# Outreach and Pre Proposal Conference Terminal A and Terminal F, Phase 1









## Agenda

**DFW Airport & Concessions Program** 

Consumer Insights

**Upcoming RFPs** 

Break

Terminal F, Phase 1

Design Code and Construction

**ACDBE** Requirements

Procurement: Lessons Learned

This presentation will be posted on the DFW Concessions website.



## Outreach for Terminal A





Zenola Campbell

Vice President, Concessions

### **DFW Airport Overview**

DFW operates four legacy terminals (A, B, C, E) and International Terminal D

Terminal Renewal and Improvement Program (TRIP)

Legacy Terminals A, B, and E

Enhancing the concessions program, expanding security check-points, reconfiguring ticket counters and improving parking

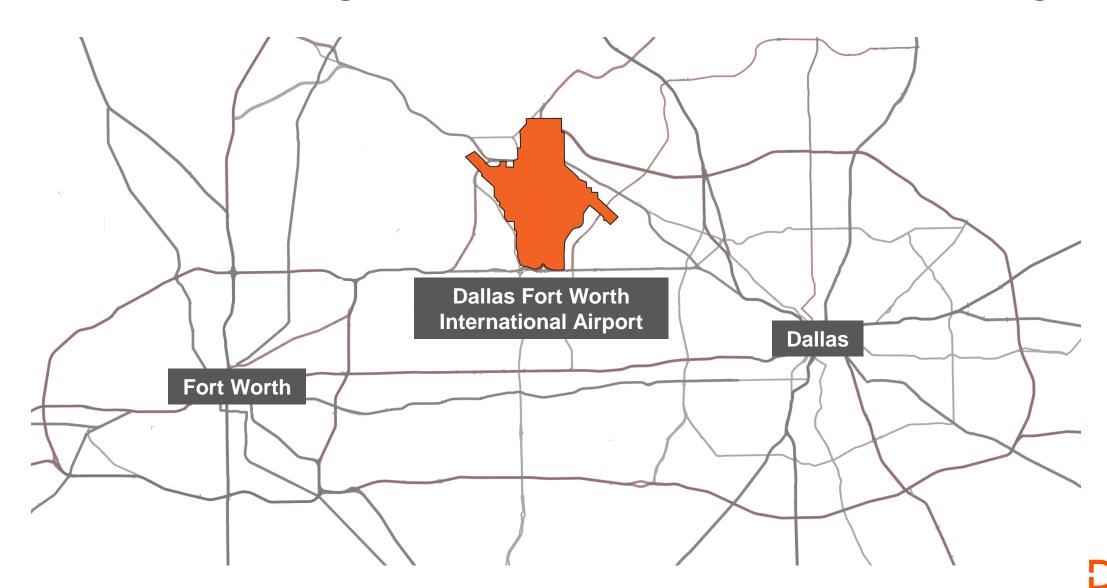
Named "Best Large Airport in North America" by Airports Council International (ACI) for 2016

Named "Global Airport of the Year" by Airport Transport World for 2019





Jointly owned by the cities of Dallas and Fort Worth, DFW has built a huge infrastructure and still has room to grow.



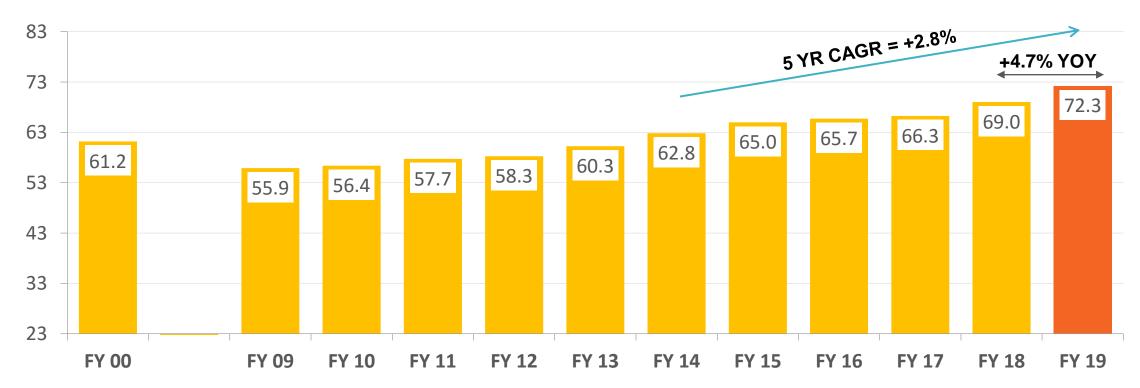
DFW Airport now provides air service to 186 domestic and 62 international destinations, for a total of 248 non-stop destinations.



## DFW total passengers expected to reach an all-time high with 4.7% growth in FY 2019

#### **DFW Total Passengers**

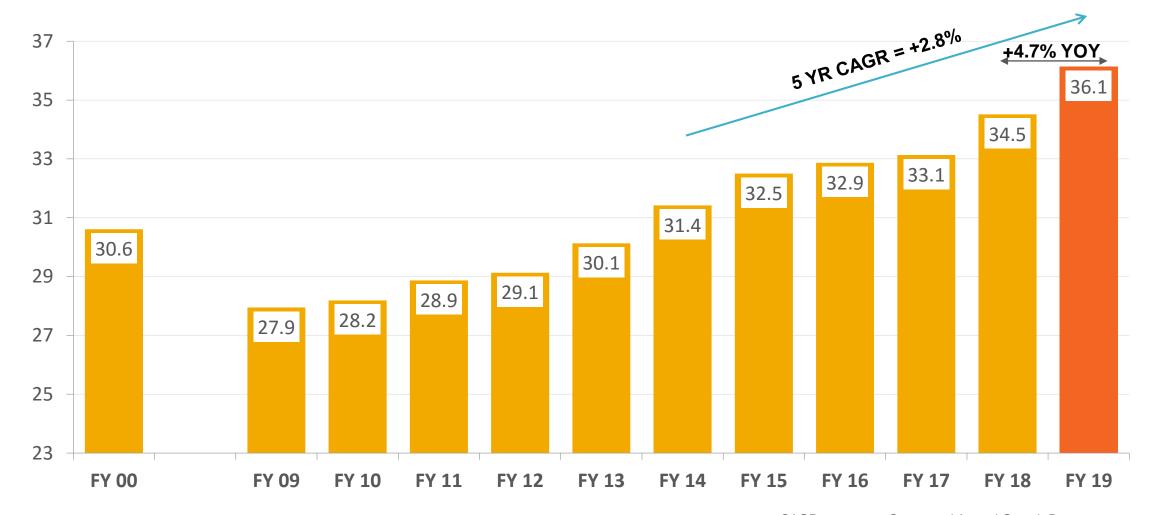
(in Millions)





#### **DFW Enplanements**

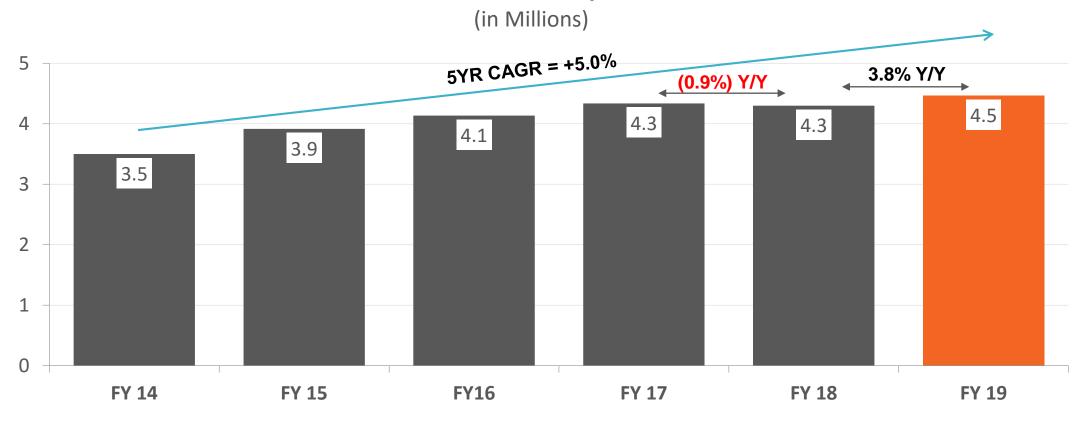
(in Millions)





### FY19 international enplanements are projected to grow 3.8%





CAGR represents Compound Annual Growth Rate



### Vision

Travel. Transformed.



### **Mission**

We provide an exceptional Airport experience for our customers and connect our community to the world.



