AIRPORT WIDE ADVERTISING CONTRACT – JCDECAUX AIRPORT, INC.

June 17, 2026

PHILLIP A. WASHINGTON, CHIEF EXECUTIVE OFFICER

CHRISTOPHER HERNDON, CHIEF COMMERCIAL OFFICER

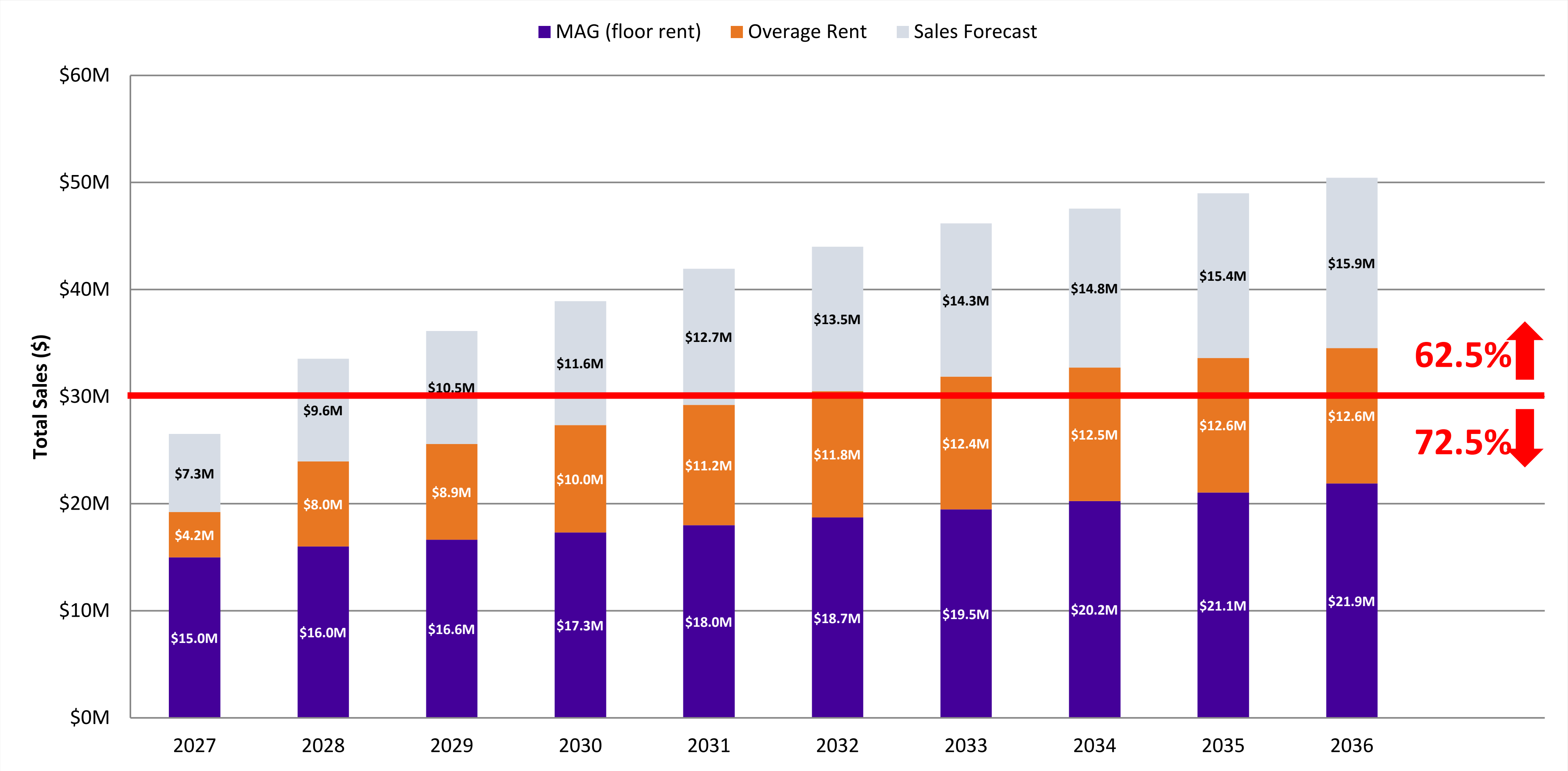
PAMELA DECHANT, SENIOR VICE PRESIDENT, CONCESSIONS

