



# CONCESSION OPPORTUNITIES

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# CONCESSIONS MASTER PLAN OVERVIEW



- Provides a road map to efficiently meet the airport growth and address passengers' concession demands
- From September 2019 through March 2021, DEN released 24 Request for Proposals (RFP)
- Opportunities focus on activating new concession space across the three concourses, including the Gate Expansion areas
- The addition of more concessions will elevate the passenger experience allowing travelers to have access to local, regional, and nationally recognized brands

- Outreach for the RFPs included:
  - One-on-one outreach with future and current operators, including ACDBE partners
  - A mandatory pre-proposal meeting for the opportunities
    - SBEC Pre-Proposal Meetings (99 attendees)
    - Concourse F&B and Specialty Coffee Pre-Proposal Meeting (126 Attendees)
    - Expansion F&B Marketplaces (105 Attendees)

- Procurement collaboration after submittal of the proposals –
  - Contract Services, Finance, the Commerce Hub, and the Division of Small Business Opportunity (DSBO) reviewed the proposals for responsiveness to ensure each proposal met the minimum requirements
  - An independent evaluation panel was convened and approved by the DEN CEO for each opportunity
  - Panel members were trained on DEN's expectations, Concessions Masterplan, procedures and scoring protocol for this solicitation
  - After training, the proposals were turned over to the independent evaluation panel for review

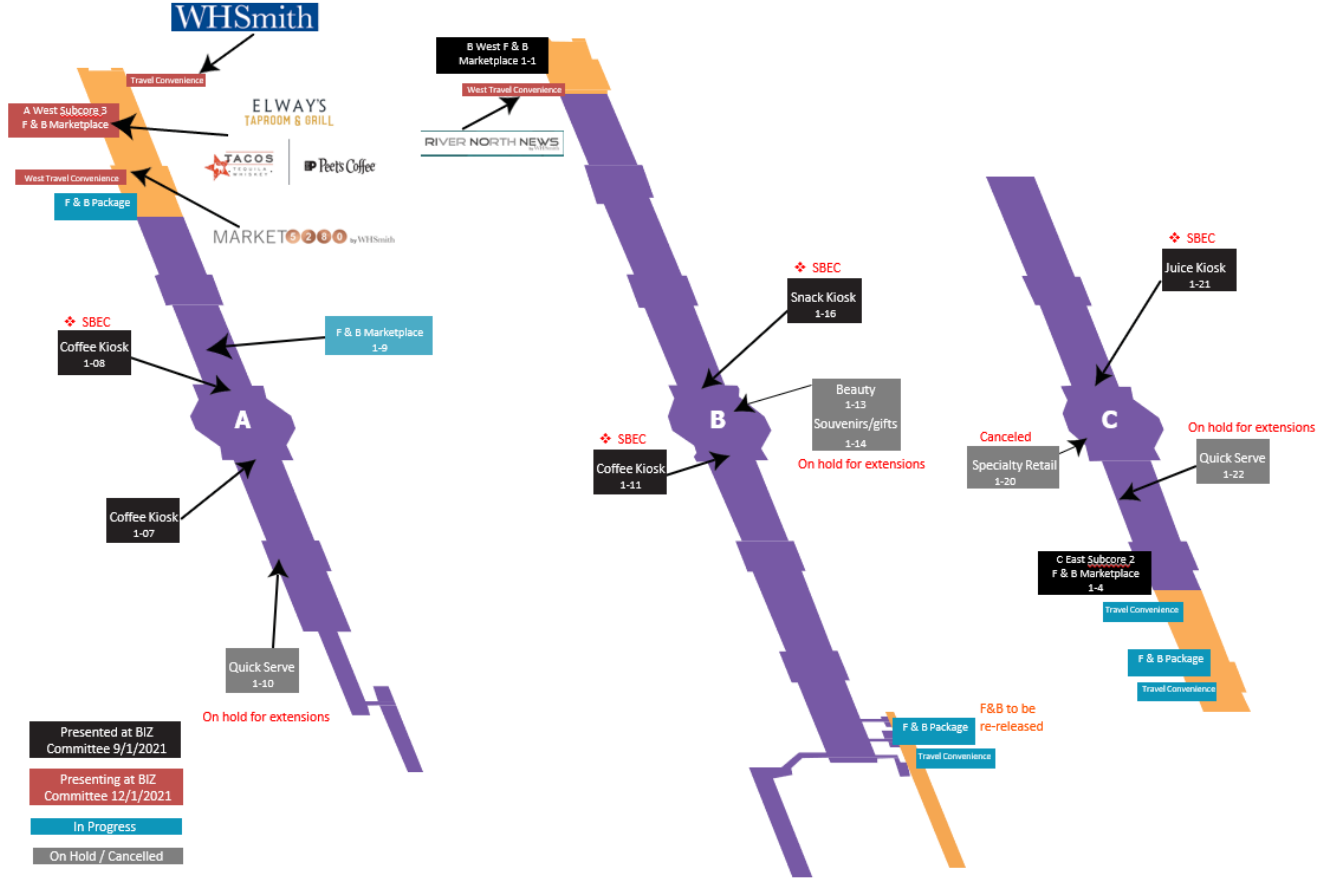
- Proposers were invited to interview virtually for each opportunity, and given 45 minutes during that interview: 25 minutes for a presentation and 20 minutes for questions and answers
- Proposals were evaluated on the following:
  - Qualifications and experience
  - Concept, menu/product and pricing
  - Design
  - Operation and management
  - Business plan
  - Financial offer

