

John Ackerman DIA Chief Commercial Officer July 2013



## DIA Health & Beauty, LLC d/b/a MAC

Concept: Beauty & Personal Care

Location: B Gates

Contract term: 7 years

Projected opening date: April 2014

Projected Year 1 Sales: \$1,200,000

Projected Employees: 10-15

Projected Annual Rent: \$134,000

ACDBE goal/participation: 15% / 15%



## AGGREGATE ECONOMIC BENEFITS

- \$1.2M in annual revenues
- \$134K in annual rents to DIA
- \$44K in annual sales tax to CCD
- 7 full and 3 part-time employees
- 15 construction jobs
- ACDBE goals are set by the OED Division of Small Business
  Opportunity (DSBO)
- Approximately \$180K in newly recognized ACDBE revenues



## **SELECTION PROCESS**

DENVER

- RFP issued September 17, 2012 for retail concessions
  - Beauty & Personal Care (B)

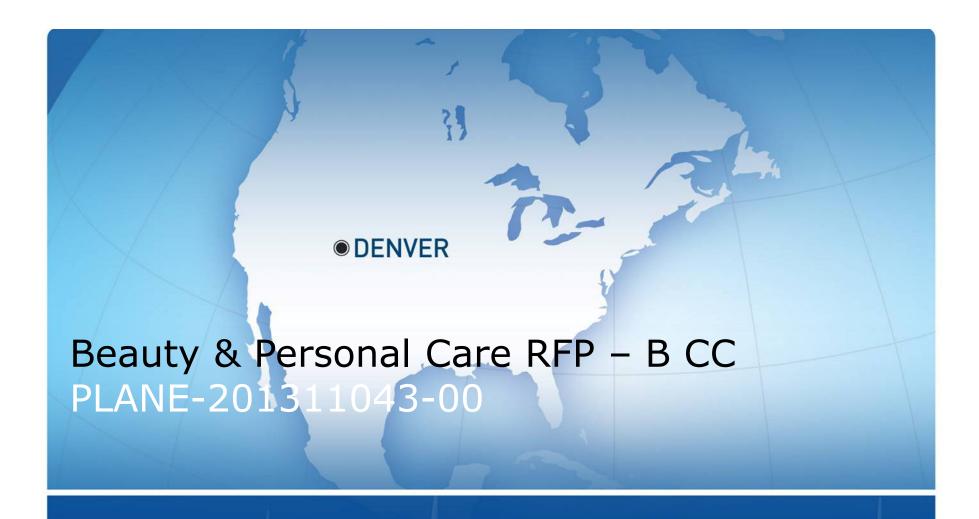
(15% ACDBE Goal)

- Received 4 proposals
- Successful proposers include well-known national brands, including a local ACDBE operator

## **OUR NEW PARTNERS**

DENVER

- -DIA Health & Beauty, LLC d/b/a MAC
  - -Travel Retail West, LLC; new worldwide firm at DIA; part of DFASS Group of companies
    - -JAF Concessions Inc.; Jennifer Fiechuk is a local ACDBE operator in several other J.V partnerships at DIA



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