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# DIA – Concession Agreements

April 11, 2012



DENVER INTERNATIONAL AIRPORT  
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# Overview of New Concessions Partners

- Four RFP's issued August 2011 for concessions
- Includes food & beverage and retail
- Successful bidders include well-known national and Denver brands, including local and existing operators
- Third Party Administrator for the Premium Value Concession Program issued June 2011

# A Massage

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Concept: Massage and Spa Services

Location: A gates

Contract term: 2 years

Projected opening date: April 2012

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

Projected Employees: 15

Projected Annual Rent: \$35,000

ACDBE goal/participation: 0% / 100%



- Previously, City Council approved 59 Amendments to Concession Agreements starting the Premium Value Concessions Program
  - Currently 69 participants
  - Evaluates and rewards concession “top performers”
- The PVC Program requires a Third Party Administrator to obtain data and score participants in the program
  - Required per Rule 45
- Metrix Advisors, LLC
  - Solely owned by Rob McDaniel, an ACDBE who has significant experience in the airport environment

- Participants in the PVC program will initially reimburse the airport for the cost of the Third Party Administrator
  - Cost: \$1,727,000 over the 5 year term
  - Cost to concessions: \$404 per month per location
- Obligation transfers to Concession Joint Marketing Fund once the fund reaches \$1 million in annual revenues

# Vino Volo

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Concept: Wine Bar

Location: A Gates

Contract term: 7 years

Projected opening date: December, 2012

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

Projected Employees: 15

Projected Annual Rent: \$127,500

ACDBE goal/participation: 20% / 20%



# Root Down

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Concept: Casual Dining Bar

Location: C Gates

Contract term: 10 years

Projected opening date: December, 2012

Projected Year 1 Sales: \$8,000,000

Projected Employees: 90

Projected Annual Rent: \$1,060,800

ACDBE goal/participation: 20% /  
100%





# Bella

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Concept: Specialty Retail

Location: A Gates

Contract term: 5 years

Projected opening date: December, 2012

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

Projected Employees: 15

Projected Annual Rent: \$122,400

ACDBE goal/participation: 15% / 100%





# The Body Shop

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Concept: Specialty Retail

Location: C Gates

Contract term: 5 years

Projected opening date: December, 2012

Projected Year 1 Sales: \$1,102,500

Projected Employees: 13

Projected Annual Rent: \$168,685

ACDBE goal/participation: 15% / 15%



# Aggregate Concession Economic Benefits

- \$8.6M in overall additional annual revenues
- \$1.3M in additional annual rents to DIA
- \$400K in additional annual sales tax to CCD
- 148 permanent and temporary jobs
  - New locations account for roughly 105 of these jobs, due to change in business use at some locations

# Airport Concessions Disadvantaged Business Enterprise (ACDBE) Program

- ACDBE goals are set by the OED Division of Small Business Opportunity (DSBO)
- Approximately \$9.5M ACDBE revenues
- ACDBE revenues account for 85% of projected total



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Questions?



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