

## **BILL/ RESOLUTION REQUEST**

- 1. Title:** Amends 59 concession contracts to incorporate the Premium Value Concession Program language to allow Concessionaires to participate in the program and to compete for a new agreement upon expiration of their contract term.
  
- 2. Requesting Agency:** DIA
  
- 3. Contact Person *with actual knowledge of proposed ordinance***  
**Name:** Stacy Corbett and Susan H. Moore  
**Phone:** (303) 342-2506 and (303) 342-2510  
**Email:** Stacy.Corbett@flydenver.com or SusanH.Moore@flydenver.com
  
- 4. Contact Person *with actual knowledge of proposed ordinance who will present the item at Mayor Council and who will be available for first and second reading, if necessary***  
**Name:** Brian Elms  
**Phone:** 303-342-2278  
**Email:** brian.elms@flydenver.com
  
- 5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved**
  - a. Scope of Work**

Omnibus Premium Value Concessions Program. This bill contains 59 contracts with DIA concessions. Attached is a list of all concessions opting into the Premium Value Program. This amendment to 59 concessions incorporates the Premium Value Concession Program language in to the contract that allows Concessionaire to participate in the program. The PVCP gives Concessionaires the opportunity to compete for a new agreement upon expiration of their term based upon Rule 45 in the Airport Rules and Regulations.
  - b. Duration**

n/a
  - c. Location**

DIA
  - d. Affected Council District**

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  - e. Benefits**

DIA worked with its concessionaires to design the Premium Value Concession Program. The program is merit based such that concessionaires who are in the top third of their defined categories obtain the opportunity to execute a new agreement at the end of their current one. This results in better customer service and higher revenue to DIA because the best performers won't have to go through an RFP process. The program is currently on target for a January 2012 start date. Participation in the Program was confirmed in April

**2011 and the process of selecting a Third Party Administrator is to begin. This has been a two-year process with many discussions with City Council, Concessionaires, Consultants, Airport Management, and others regarding what the duties and expectations of the Third Party Administrator. Many have been anticipating the release of this opportunity.**

**f. Costs**

No material change

**6. Is there any controversy surrounding this ordinance, groups or individuals who may have concerns about it? Please explain.**

No

**Bill Request Number: BR11-0666**

**Date: 9/12/2011**