REQUESTED COUNCIL ACTION

Approval of contract with JCDecaux Airport, Inc., contract number PLANE-202578444

- Amount: $184,324,724.97 minimum revenue (rent) to be received by DEN
- Term: 10-year term
- Purpose: Design, build, and manage a comprehensive airport-wide advertising program

CONTRACT SALES PERFORMANCE



Sales Forecast = $ 414M

Overage Rent = $ 104M

MAG = $ 184M

Total Rent Forecast = $288M / 69.66%

CONTRACT OVERVIEW

Services provided under the contract include:

- $16,387,075 Minimum Capital Investment
- Installation of all new advertising assets
- Removal of previous advertising assets
- Peña Welcome Sign
- Manage and sell all advertising

VISION 100 ALIGNMENT

Pillar 2, Growing Our Infrastructure:

- JCDecaux will add new digital advertising assets and remove old assets that impede passenger wayfinding, which will enhance customer experience and increase non-aeronautical revenue.

CONTRACT COMMUNITY OUTREACH

- DEN performed targeted outreach for this contract
- DEN conducted an in-person outreach event for each of the major airport media companies the week of February 10, 2025
- A DEN Taking Flight meeting was held on March 13, 2025, with 411 attendees
- Mandatory Pre-proposal conference was held virtually on April 13, 2025
- Three Site Visit Events were held on April 15, 2025, and April 16, 2025

CONTRACT SMALL BUSINESS PARTICIPATION

Airport Concessions Disadvantaged Business Enterprise (ACDBE)

- No Current ACDBE goal; with a future not-to-exceed goal of 2% (the goal set forth in the RFP)
- Goal is based upon the purchase of certain goods and services, as governed by federal law

Subcontractor Participation

- In its proposal, JCDecaux committed to subcontracting with J. Perez Associates, Inc. to be the exclusive provider to perform maintenance, cleaning and repair work under this Agreement.
- That commitment is an enforceable contract term and exists independently of federal ACDBE requirements.

Minority/Women-owned Business Enterprise (M/WBE)

- The Division of Small Business Opportunity (DSBO) will assign a goal for design and construction work, after the execution of the concession agreement as stated in the RFP to ensure a goal that is properly tailored to the actual project scope of work.

AIRPORT WIDE ADVERTISING RFP – EVALUATION CRITERIA

- Qualifications and Experience – 5%
- Partnership Plan – 5%
- Sales, Marketing, and Pricing Plan – 17.5%
- Asset Plan – 17.5%
- Transition and Mobilization Plan - 5%
- Technology and Maintenance Plan – 5%
- DEN Equity, Diversity, Inclusion and Accessibility Plan (DEN EDI Plan) – 15%
- Business Plan and Financial Offer – 30%

CONTRACT SELECTION PROCESS

Competitive Request for Proposal with three qualified bidders

- Selection Panel made up of various City and County of Denver Stakeholders, Concession, Advertising, Marketing, Business Technology and Financial Subject Matter Experts (SMEs), and a Community Panel Member
- 3-hour in-person interviews held with each bidder, and selection made by panel.

Ordinal Ranking	
1	JCDecaux Airport, Inc.
2	Lamar Transit, LLC
3	Clear Channel Airports, Inc.

CONTRACTOR OVERVIEW

Company Summary

- JCDecaux was founded in 1964 and has become one of the largest Out-of-Home media companies in the world, and a global leader in airport advertising
- Currently operating in 153 airports across 38 countries
- JCDecaux North America, headquartered in New York City
- Implemented first-class advertising programs in nine of the twenty largest international airports
- JCDecaux is partnering with J. Perez Associates, a highly experienced qualified small business firm, who will be providing maintenance and operation services for the advertising program

CONCLUSION

DEN seeks approval of this contract with JCDecaux Airport, Inc. – PLANE-202578444

- This essential contract will enhance customer experience and increase non-aeronautical revenue by adding new digital advertising assets and removing old assets that impede passenger wayfinding.

THANK YOU & QUESTIONS?