

Concession Outreach



Presented to Potential Proposers
by Lisa Torres
17 February 2010

Disclaimer

- Everything discussed today is subject to change.
- Past passenger growth and concession performance is not a guarantee of future results.
- The airline industry is undergoing a period of fundamental changes. Airline service, routes and frequencies can and will change.
- This briefing is solely for the purpose of informing interested parties and does not constitute an offer to enter into a concession agreement.

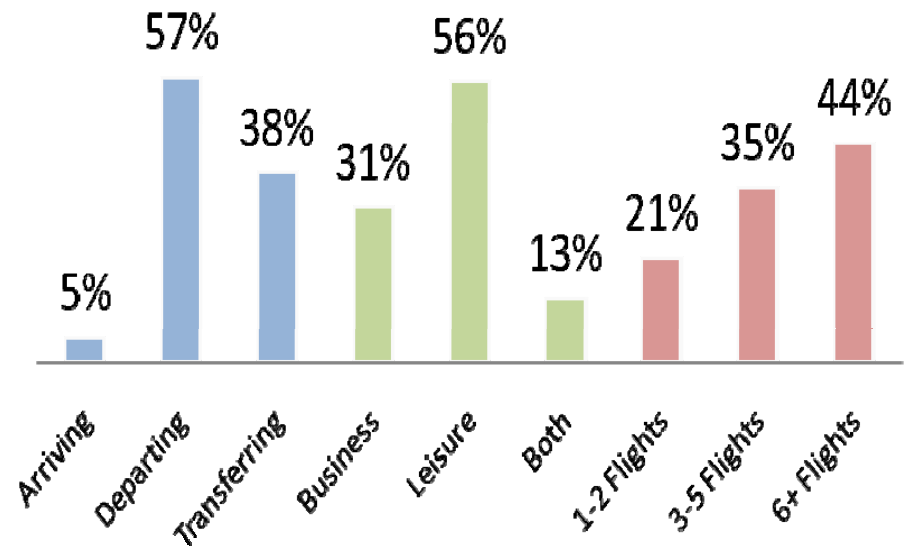
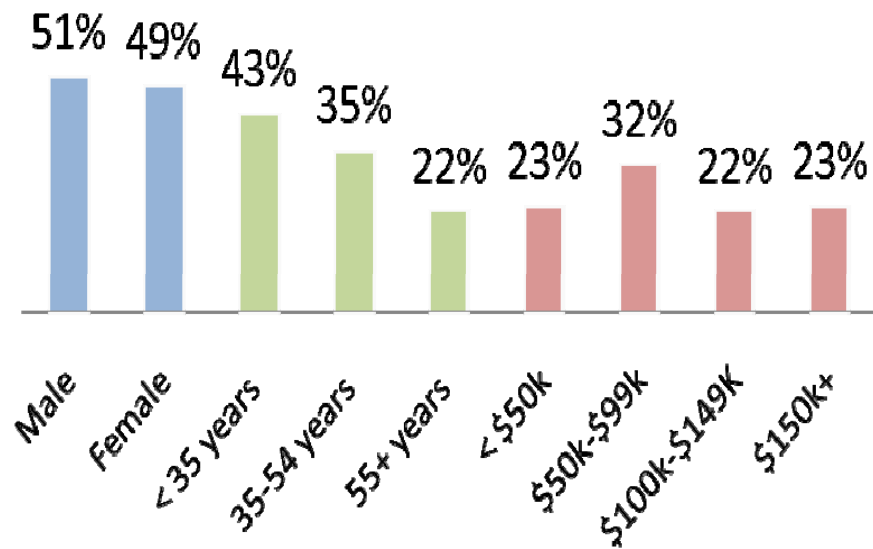
Source: www.business.flydenver.com/concessions

Revenue

- DIA's concession program consists of 167,457 square feet of retail space that includes more than 140 merchants offering an exciting culinary, fashion and retail experience. The concessionaire program generates over \$245 million in annual gross sales and over \$38 million in revenue to the airport.
- Non-airline revenue keeps rates, charges and fees down for airlines which makes DIA an attractive airport to new airlines.