## Mastering the Basics

Clean

Working

Friendly





## **Key Results**





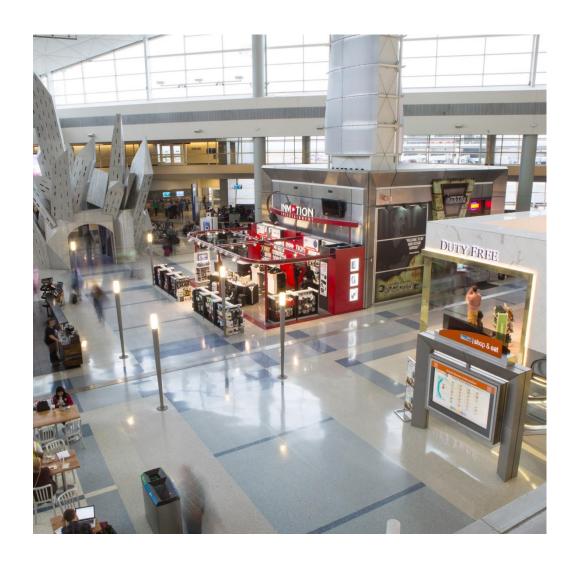
### **DFW Concessions Program**

One of the largest concessions programs in N. America

- Over 200 shops, restaurants, and services
- Generated over \$382M in FY18 Gross Receipts
- Completed 37 concession locations in FY18

#### Rental Car Center

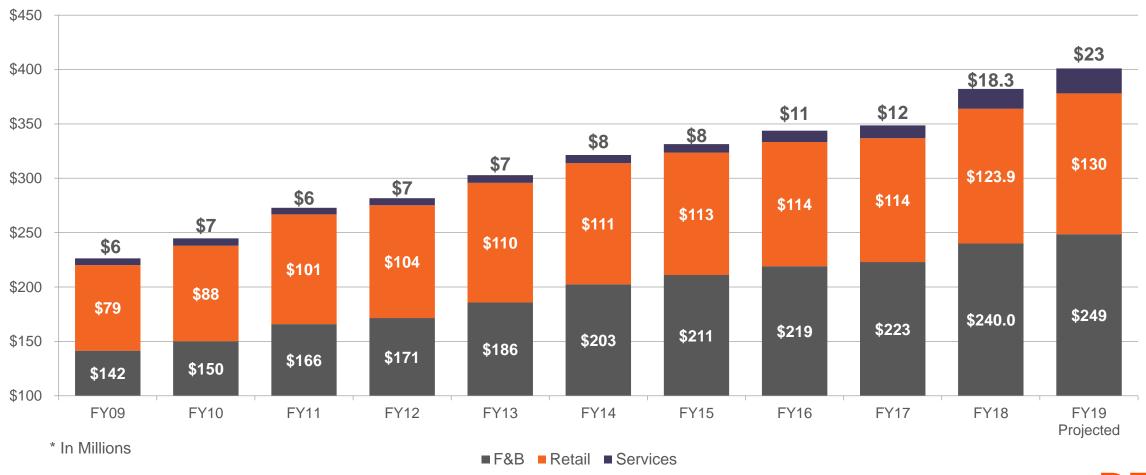
- 4.7 million passengers in FY18
- Generated over \$273M in FY18 Gross Receipts





### **Concessions Performance**

FY19 is projected to reach \$402 M in total sales for Food & Beverage, Retail and Services.





### 2018 and 2019 Industry Recognition

Airports Council International (2018):

Richard A. Griesbach Award of Excellence

Best Retail Program, 1<sup>st</sup> Place

Best F&B Program, 3rd Place

Hickory – Best F&B Concept, 3rd Place

Airport Experience News (2019):

Best Overall Program

Property Manager of the Year, Zenola Campbell

Airport Food and Beverage Conference (2018):

Airport Wine Bar of the Year: CRÚ Food and Wine Bar







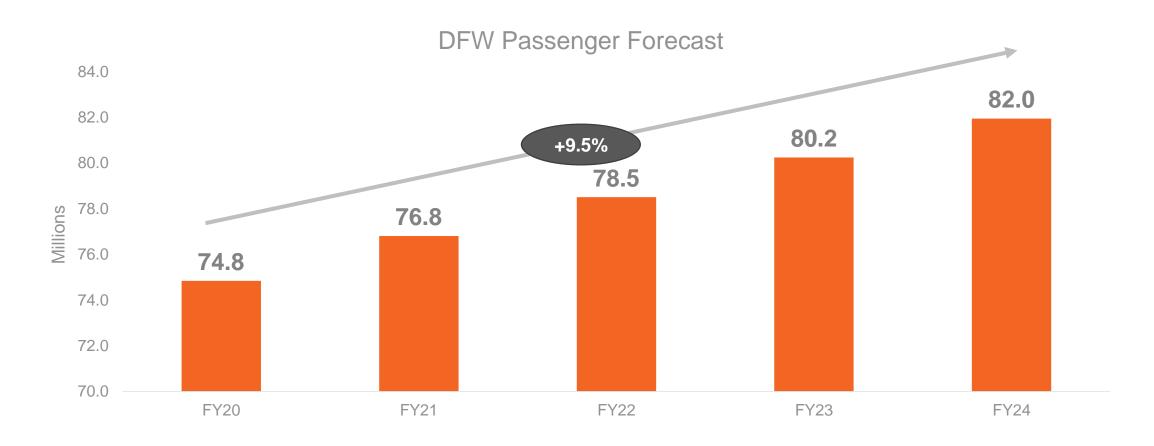


## Consumer Insights

John Han

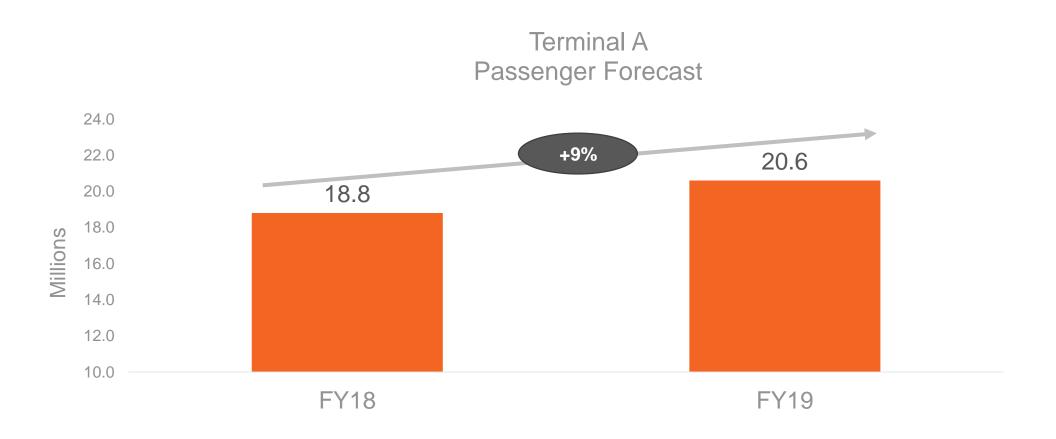
Sr. Insights and Analytics Manager, Customer Experience

# Passenger volume is projected to reach 82 million by FY2024.

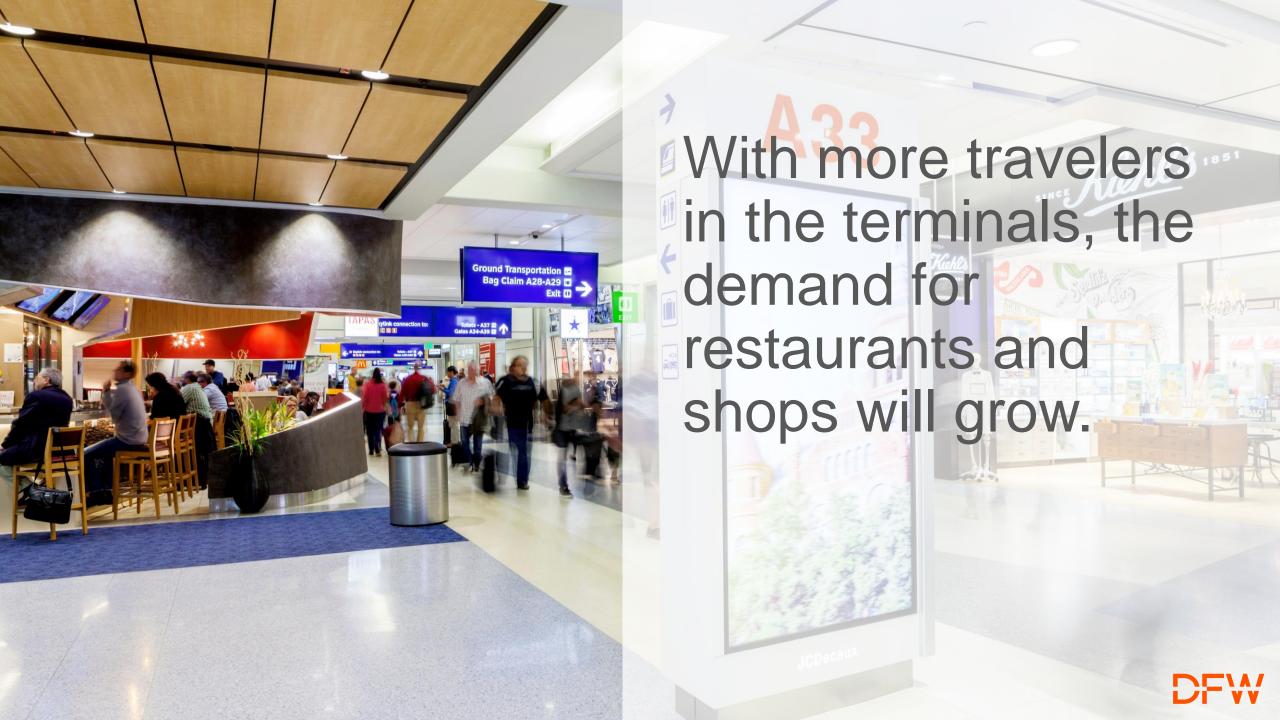




# For this year, passenger volume in Terminal A is expected to grow to almost 21 Million.







## Average Concessions Spend By Dwell Time

(Among those who made a purchase)

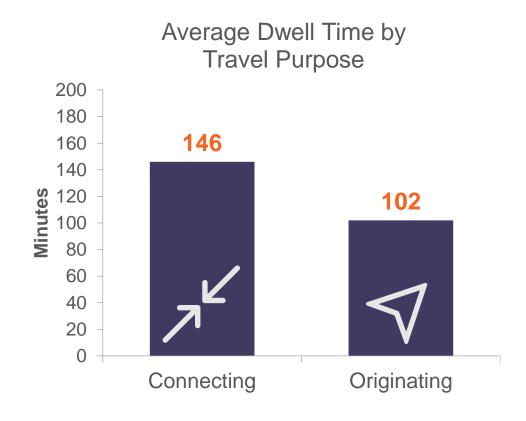


Customers with longer dwell times spend more in our terminals.



