

A blue-tinted map of North America with a grid overlay. A black dot is placed over the location of Denver, Colorado, with the word "DENVER" written in black capital letters to its right.

● DENVER

## Concessions Joint Marketing Fund Administrator

John Ackerman  
Chief Commercial Officer  
April 29, 2013



DENVER INTERNATIONAL AIRPORT  
*TOGETHER WE SOAR*

# Joint Marketing Fund History

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- In 2003, the airport began adding joint marketing fund (JMF) language to concessions contracts
- 50 contracts needed to start
- Concessionaires contribute 1% of gross revenue
- Distinct account in DEN's Operations & Maintenance budget
- JMF billing began in September 2012
- Airport is responsible for the management of the JMF

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# Joint Marketing Fund Goals

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- Enhance the image of the DEN's Concessions Program
  - Award entries
- Promote concession offerings
  - Advertisements
- Improve customer experience and service
  - Customer service training
- Fund the Premium Value Concession (PVC) program
- Increase the Concessions Program's gross revenues

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# JMF Administrator Selection

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- Selected through a competitive RFP process
- Panel consisted of three concessionaires and one airport employee
- Four proposals evaluated
- Four companies interviewed
- The selection criteria
  - Ability to perform the duties
  - Cost
  - Professionalism

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## JMF Award

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- Selected: Street Source LLC
  - Local Denver firm
  - 12 employees
- Term: 3 years
- Contract amount: \$5,953,845
  - Includes payment to the JMF Administrator;
  - Pass through costs for marketing promotions;
  - Fixed assets (i.e. directories and signage)
- M/WBE Goals: 0% / Actual participation is 70%

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# JMF Integration with Concessions Planning

- JMF will be an integral component of the overall concessions merchandise guidance
- Merchandise guidance update is being led by BBC Research & Consulting
- BBC is approximately 2/3rds of the way through this effort
- Conducted over 4,000 interviews from various groups:
  - Employees
  - Passengers
  - Concessionaires
  - Other business partners
- Draft Merchandise Guidance Report expected in 60 days

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