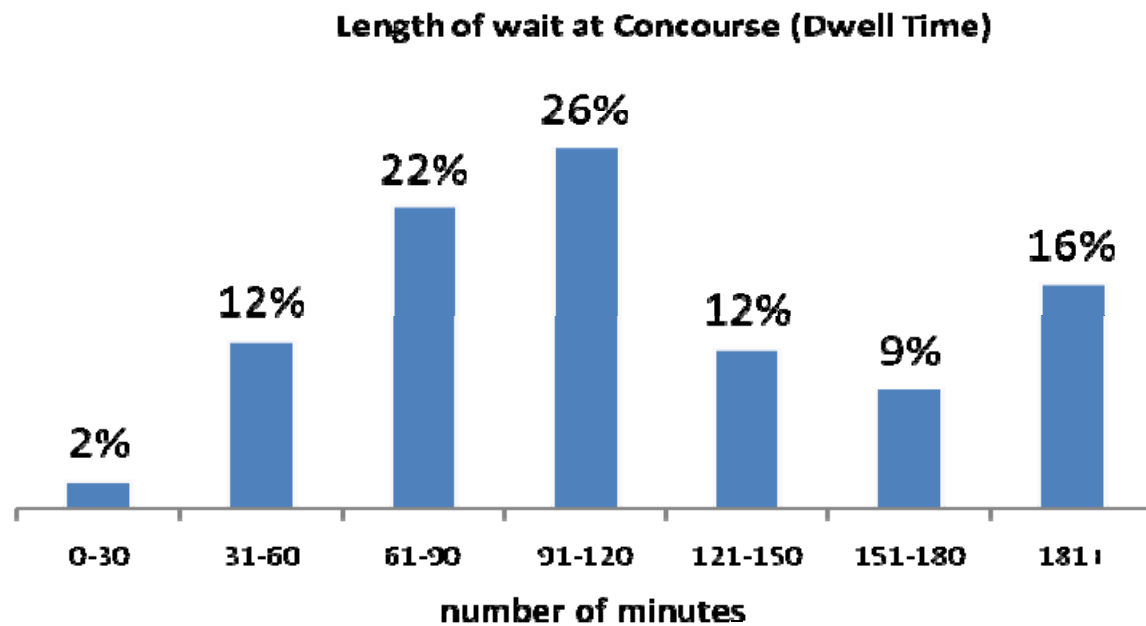
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Passenger