# Leisure and Connecting travelers usually have longer dwell times at DFW.





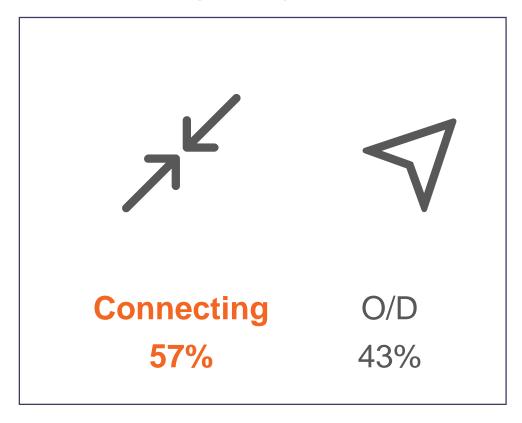


# In Terminal A, there is a greater percentage of Leisure and Connecting customers.

#### **Terminal A**



#### Terminal A







Because needs and preferences of customers differ, segmentation provides insights into the types of services and amenities that appeal to key segments.



## **DFW Customer Segments**











Indulgent **Explorers** 

All Business **Road Warriors** 



Value Voyagers

Frugal Vacationers





Size 22%



Size **7**%









Spend 17%





Spend















	Indulgent Explorers	All Biz Road Warriors	Value Voyagers	Frugal Vacationers	Foreign Fun-Seekers
Size	22%	7%	28%	41%	2%
Average Spend	\$65	\$21	\$32	\$17	\$34
	Young & diverse group. Frequent traveler, often with kids	Heaviest traveler, mostly for business	Travels more for leisure	Oldest segment, skewing to 55+	Non-U.S. traveler Interested in high-
Key Attributes	Likes high-quality, and healthy dining options.	Focused on working in terminals	Prefers casual and healthy dining, doesn't think luxury	Bargains, inexpensive dining options, and basic	quality dining and experiences.
	Shops for variety of items & brands at airport.	Prefers casual dining and may purchase electronic accessories or jewelry	brands are worth every penny.	retail are preferred	May purchase items such as books and electronics.





In general, all customers have core needs that dictate how they perceive their experience at the Airport.



### **Dining & Shopping Core Needs**











Positive dining and shopping experiences are characterized by having access to a wide range and variety of options, as well as short lines/quick service.

Travelers approve of high quality food, clean restaurants, friendly staff, and inexpensive costs.



### An airport's most satisfied passengers



Spend 10% more time at the airport



Are twice as likely to shop



Spend 7% more on retail

Than those who are the least satisfied

When the customers' core needs are met, happiness, satisfaction and accomplishment are key outcomes.

Happier passengers are more likely to buy and spend more.



## Upcoming RFPs

**Kevin Lemmons** 

Assistant Vice President, Concessions

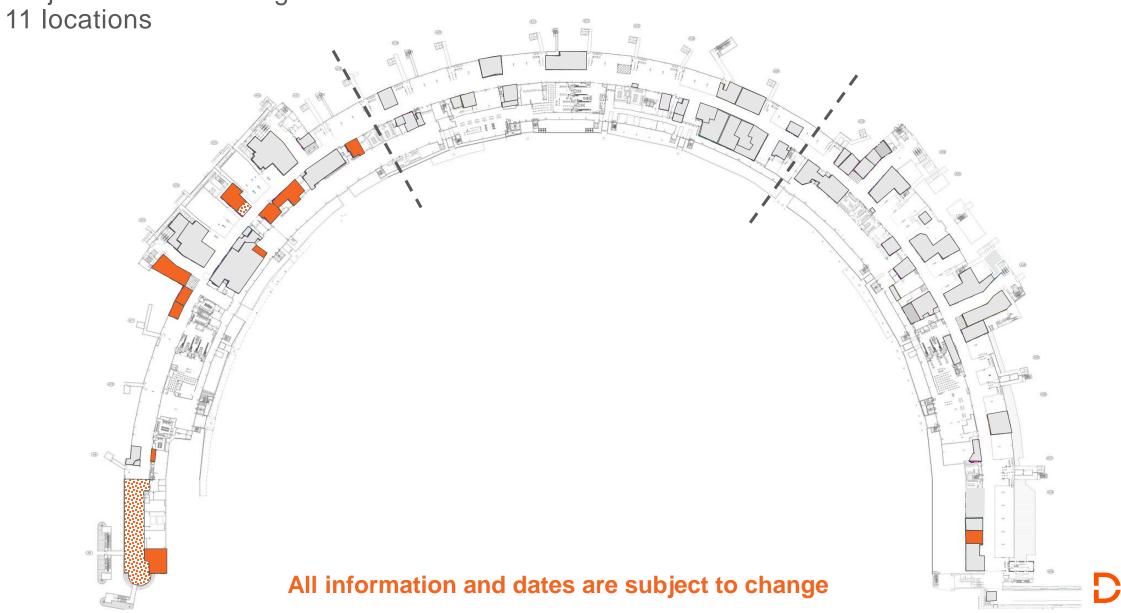
## **Upcoming Expirations**

Average of 24 locations expiring per year (10% of total inventory annually)



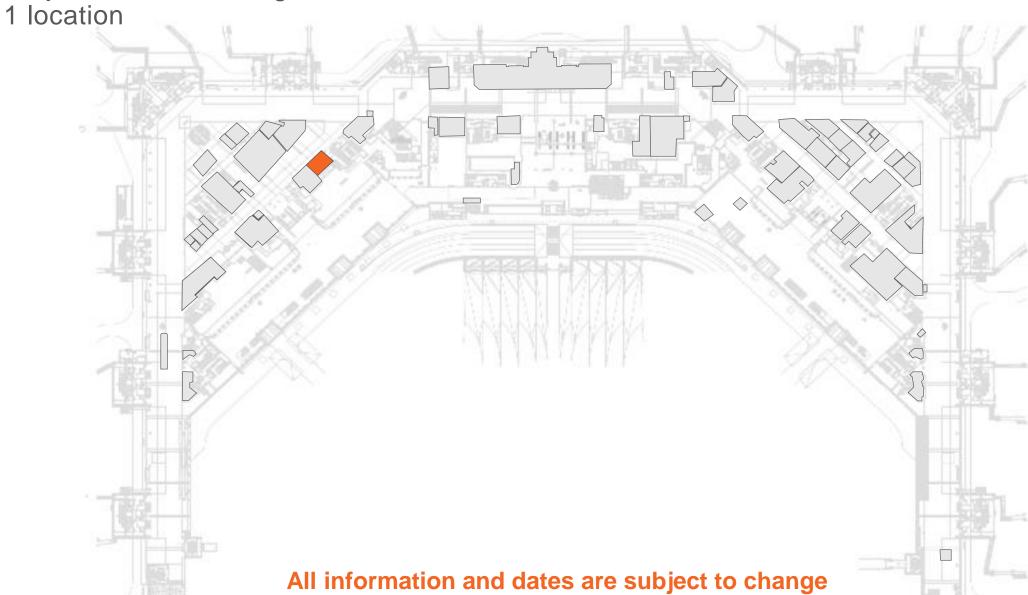
### Terminal A RFP Phase 1

Projected Release August 2019



### Terminal D

Projected Release August 2019





## **Guiding Principles**

Post TRIP Lessons Learned

### **Terminal Layout**

Limited Line of Sight, Kitchens and Equipment, Queuing, Seating and Other Space Constraints

### Optimal Space Mix

Food & Beverage 60% Retail 30% Services 10%

### **Blurring Lines**

Push Boundaries
Explore Non-Traditional Business
Automation and Robotics

### Supply vs Demand

Passenger Growth Placing Strain on Individual Location's Ability to Operate

### **Competing Priorities**

Revenue Growth
Experiential Offerings
Create a clear "Sense of Place"

