

A blue-tinted map of North America is shown in the background. A small black circle with a white center is placed over the location of Denver, Colorado. The word "DENVER" is written in a bold, black, sans-serif font to the right of the circle.

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PREMIUM VALUE CONCESSIONS PROGRAM
THIRD PARTY ADMINISTRATOR
METRIX ADVISORS AMENDMENT
CONTRACT NUMBER 201205015

Neil Maxfield
Acting Director of Concessions
July 2014



DENVER INTERNATIONAL AIRPORT
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Contract Description

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- Premium Value Concessions program's Third Party Administrator
- Applies Rule 45 on behalf of DIA and concessionaires
- Calculates monthly scoring & program benefit eligibility
- Produces program participant reports
- Customer service secret shopper program – concourses
- Appeals' hearings
- Scoring analysis and meetings with concessionaires to explain analysis

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Amendment Description

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- Amendment adds scope of work
 - Customer service training program (a PVC requirement)
 - Jeppesen Terminal secret shopping
 - Retail Merchandising Units' (RMU) secret shopping
 - Other tasks as assigned by Airport

Goals

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- No goals were assigned to original contract
- No goals for a professional services amendment
- Metrix Advisors is certified M/WBE, SBE, DBE, and ACDBE

Contract Terms and Amount

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- Contract and Amendment Term
 - The original contract's five year term will remain unchanged
- Contract Amount
 - Original not-to-exceed was \$1.727 million
 - Amendment adds a not-to-exceed of \$913,000
 - Total new not-to-exceed of \$2.64 million
- PVC funding
 - Paid from concessionaire funded Joint Marketing Fund

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