

Proposed Parking System Reward Program/Contract Parking Program/Rate and Discount Structures

- **Program Name:** LSE VIP
- **Parking Rate Structure:**
 - Long Term Parking - \$8.00 day
 - Short Term Parking - \$11.00 day
- **Membership Portal:**
 - Via web self-service at <http://parking.lseairport.com>
- **Access Medium Types:**
 - QR Code
 - MiFARE Touchless Card
 - AVI Touchless Vehicle Tags (Quick Park)
 - License Plate Recognition (LPR)
- **Discount Coupon Program (samples):**
 - Targeted Leisure Coupon Options:
 - \$1.00 off daily parking with a weekend day stay
 - \$2.00 off daily parking with a holiday day stay
 - 1 free day when parking for 7 days (\$8.00 value)
 - Travel Agent Coupons:
 - \$1.00 off daily parking for local travel agency customers
 - 1 free day when parking for 7 days (\$8.00 value)
 - *Restrictions:
 - One coupon per visit per transaction
 - Only valid during eligibility periods
 - Must present coupon at time of transaction
- **Product Types Offered:**
 - Corporate Parker (no-rewards):
 - Unlimited Parking in Long Term Lot
 - Flat Fee - \$2,000 per year/unlimited access
 - Flat Fee - \$1,750 per year LSE Leader companies/unlimited access
 - Unlimited Parking in Short Term Lot
 - Flat Fee - \$3,000 per year/unlimited access
 - Flat Fee - \$2,750 per year LSE Leader companies/unlimited access
 - Corporate Parker Consumables
 - MiFARE Card - \$5.00 (ONLY ONE CARD PER PURCHASE)
 - AVI Tag - \$30.00 (ONLY ONE TAG PER PURCHASE)

- Payments Accepted
 - Credit Card
 - Commercial Vehicle Parker (no-rewards):
 - Non-geofence Taxicab/Commercial Vehicle – Short Term Lot Designated Spaces
 - Initial Application Fees/One-Time/One-Year
 - Flat Fee - \$250.00
 - Renewal Application Fees/Annual/One-Year
 - Flat Fee - \$250.00
 - Entry Fee
 - Per Use - \$4.00 per entry
 - AVI TAGS ONLY – NO MiFARE CARDS
 - Geofence Taxicab/Commercial Vehicle – Terminal Pickup
 - Initial Application Fees/One-Time/One-Year
 - Flat Fee - \$1,000.00 geofence users
 - Renewal Application Fees/Annual/One-Year
 - Flat Fee - \$250.00
 - Entry Fee
 - Per Use - \$4.00 per entry
 - No access media
 - Hotel Shuttle Vehicle – Terminal pickup
 - Initial Application Fees/One-Time/One-Year
 - Flat Fee - \$200.00 Per Vehicle
 - Renewal Application Fees/Annual/One-Year
 - Flat Fee - \$200.00 Per Vehicle
 - Entry Fee
 - Per Use - \$0.00 per entry
 - No access media
 - Car Rental – Long Term Lot
 - Initial Application Fees/One-Time/One-Year
 - Flat Fee - \$0.00
 - Renewal Application Fees/Annual/One-Year
 - Flat Fee - \$0.00
 - Entry Fee
 - Per Use - \$3.00 per day
 - Commercial Vehicle Parker Consumables
 - MiFARE Card - \$5.00
 - AVI Tag - \$30.00
 - Payments Accepted
 - Credit Card
 - Invoicing
 - Employee Parker (no-rewards):

- Airline Crew – Long Term Lot
 - Unlimited Parking – Non-Signatory Flight Crew
 - Flat Fee - \$300 per year/unlimited access
 - OR
 - Monthly Fee - \$30.00 per month/unlimited access
 - Unlimited Parking – Signatory Flight Crew
 - Flat Fee - \$250 per year/unlimited access
 - OR
 - Monthly Fee - \$25.00 per month/unlimited access
- Non-Airport Terminal Employee – Long Term Lot
 - Entry Fee - \$2.00 per day
- Employee Parker Consumables
 - MiFARE Card - \$5.00
 - AVI Tag - \$30.00
- Payments Accepted
 - Credit Card
- LSE-VIP Rewards Parker:
 - Reward Access Credential
 - QR Code
 - Cannot tie to credit card
 - MiFARE Card
 - Can register credit card if desired
 - AVI Tag
 - Must register a credit card
 - Tariff Calculation
 - Per Designa rate tables
 - Payments Accepted
 - Credit Card
 - Reward Earn Schedule
 - Per tier
 - Reward Redemption Options
 - 8,000 reward points to issue a long term parking voucher for one day of free parking
 - 8,000 reward points for a \$5.00 restaurant voucher
 - 1,100 reward points to issue a short term parking voucher for one day of free parking
 - 15,000 reward points for a Kwik Trip Ultimate car wash card*
 - 15,000 reward points for a \$10.00 restaurant voucher
 - 30,000 reward points for a free Quick Park vehicle tag
 - 30,000 reward points for a \$20.00 restaurant voucher
 - 75,000 reward points for a 5-pack Kwik Trip Ultimate car wash card*

- 100,000 reward points for an introductory airplane/sightseeing ride at Colgan Air Services
- Reward Program Tiers
 - Member
 - Free QR or Plastic Barcode Rewards Member card
 - Activates reward program points/vouchers
 - Free premium WiFi service in the terminal
 - 100 reward points per dollar spent on parking up to 24,999 points (approximately 31 days parked in long term)
 - *20% discount on car washes (future)
 - Gold Status Member (25,000 points earned in a year)
 - 125 reward points per dollar spent on parking from 25,000 to 59,999 points (approximately 75 days parked in long term)
 - Free Quick Park vehicle tag
 - *1 free car wash voucher (Kwik Trip Ultimate)
 - Platinum Status Member (75,000 points earned in a year)
 - 150 reward points per dollar spent on parking from 60,000 points
 - Short term parking at long term rates
 - *1 additional free car wash voucher (Kwik Trip Ultimate)
 - Instant Status Promotion (first 6 months of program)
 - Delta Gold Medallion or American Platinum oneworld members – instant Gold Status
 - Delta Platinum Medallion or American Platinum Pro oneworld members – instant Platinum status
 - Instant status promotion does not provide free car wash benefit

** Car washes will be replaced with airport car wash vouchers once facility is complete*

LSE-VIP PARKING REWARDS PROGRAM RESTRICTIONS

Program Details

- Status is given at time of reaching status and for the following calendar year.
- Must earn same status in following year to obtain benefit for the next year
- Airport reserves the right to change or modify the program benefits at any time per the terms and conditions of the program, no cash value for unused points
- No blackout dates