### Strengthen KPIs

Increase Spend per Passenger Increase Sales per Square Foot



### **Business Resource**





Grace Smith
Vice President, Area Manager
Business Banking
JPMorgan Chase Bank, N.A.
8111 Preston Road, 2<sup>nd</sup> Floor
Dallas, TX 75225

Phone: (214) 360-3934

Email: grace.smith@chase.com









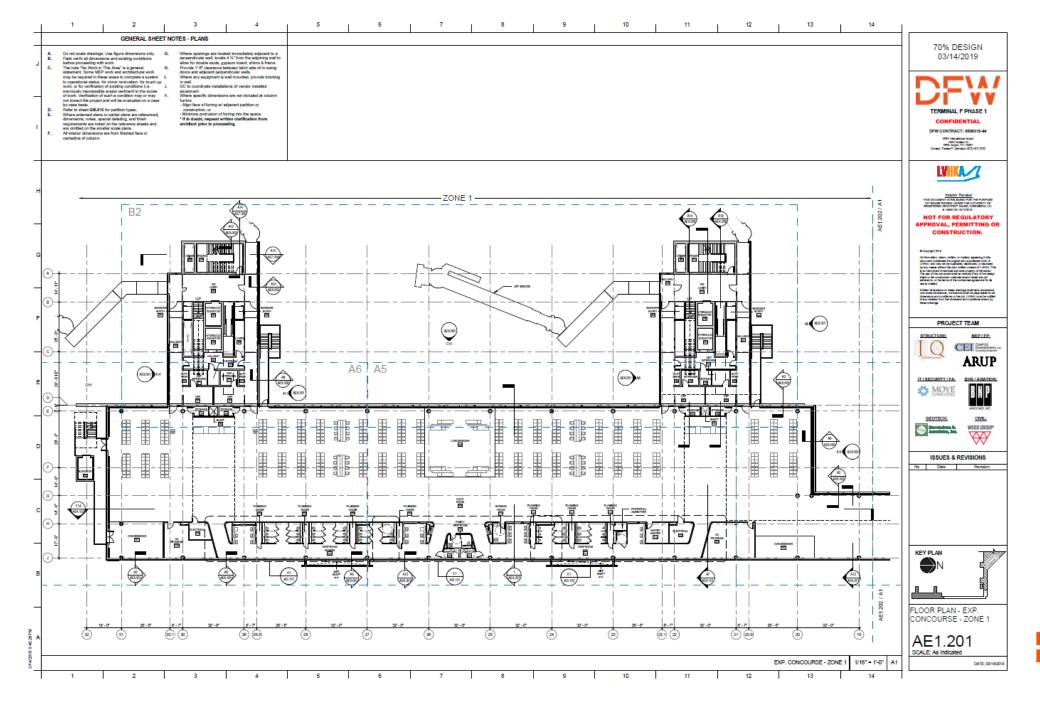
Jack Zill, Assistant Vice President

Design, Code and Construction

















Terminal F Phase I - 'Sting





# Zenola Campbell

Vice President, Concessions



## Future Enplanements

1,377,510

967,980











## **Guiding Principles**

- 1. Create a Sense of Calm & Reduce Passenger Stress
- 2. Enhance & Aid the Boarding Process
- 3. Provide comfortable and varied furniture accommodations
- 4. Create Sophisticated Moments of WOW!
- 5. Create New Revenue Generating Opportunities

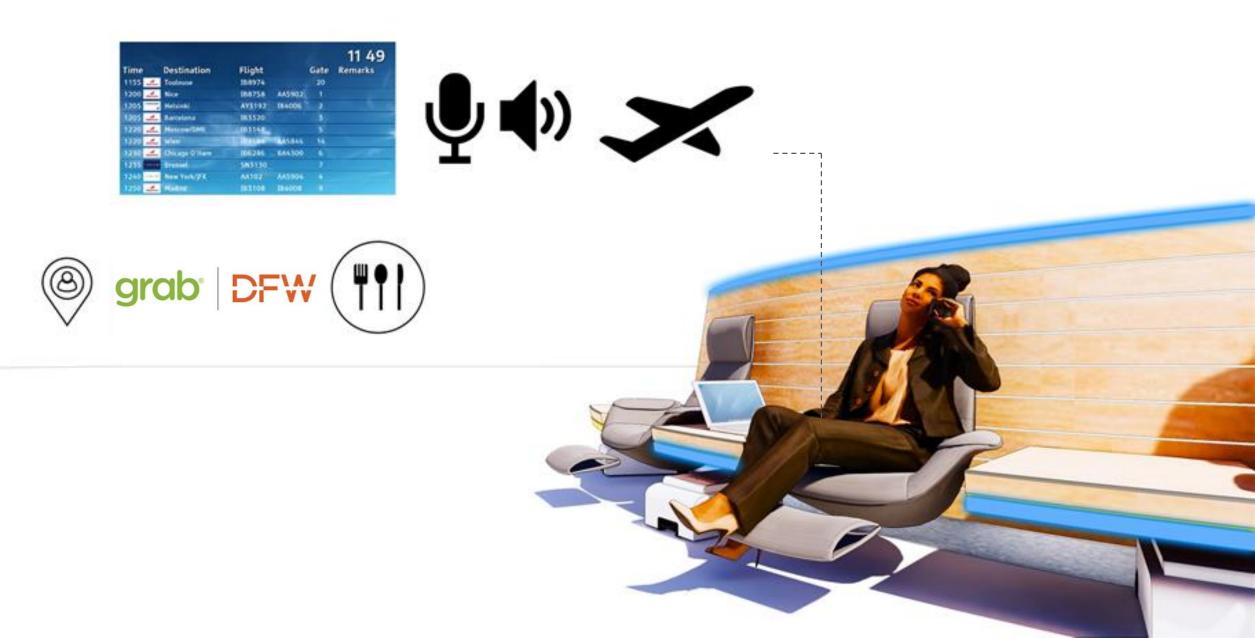


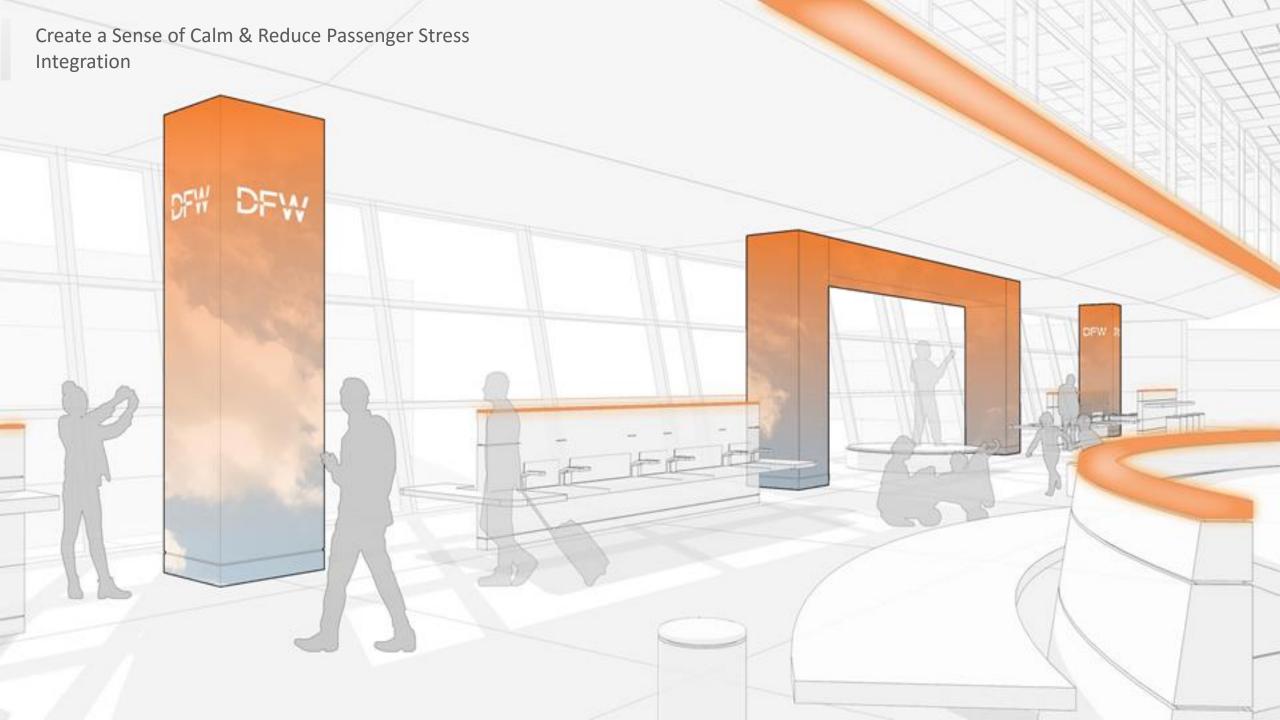
## Create a Sense of Calm & Reduce Passenger Stress

- Provide Information that Passengers Need, Facilitate Decision Making
- Utilize Sound & Lighting Design to Enhance Customer Experience
- Create a Sense of Calm With Digital Content



Create a Sense of Calm & Reduce Passenger Stress
Incorporate Audio & Visual Communication, Access to Flight/Boarding Information, & Ordering in the Gate Area





