



ONE CITY. ONE JACKSONVILLE.

City of Jacksonville, Florida

Lenny Curry, Mayor

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BREEZE AIRWAYS SUMMARY March 22, 2022

Company:

Breeze Airways

Background:

Breeze Airways, a relatively new passenger airline company, has selected Jacksonville International Airport (JIA) to be added to the airports it serves. Breeze is headquartered in Darien, Connecticut and its flight operations are based in Salt Lake City Utah. Their founder, David Neelman, also launched Jet Blue. Recently, Breeze announced that they will begin non-stop flights between Jacksonville and seven cities, including Las Vegas and New Orleans. The company has indicated that more routes to and from JIA will be announced in the coming year. Breeze offers both low-cost and first-class seating options to its passengers. Jacksonville Aviation Authority (JAA) officials stated that “this is the single largest air announcement in the airport’s history”.

In discussions with Breeze representatives, it was stated that the City of Jacksonville financial incentives were a material factor in their decision to expand into the Jacksonville market.

Deal Points:

The City of Jacksonville will commit up to \$1,000,000 to help fund Breeze Airways initial marketing efforts for the various routes they are establishing to/from JIA.

- The cap will be \$100,000 per route.
- The Agreement will remain in place for 24 months from the effective date.
- Funds will be disbursed on a reimbursement basis. Breeze will submit documentation of the marketing expenses and the City will reimburse them, subject to the provisions stated above.
- Visit JAX will be given the opportunity to collaborate on marketing materials related to the Jacksonville market flights.