

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

# Car Rental Services Concession Agreements and Facilities & Ground Leases

John Ackerman  
DIA Chief Commercial Officer  
October 2014



DENVER INTERNATIONAL AIRPORT  
*TOGETHER WE SOAR*

# CAR RENTAL PROGRAM OVERVIEW

- Car rental operators: 6 companies offering 13 brands
- Location: 12 brands on 78<sup>th</sup> Avenue and 1 brand on 75<sup>th</sup> Avenue
- Contract term: 1 year
- Contract commencement date:  
-01/01/2014
- Projected year 1 sales: \$396M
- Projected annual rent: \$46.7M
- ACDBE goal/participation: 2%/0%

## AGGREGATE ECONOMIC BENEFITS

- \$396M in annual gross revenues
- \$6.2M in ground rent, \$4.8M in building rent, and the greater of \$35.7M in MAG or 10% of annual gross revenues
- \$21M in annual sales tax to CCD
- ACDBE goals set at 2% by the OED Division of Small Business Opportunity (DSBO)
- Potentially \$8M in newly recognized ACDBE revenues

# SELECTION PROCESS

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- Direct Negotiations
  - Existing on-airport companies awarded 1 year agreement
  - Provides time to evaluate future needs
  - DEN intends to issue RFP for long-term agreement after needs are determined
- 2% ACDBE Goal
  - DSBO is working with rental car companies to identify and certify partners in advance of the long-term agreement

# OUR CAR RENTAL PARTNERS

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- The Hertz Corporation
- DTG Operations, Inc. d/b/a
  - Dollar Rent A Car
  - Thrifty Rent A Car
  - Firefly Rent A Car;
- Enterprise Leasing Company of Denver, LLC d/b/a
  - Enterprise Rent A Car
  - National Car Rental
  - Alamo Rent A Car
- Avis Budget Car Rental, LLC
- Payless Car Rental, Inc.
- Advantage Opco, LLC
- Fox Rent A Car , Inc.
- E-Z Rent-A-Car, Inc



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