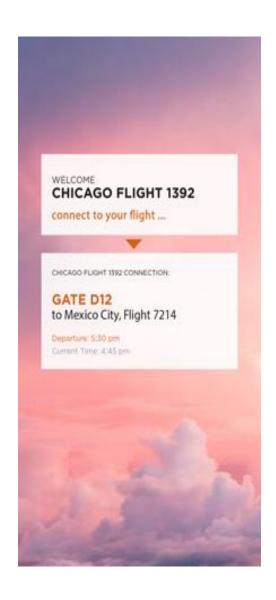
## Enhance and Aid the Arrivals and Boarding Process

- Create space that customers want to spend time in
- Provide open layout that allows for easy circulation
- Integrate digital & architectural features to provide boarding cues

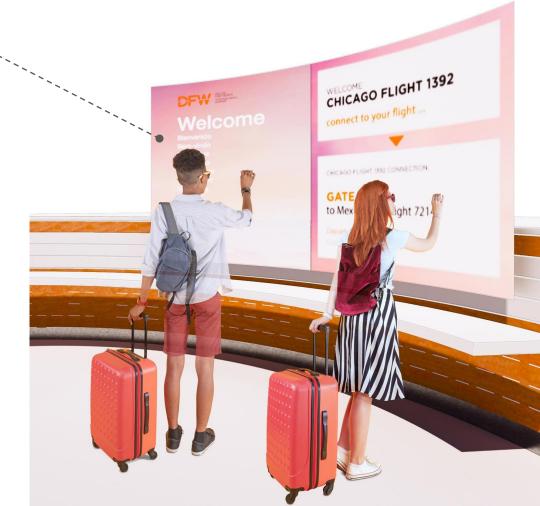




#### Enhance and Aid The Arrivals and Boarding Process Customized Welcome information and Connecting Flight Info for Arriving Passengers



Utilize Recognition Technology to Provide Customized Information to Arriving Passengers



Provide open layout that allows for easy circulation

## **Comfortable & Varied Seating Types**

- Furnishings Function to suit the needs of varying passenger types
- Provide a Mixture of Functional Furnishings & Unique, Enticing, Sculptural Pieces
- Free Flowing Seating Arrangement, Easy to Navigate



## FURNITURE LAYOUT Passenger Types











**FURNITURE TYPES Group Seating** 





**Create Sophisticated Moments of WOW!** 

- Delight and Entertain Customers
- Create a sense of wonder





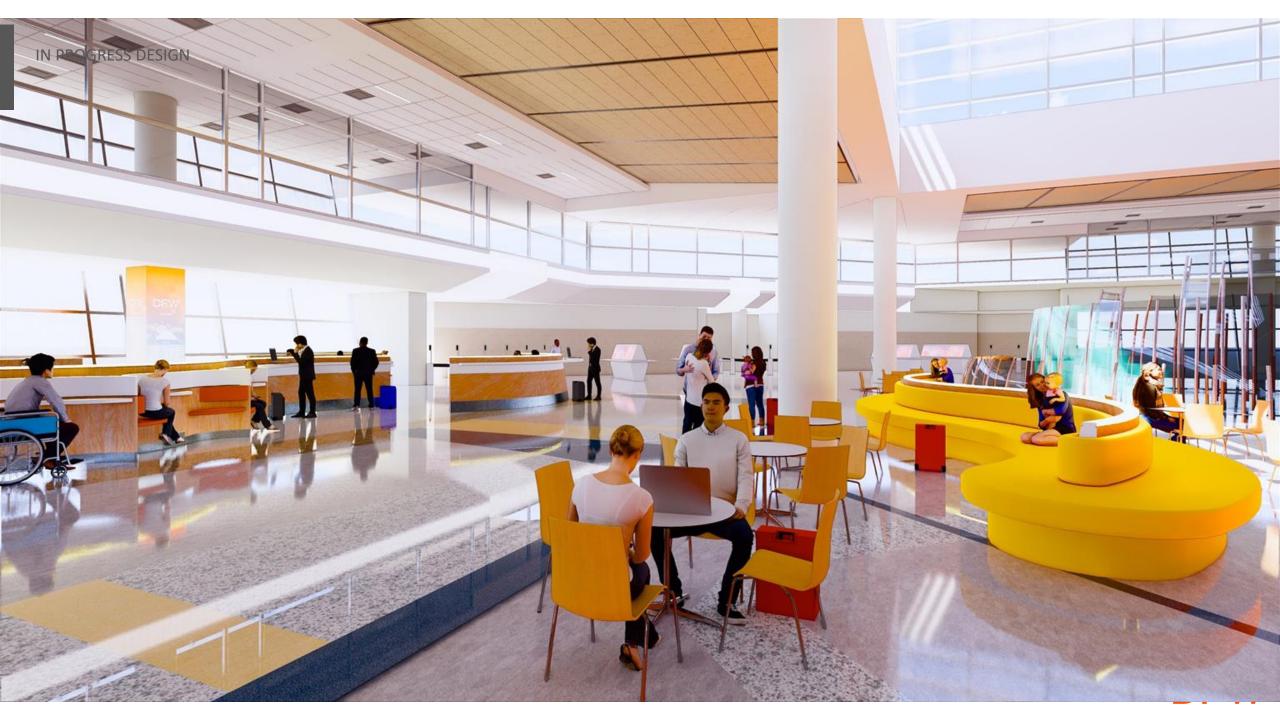


## **Create New Revenue Generating Opportunities**

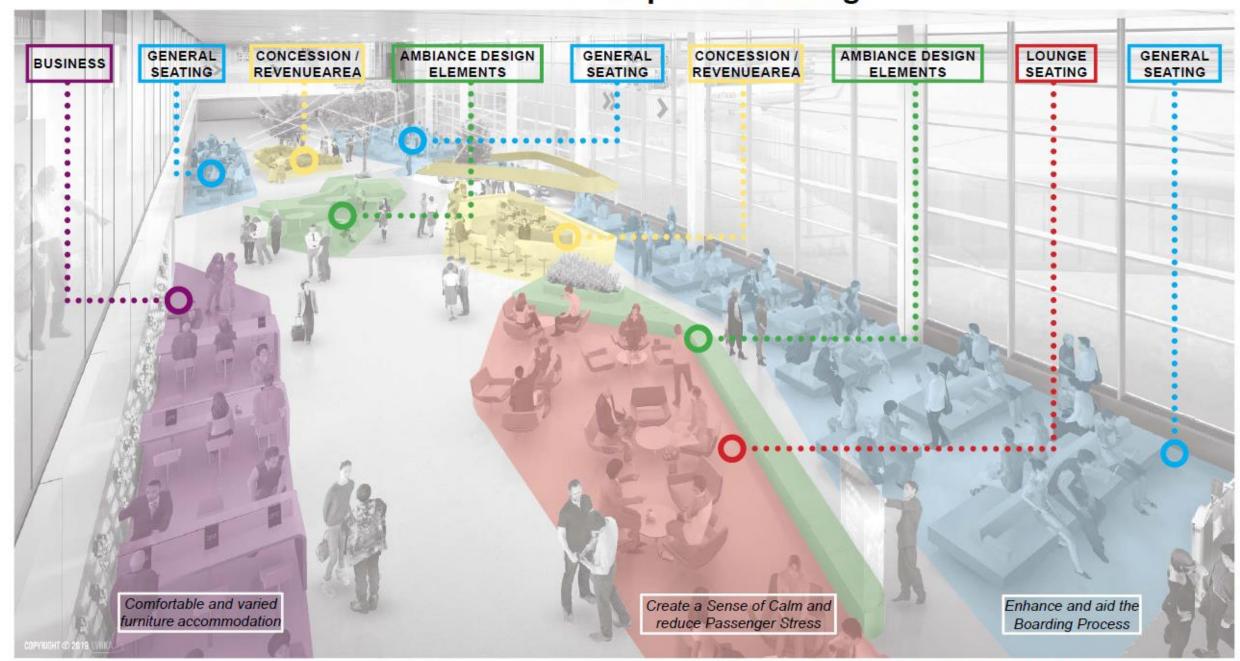
- Digital Real Estate
- Flexible Space Can be Used for Concessions & Retail
- Integrated Concessions at Arrivals / Recomposure Area
- Real Time Location Services for Food Service in the Gate Area