Source: www.business.flydenver.com/concessions

Passenger Dwell Time



Source: www.business.flydenver.com/concessions

Passenger Spending Patterns



Source: www.business.flydenver.com/concessions

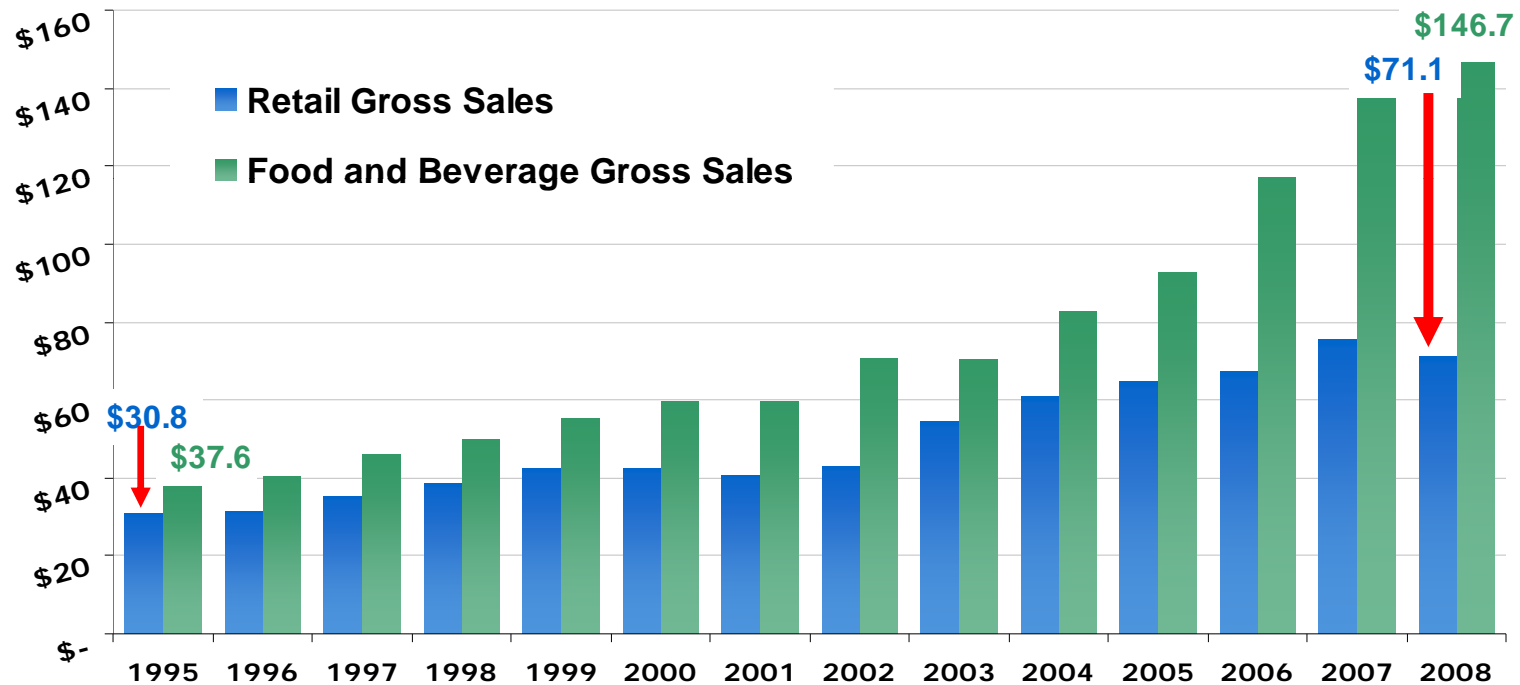
2009 projected sales per square foot

- Food & beverage
 - \$1,410.00
- Specialty retail
 - \$1,053.00
- Newsstands
 - \$1,936.00

