



AIRPORT WIDE ADVERTISING CONTRACT – JCDECAUX AIRPORT, INC.

June 3, 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
- Term: 10-year term
- Purpose: Design, build, and manage a comprehensive airport-wide advertising program

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

Pillar 2, Growing Our Infrastructure:

- JCDcaux 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



- Commerce Hub and Project Manager (PM) 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

Airport Concessions Disadvantaged Business Enterprise (ACDBE)

- No Current ACDBE goal; with the possibility of a not-to-exceed goal of 2%

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

- The Division of Small Business Opportunity (DSBO) will assign a goal, after the execution of the concession agreement
- M/WBE firms will be selected by the concessionaire's selected General Contractor, after execution of the concession agreement and the construction contract

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.

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
- Implemented first-class advertising programs in nine of the twenty largest international airports
- JCDecaux ACDBE Partner, J. Perez Associates, is a highly experienced qualified ACDBE-certified firm, who will be providing maintenance and operation services for the advertising program

- Enhance the passenger experience with a reduction in advertising assets
- Non-Aeronautical revenue will be increased with a thoughtful digital advertising program
- Transition from the incumbent Clear Channel Airports, Inc.
- Commitment to Marketing Campaigns supporting DEN Stakeholders

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?