## 04 | Space Planning



## So What Concepts are Needed



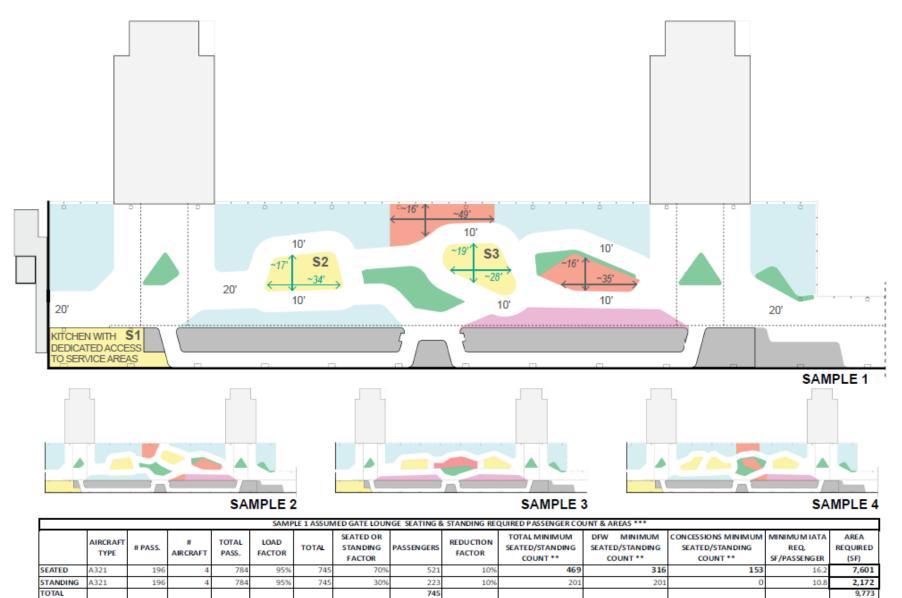












#### Proposed Zone Layouts

<u>CONCESSIONS</u>	Areas*
Concessions/revenue areas	2,127 sf
Lounge seating	1,170 sf

#### DFW

Business	875 sf
General seating	6,075 sf
Ambiance design elements	1,175 sf

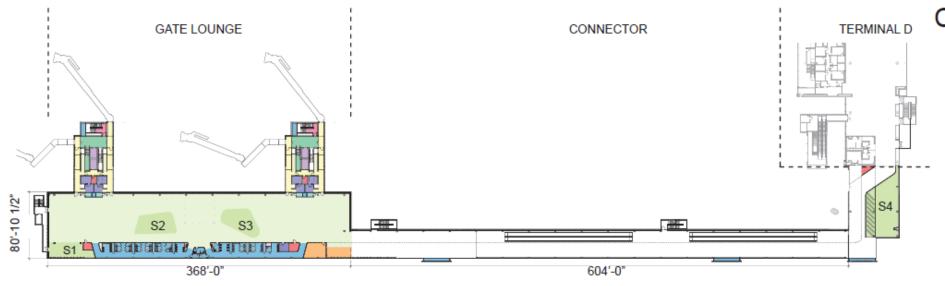
\* Sample 1 Areas

**\$2** Perimeter: 98' **\$3** Perimeter: 96'

<sup>\*\*\*</sup> Factors to be approved by DFW



<sup>\*\*</sup> Minimum seat count subject to change



#### Concessions infrastructure

S1 KITCHEN	927 sf
S2 CAFE / BAR	600 sf *
S3 CAFE / BAR	600 sf *
S4 CAFE / BAR / RETAIL	2,690 sf

4.817 sf

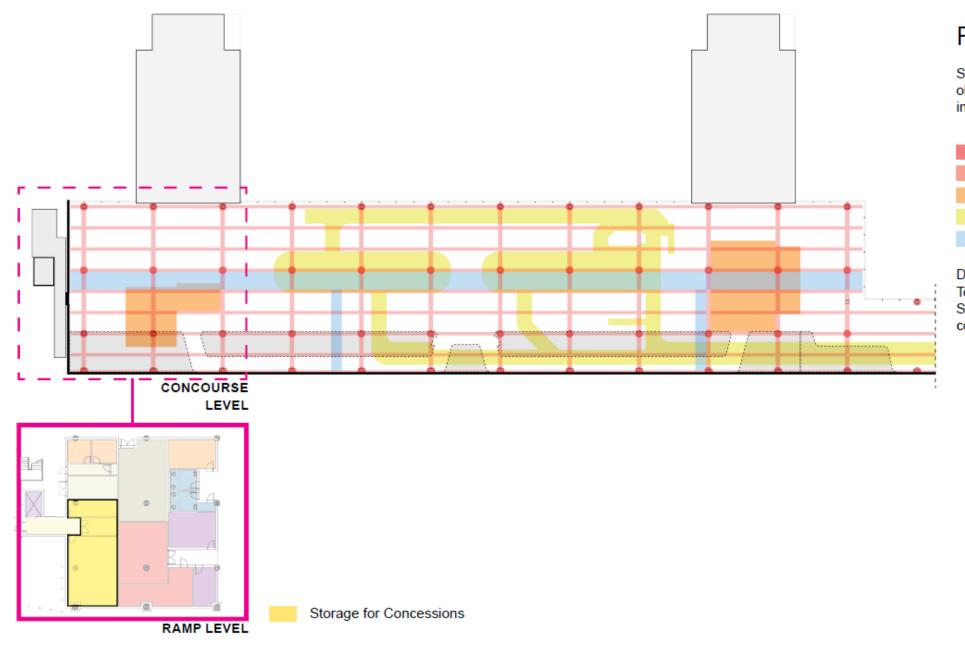
Must comply with Free Standing
Concessions guidelines (pages 16-17)

\* Approximately per Sample 1

#### Concessions Utility Matrix by Zone - Terminal F Phase 1

Space	Space Type	Estimated Watts/SF	Estimated Service Size @ 480V, 3Ph	Estimated Conduit Size	DFW Installed Conduit Size	Cooking Exhaust	Dishwashing Exhaust	Domestic Cold Water	Sanitary Sewer	Grease Waste	Vent	Chilled/Htg Water	Natural Gas
Verti	cal Utilities					✓	✓				✓		
S1	Kitchen	100	600A	2-4"	2-4"	(2) 22x22	(2) 18x16	2"	4"	4"	4"	2"/1-1/2"	1-1/2"
S2	Café/Bar	75	250A	2-1/2"	3"	-	-	2"	4"	4"	4"	1"/3/4"	-
S3	Café/Bar	75	250A	2-1/2"	3"	-	-	2"	4"	4"	4"	1"/3/4"	-
S4	Café/Bar/ Retail	75	250A	2-1/2"	3"	-	-	2"	4"	4"	4"	1"/3/4"	-





#### Ramp level systems

Services penetrating the floor must avoid obstructions below the concourse level, including the following:

Structural columns
Structural beams
Electrical / IT rooms
BHS pathways

Mechanical piping pathways

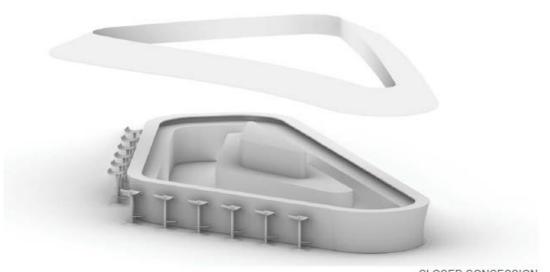
Detailed coordination with DFW and Terminal F Phase 1 design team is required. Space may be limited but available between concourse floor and systems.



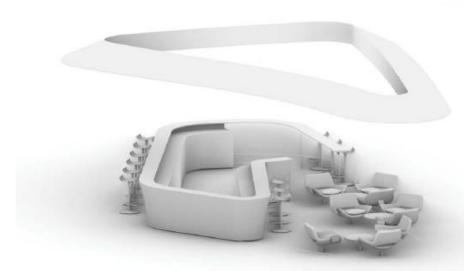
# Free Standing Concessions Design Requirements

Defined by detached concessions from other built elements on any of their sides

Free standing concessions designed with a canopy, sign band, or ceiling elements



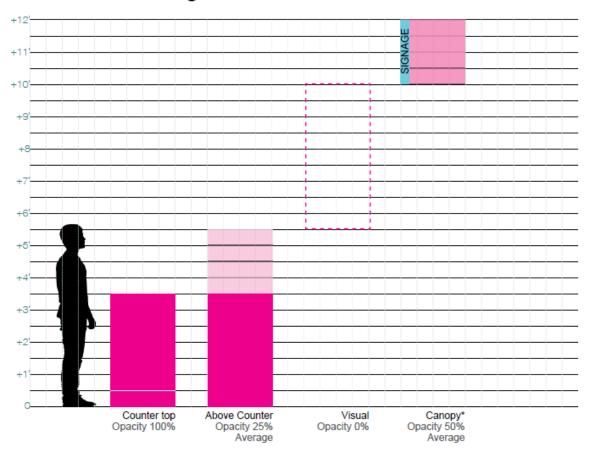
CLOSED CONCESSION



OPEN CONCESSION

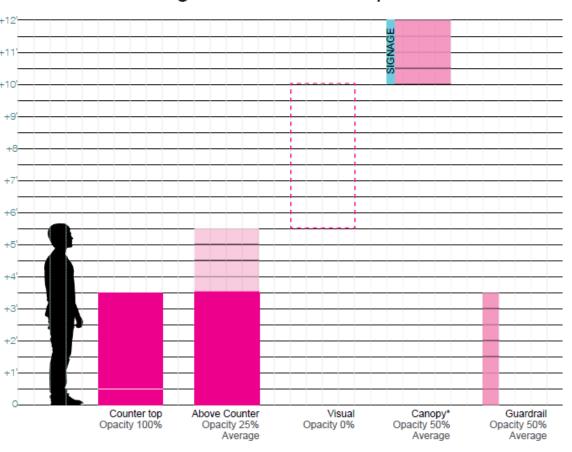


#### Free Standing Concessions - Closed concession



<sup>\*</sup> Canopy may include integrated signage and systems to be coordinated with DFW and Terminal F Phase 1 design team. Wiring and fastening systems to be concealed from view.