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Sales history

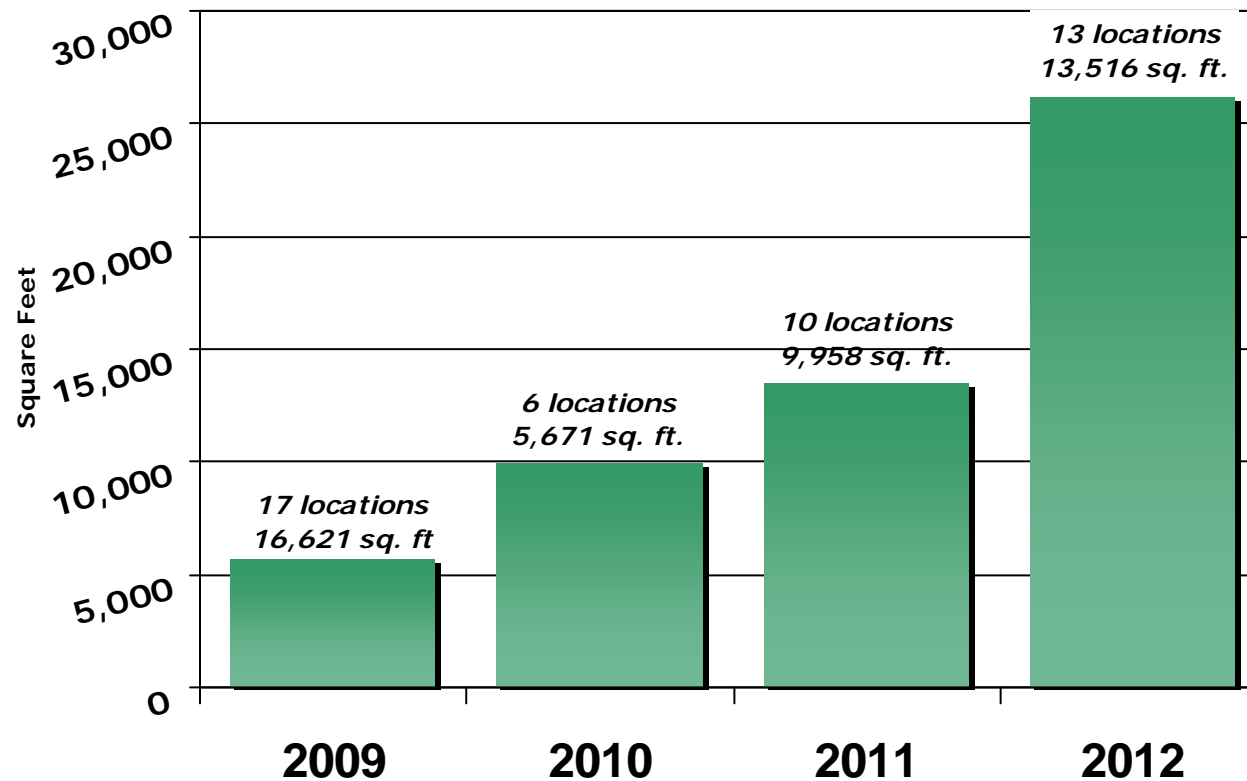
DIA Concession Gross Sales
1995-2008



Source: www.business.flydenver.com/concessions

Future concession space availability

DIA Concession Program
Expiring agreements & sq. footage, 2008-2012

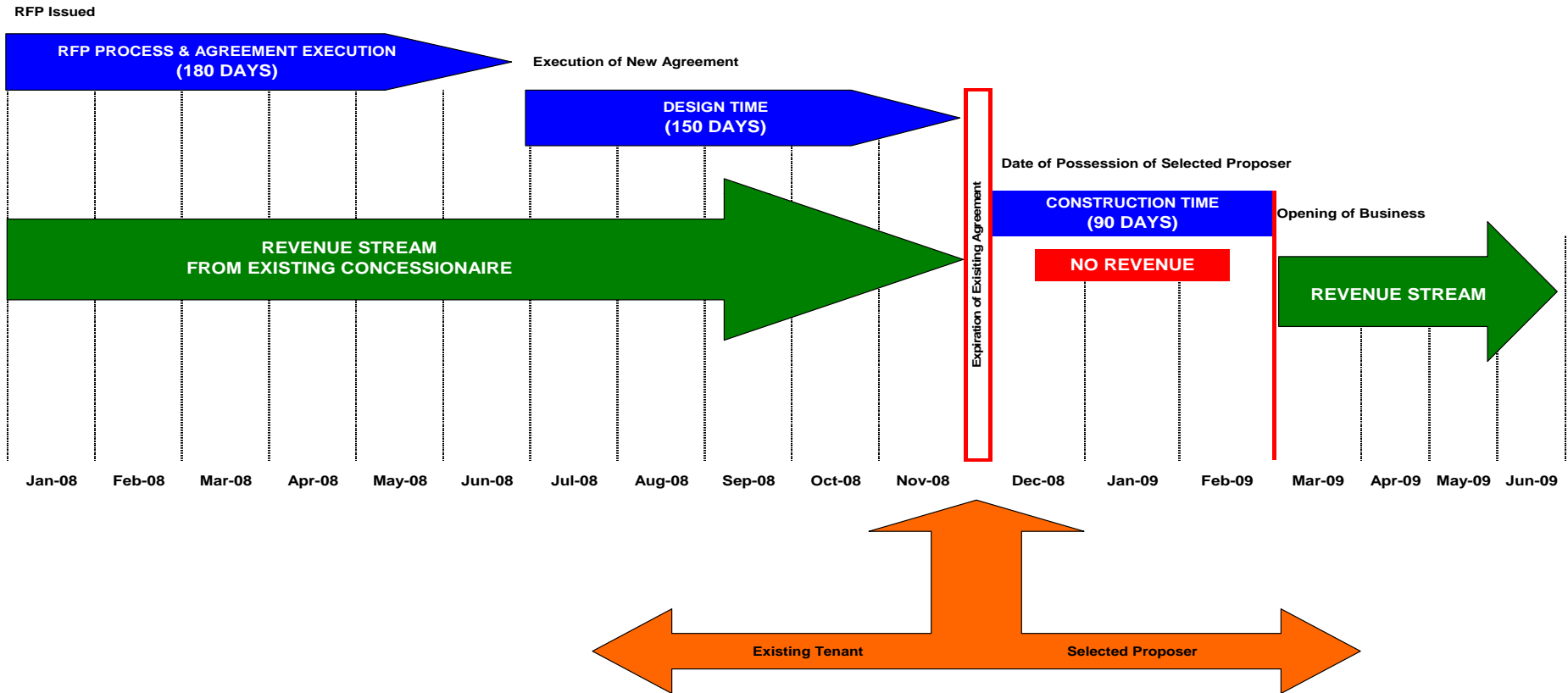


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RFP process

- I. Issue Request For Proposals (RFP)
- II. Mandatory Pre-Proposal Conference
- III. Issue Addenda
- IV. Submit Proposals
- V. Proposals are Reviewed by Staff
- VI. Evaluation Committee
- VII. Selection/Agreement
- VIII. Contracting Process

RFP Timeline



Minimum Qualifications

- I. Experience
- II. Operational Profitability
- III. Financial Capacity
- IV. ACDBE Goal

Financial Capacity

- I. Private Equity
- II. Bank Funding
- III. Company Funding

DIA and the RFP processes

- I. Request for Proposal (RFP) competitive process
- II. Terms are specified and vary by concept type
- III. MAG or % of Revenues
- IV. ACDBE Goals
- V. Continuous improvement

Airport Concession DBE

- What is ACDBE
- ACDBE Eligibility
- ACDBE Goods and Services
- ACDBE Certification Process
- ACDBE Goals

Frequently asked questions

- How long do you have to stay open on a typical day?
- Employee hiring and retention?
- Who is responsible for badging?
- Where do employees park?
- What is the typical term length?
- Does DIA offer exclusives?
- Does DIA assist with construction costs?
- What is the average cost of construction at DIA?
- Does DIA require concessionaires to use certain contractors?

Next steps

Register for Notification:

<https://business.flydenver.com/bizops/concessions.asp>

Send questions to Concessions Email Address:

concessions@flydenver.com

Association websites related to airport concessions:

Airport Revenue News (ARN):

www.airportrevenuenews.com

Airports Council International (ACI):

www.aci-na.com

Airport Minority Advisory Council (AMAC):

www.amac-org.com

Contacts

DIA Business Assistance Center:

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www.milehigh.com | Business Services | Doing Business w/City |
Applying/Renewing

Auditor's Office:

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