# RECOMMENDATIONS



- Expansion & Concourse A opportunities
  - Concourse A west subcore 2 expansion travel convenience
  - Concourse A west subcore 3 expansion travel convenience
  - Concourse A west subcore 3 expansion food & beverage marketplace
  - Concourse B west subcore 3 expansion travel convenience

# 2021 RFP LOCATIONS



# WEST EXPANSION TRAVEL CONVENIENCE



- WH Smith DEN, LLC will provide travel convenience services for 7 years
- This opportunity consists of three locations, two in the A West and one in the B

West gate expansion areas:

- A West subcore 2 Expansion Travel Convenience 202055583, Market 5280 by WH Smith
- A West subcore 3 Expansion Travel Convenience 201951173, WH Smith
- B West Expansion Travel Convenience 20205582, River Market
- WH Smith DEN, LLC is a joint venture between WH Smith USA Retail Inc. (70% Owner), Innovative Retail Group, Huy Pham (20% ACDBE Owner) and M2 Concepts, LLC , William Ray Mickens (10% ACDBE Owner)
- WH Smith DEN, LLC has committed to a 30% ACDBE and 25% M/WBE goal



# WEST EXPANSION TRAVEL CONVENIENCE



- \$773,500.00 per year rent to the airport for River Market
- \$663,000.00 per year rent to the airport for Market 5280
- \$773,500.00 per year rent to the airport for WH Smith or;  
26% of gross receipts per year
- This contract opportunity is a 7-year term
- 25% ACDBE goal for West Travel Convenience
  - Innovative Retail Group 20% ACDBE
  - M2 Concepts, LLC 10% ACDBE
- 25% M/WBE
  - To be determined when construction starts



# WEST EXPANSION TRAVEL CONVENIENCE



# A WEST Subcore 3 F&B MARKETPLACE



- DIA F&B Concessions, LLC will provide food and beverage services for 10 years
- The location is a multi-concept within one space, to include 3 separate concepts with a common seating area:
  - Peet's Coffee which is a specialty coffee
  - Tacos Tequila Whiskey, a quick service restaurant
  - Elway's Taproom & Grill, a quick service restaurant
- DIA F&B Concessions, LLC is a joint venture between Skyport, LLC (60% Owner), JAF Concessions, LLC, Jennifer Winchester (40% ACDBE Owner)
- DIA F&B Concessions, LLC has committed to a 40% ACDBE and 25% M/WBE goal
- DIA F&B Concessions, LLC is currently operating at DEN and is in operational and financial compliance

# A WEST Subcore 3 F&B MARKETPLACE



- \$1,421,710 per year rent to the airport; or
  - 16% of gross receipts per year until \$6,970,000 then;
  - 17% of gross receipts per year until \$9,430,000;
  - 18% of gross receipts per year for anything above \$9,430,000
- This contract opportunity is a 10-year term
- 33% ACDBE goal for A West Subcore 3 Expansion F&B Marketplace
  - JAF Concessions, LLC 40% ACDBE
- 25% M/WBE
  - To be determined when construction starts



# A WEST Subcore 3 F&B MARKETPLACE



VERTICAL CONVEYOR SYSTEM



TACOS TEQUILA WHISKEY AREA



ELWAY'S EXPO KITCHEN



DINING SEATING



ELWAY'S BAR



LIVE GAMES



PEET'S COFFEE AREA



CONTACT FREE WALK OUT TECH GRAB N' GO AREA



STORE LOGO ABOVE



STORE LOGO ABOVE



STORE LOGO ABOVE

DIRECTION OF TRAVEL PATH



STORE LOGO ABOVE—  
ELWAY'S  
TAPROOM & GRILL

# DENVER INTERNATIONAL AIRPORT