#### Free Standing Concessions - Open concession



<sup>\*</sup> Canopy may include integrated signage and systems to be coordinated with DFW and Terminal F Phase 1 design team. Wiring and fastening systems to be concealed from view.



## Evaluation Criteria

	Possible Points				
Concept Brand, Fit, Sales P Merchandise/Menu	Potential, u/Services, Innovation	40			
Outstanding Custo Plans, Design, Cor	rience/Operations omer Experience, Operational offormity to Tenant Design low, Staffing and Training	50			
Rent Percent Rent Offer		10			
TOTAL		100			



# Business Diversity and Development ACDBE

Tamela Lee

Vice President, Business Diversity and Development

# Airport Concessions Enterprise Disadvantaged (ACDBE) Program Overview

Airport Concessions Disadvantaged Business Enterprise (ACDBE) Program

Objective: Ensure full and fair access to concession opportunities for all business and in particular for ACDBE business

Valuable consideration in the awarding of a Concession Agreement

ACDBE requirement is pass/fail and must be met for a proposal to be reviewed and considered by the selection committee

Responsive – Proposal compliant with requirements; further consideration by Selection Committee

Non-Responsive – Proposal fails to meet the requirements; no further consideration by the Selection Committee



# Airport Concessions Enterprise Disadvantaged (ACDBE) Program

The ACDBE goal is a percentage of total revenue or purchases for goods and services for this solicitation

Option for typically meeting an ACDBE goal: 100% ACDBE owner-equity participation

Percentage Owner-Equity Participation by way of a sublease, management, operating, franchise or joint venture agreement or partnerships

Percentage of total purchases for all good and services awarded to ACDBE certified firms

Other legal arrangement

# **ACDBE Program** Concessions Hotels Car Rentals Other Goods and Services

# Key ACDBE Program Points

#### Certification

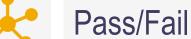


ACDBE certificates are due at time of bid/proposal submission

#### Relevant Market Area



No Local Geographic Preference





Proposals failing to meet the requirements receive no further consideration by the Selection Committee

#### **Good Faith Efforts**



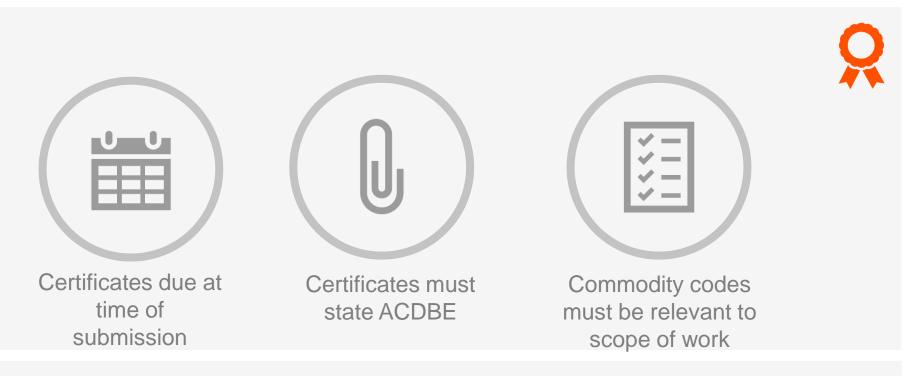
Stringent documentation requirements due at time of bid/proposal submission

#### Contract-**Specific Goals**



A percentage of contract value; prime self-performance counts towards goal

## ACDBE Certification





Certification not required to do business with DFW.

HOWEVER, if claiming ACDBE credit, certification is required

State of TX HUB, SBE, WBE, DBE and out-of-state certificates are not acceptable

# Commitment to ACDBE Participation Form

Identify commitment to meeting and/or exceeding the ACDBE Goal



#### Airport Concessions Disadvantage Business Enterprise (ACDBE) COMMITMENT FORM

(This form is required as part of your proposal submission.)

The A	ACDBE goal for this concession package is%
	E: The BDDD will only credit ACDBE participation that is certified by an approved ication entity at the time of proposal submission.
	indersigned concessionaire/vendor has satisfied the requirements of the proposal fications in the following manner (Please check ( • ) only one box):
	100% Self-Performance: The proposer, a certified ACDBE firm and sole concessionaire, is committed to meeting or exceeding the ACDBE goal through 100% self-performance. (If checked, must submit required ACDBE certificate).
	Percentage Participation: The proposer is committed to meeting or exceeding the ACDBE goal, with a minimum of% ACDBE participation on this concessions package. (If checked, must submit required Exhibits F-2, F-4, Draft Partnership Agreement and ACDBE certificate(s)).
	The proposer is unable to meet the ACDBE goal and is committed to a minimum of% ACDBE participation on this concessions package and submits documentation demonstrating good faith efforts. (If checked, must submit required Exhibits F-2, F-3, F-4, Draft Partnership Agreement and ACDBE certificate(s)).
	The proposer is unable to meet the ACDBE goal and submits documentation demonstrating good faith efforts. (If checked, must submit required Exhibit F-3).
Name	of Proposing Entity:
Name	of Authorized Representative or Designee:
Title:_	
Signat	ure:

6/7/2016

#### Sample Certificate

Does certification match Program goal?

Do the commodity codes cover your proposed scope of work?



# Good Faith Efforts (GFE)

#### Requirements



- Non-certified firms must meet the goal or demonstrate GFE to achieve goal
- GFE required only if the ACDBE goal is not met or only partially achieved
- GFE should not be considered a template, checklist or quantitative formula
- DFW will evaluate the GFE on quality, quantity, and intensity of the different kinds of efforts that the bidder/proposer made prior to proposal submission



All factors outlined and support documentation are required

Lack of support documentation will deem the Proposer non-responsive

Pro forma efforts are not considered good faith efforts

# Approved Certifying Entities



### NORTH CENTRAL TX REGIONAL CERTIFICATION AGENCY

624 Six Flags Drive, Suite 100 Arlington, TX 76011 (817) 640-0606 or www.nctrca.org

(Processing timeframe: 60 – 90)



# U.S. Department of Transportation (Approved Unified Certification Program)

125 E. 11<sup>th</sup> Street Austin, TX 78701 (800) 558-9368 or www.txdot.gov (Processing timeframe: 60-90 days)

## Common Submission Errors

# 00

- Sign all required documents
- Submit required/correct ACDBE certificates for all identified ACDBE firms
- Respond to all RFP Evaluation Criteria questions
- Provide certificates for all identified ACDBEs

- Submit Out of State certificates. Must receive interstate certification with NCTRCA
- Use GFE plan as a checklist and fail to submit support documentation

# Identifying Prospective MBE Partners

- Pre-Bid/Pre-Proposal Sign In Sheet
- Minority Chambers
- **Advocacy Organizations**
- Certification Agencies
- •DFW D/S/M/WBE Online Directory •www.dfw.diversitysoftware.com

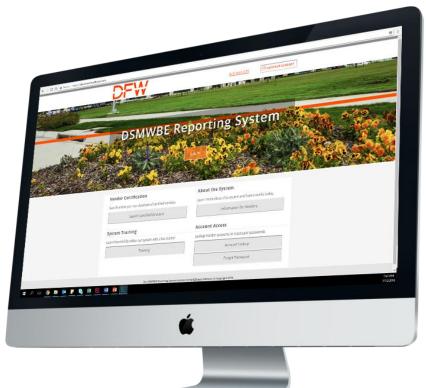
Federal Aviation Administration DBE/ACDBE Directory (dbE-Connect)

https://faa/dbesvstem.com/FrontEnd/VendorSearchPublic.asp?TN=fa a&XID=4059



DFW's Directory is not a 'certification database'.

It is a listing of certified firms that have expressed an interest in doing business with DFW or are currently doing business with DFW





- Name of JV
- Ownership interests
- Term of JV
- Purpose (must be a single purpose)



- Initial
  - Proportionate to ownership interest
- Additional
  - Proportionate to ownership interest
  - Purpose
  - Conditions
  - Limits
- Source of Funds
  - Loans



