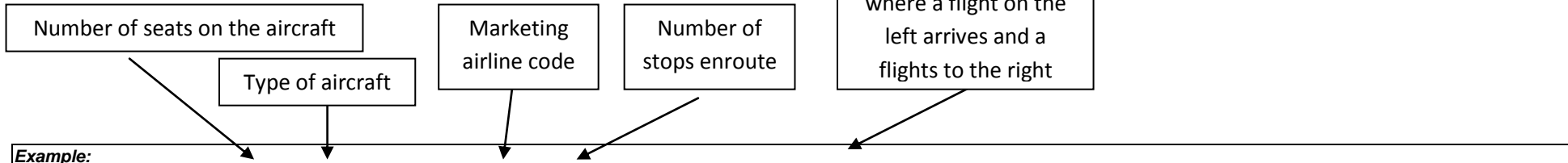
Source of funds	\$ Amount	% of Total
SCASD Grant	\$150,000	8%
Community development organization	-	
Local government	\$450,000	25%
Local businesses	\$180,000	10%
Other	-	
Total Local Contribution	\$780,000	43%
Sought from state	\$1,020,000	57%
Total MRG required:	\$1,800,000	100%

- b. From the above example, state cost per seat: $\$1,020,000 / (50 \times 365) = \55.89
Assumes once daily, 50 seat service for one year. Capacity measured one-way.



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4. Schedule



Example:

Start Date	End Date	Seats	Equip	Op Days	Mkt AI	Stops	Orig	Dep Time	AIRPORT TIME	Arr Time	Dest	Stops	Mkt AI	Op Days	Equip	Seats	Ops/Week
7/1/16	6/30/17								0700	0800	DEN	0	UA	1234567	CR2	50	7
7/1/16	12/01/16	50	CR2	12345.7	UA	0	DEN	1130	1230								6
7/1/16	12/01/16								1300	1400	DEN	0	UA	12345.7	CR2	50	6
12/2/16	6/30/17	70	CR7	12345.7	UA	0	DEN	1230	1330								6
12/2/16	6/30/17								1400	1500	DEN	0	UA	12345.7	CR7	70	6
7/1/16	6/30/17	50	CR2	1234567	UA	0	DEN	2000	2100								
																	7

