

BILL/ RESOLUTION REQUEST

1. Title: Approves a concession agreement, 201102302-00, with Ayala's RMAC, LLC d/b/a TAG Evolution for a five-year term at \$144,500.00 minimum annually to provide women's fashion jewelry, watches, optical wear, belts, handbags, totes, silk scarves, etc. on Concourse B.

2. Requesting Agency: DIA

3. Contact Person with actual knowledge of proposed ordinance

Name:Susan H. Moore

Phone:(303) 342-2510

Email:susanh.moore@flydenver.com

4. Contact Person with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary

Name:Brian Elms

Phone:303-619-7353

Email:brian.elms@flydenver.com

5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved

a. Scope of Work

Ayala's RMAC, LLC d/b/a TAG Evolution was selected for this concession location in the West Inboard Subcore of Concourse B through an RFP process issued on March 7, 2011 for a Specialty Retail – Jewelry concept.

b. Duration

Date of Execution to 11/30/2017 (approx. five years)

c. Location

DIA

d. Affected Council District

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e. Benefits

New choices in specialty retail for the traveling public and airport employees.

f. Costs

This revenue contract will offer additional choices to the traveling public on Concourse B in the form of women's fashion jewelry, watches, optical wear, belts, handbags, totes, silk scarves, etc. Estimated annual gross sales of \$1,000,000 plus over the five-year term will resulting in annual rental revenue to the Airport of the greater of a Minimum Annual Guarantee (MAG) of \$44,500.00 or percentage compensation of gross revenues: 10% for less than \$1 million; 12% for \$1million - \$2 million; 14% for over \$2 million. TAGS

Evolution retail items will be priced in categories of \$20, \$40, \$60, \$80, and \$100, with some individual priced Black Label Items.

6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.

No

Bill Request Number: BR12-0030

Date: 12/27/2011