# Accounting Procedures

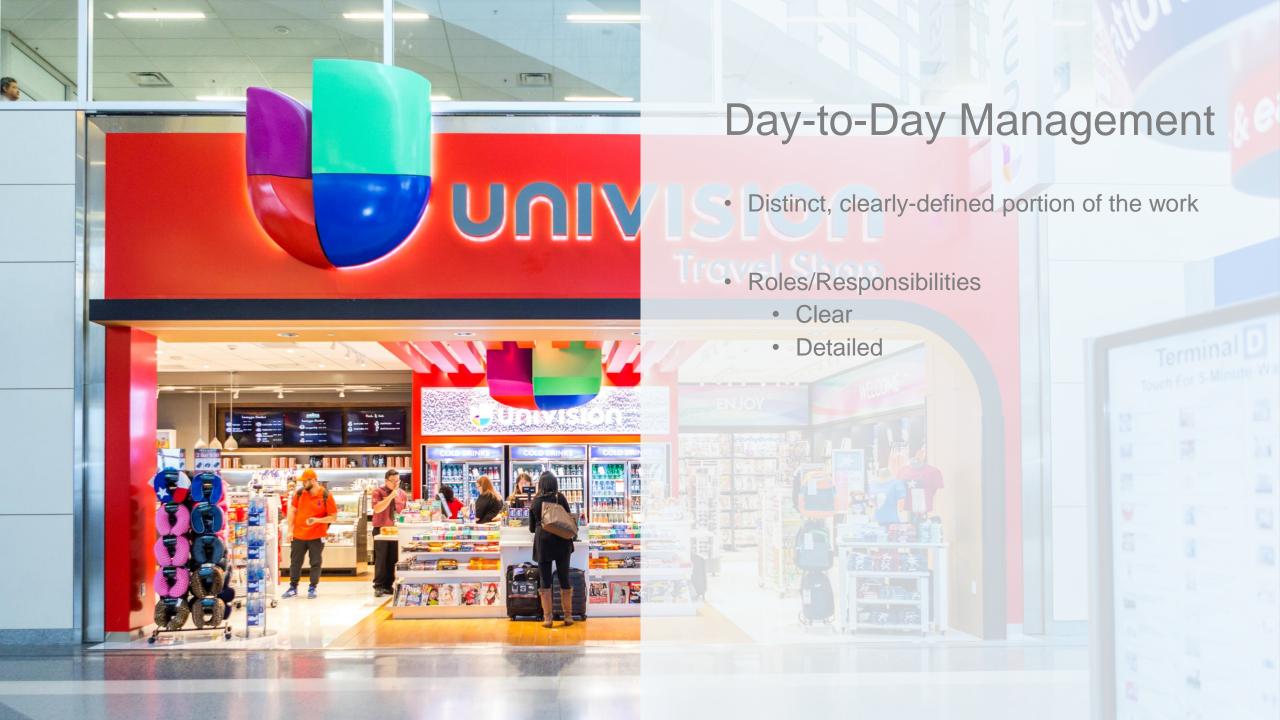
- Method of Accounting
- Distributions
  - Timing
  - Method
  - Reserves
- Company Records
  - Access to financial records
  - Location



## Overall Management

- Management or Governance Committee
  - Voting
  - Quorum
  - Unanimous Decisions
  - Timing/frequency of meetings
  - Documentation
- JV Manager
  - Powers and duties
  - Limits on powers





# Management Fees

- Reimbursement of costs
- Clearly defined tasks
- Method of charging
  - % of sales
  - \$ reimbursement
- Method of reconciliation
- Royalty/License Fees



Loss of certification

 Limitations on ACDBE Change of Control



#### **Airport Concessionaire Disadvantaged Business Enterprise Certification**



#### Company ABC

Disadvantaged Business Enterprise

has filed with the Agency an Affidavit as defined by 49 CFR Part 23 and 26 and is hereby certified to provide service(s) in the following areas:

#### 992000:

News, Gift, Novelty, and Souvenir Stores, Airport Concessionaire;

August 2011 This Certification is valid begining and superceded any registration or listing previously issued. This certification must ne updated annually by submission of an Annual Update Affidavit...At any time there is a change in ownership or control of the firm, notification must be made immediately to the North Central Texas Regional Certification Agency.

Certificate expiration	August	,20
	August	11
Issued date		,20
CERTIFICATION NO.	0123456789	

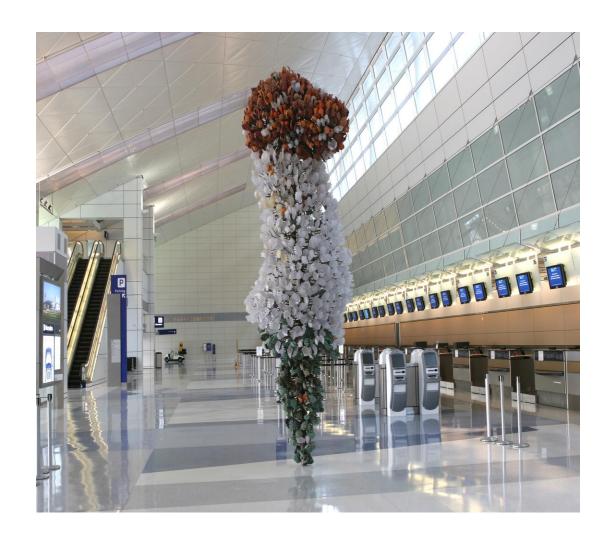
## Non-Compete Clauses

- Not overly broad
- Should not limit ACDBE control of its other businesses or ability to work



Relax Refresh Recharge  ACDBE interest, if transferred, may be required to go to another ACDBE

 Other than that, not more restrictive for ACDBE than for non-ACDBE

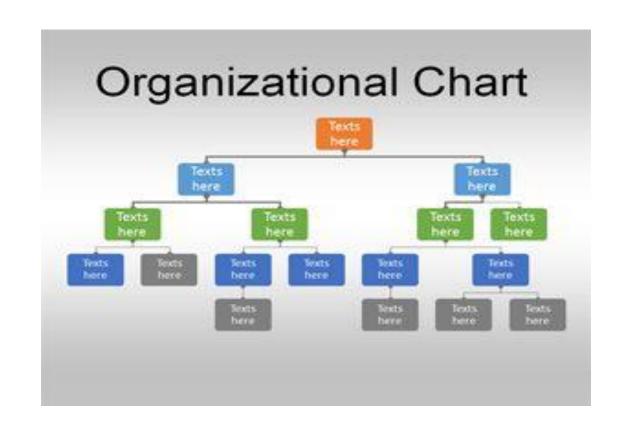




#### Dissolution

- Procedures for winding up and dissolving the business, including:
  - Provisions for disposing of assets
  - Final distributions

- Accurate reflection of reporting structure
- All positions and employer of each
- Dotted line vs direct line relationships
- Shared employees



## **Contact Information**

•General: <u>bddd@dfwairport.com</u> or 972-973-5500

#### Cathy Jackson

**Business Diversity Manager** 

ACDBE 972-973-5500

cjackson@dfwairport.com

#### **Amber Davis**

**Compliance Specialist** 

ACDBE Programs 972-973-6391

adavis@dfwairport.com

# Thank You





Sonji Brown-Killyon

Contracts Manager, Procurement

#### Lessons Learned

- ✓ Follow all preparation instructions
- ✓ Check to make sure all information provided is correct and complete
- ✓ Make sure all required documentation is submitted.
- ✓ Include the required deposit.
- ✓ Make sure you sign and date your proposal.
- ✓ Respond to what the RFP requests, please avoid placing limitations or conditions
- ✓ Don't just state what you will do; *explain why* it will work and why it is best in class for the Airport's traveling public.
- ✓ Submit the requested number of statement copies.
- ✓ Find out in advance exactly where the proposal must be delivered and make sure documents arrive well in advance of the due date/time.
  - Third-party delivery service delays and traffic conditions are not valid reasons; your proposal will not be accepted if it is late.



#### Things to Remember

- ✓ RFP Preparation RFP Concept Number on Everything
  - ✓ Proposal cover, checks, boxes, forms, envelops
- ✓ Contact Emails Ensure they are correct.
- ✓ Deposit Check will be returned after Board approval of awardees.
- ✓ Please use the proposal submittal label provided in the RFP Package and affix it on the outside of the delivery package(s).
- ✓ Submit all RFP questions in writing by the question due date and time to:

#### Ms. Sonji Brown-Killyon

Senior Contract Administrator sbkillyon@dfwairport.com 972-973-5648





# Closing

#### Dates to Remember

RFP Release (F, Phase 1)	Monday, May 13, 2019
Pre-Proposal	Friday, May 17 at 2:00 pm CDT
Final Date for Questions	Friday, June 21 by 5:00 pm CDT
Proposal Due Date	Monday, July 8 by 2:00 pm CDT

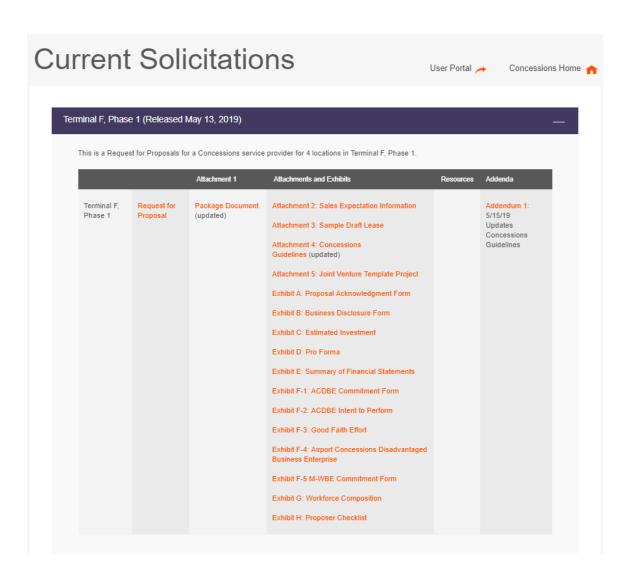


#### Closing

Presentation will be available on the DFW Concessions website RFP page along with other resources.

For any and all questions:

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972-973-5648



dfwairport.com/concessions



# Outreach and Pre Proposal Conference Terminal A and Terminal F, Phase 1

