

BILL/ RESOLUTION REQUEST

- 1. Title:** Approves a contract with McDonald's USA, LLC d/b/a McDonald's for \$713,634.00 Annual MAG or percentage compensation, whichever is greater for a 7 year concession agreement at Denver International Airport (PLANE-201311272).

- 2. Requesting Agency:** DIA

- 3. Contact Person *with actual knowledge of proposed ordinance***
Name:
Phone:
Email:

- 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:
Phone:
Email:

- 5. Describe the proposed ordinance, including what the proposed ordinance is intended to accomplish, who's involved**
 - a. Scope of Work**
Approves a contract with McDonald's USA, LLC d/b/a McDonald's for \$713,634.00 Annual MAG or percentage compensation, whichever is greater for a 7 year concession agreement at Denver International Airport (PLANE-201311272).
 - b. Duration**
7 Years
 - c. Location**
DIA
 - d. Affected Council District**
11
 - e. Benefits**
DIA worked with its concessionaires to design the Premium Value Concession Program (PVCP). The program is a competitive, merit-based program that rewards excellence resulting in better customer service and higher revenue to DIA. 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 and are not required to go through an RFP process (the "Benefit"). McDonald's USA has been determined to receive the Benefit of a new concession agreement during Phase 1 of PVCP.
 - f. Costs**
\$713,634.00 Annual MAG

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

no

Bill Request Number: BR14-0077

Date: 2/3/2014