

BILL/ RESOLUTION REQUEST

- 1. Title:** Approves a Professional Services Agreement with Metrix Advisors, LLC to serve as the Third Party Administrator (TPA) of the Premium Value Concession Program.(PLANE201101366-00).

- 2. Requesting Agency:** DIA

- 3. Contact Person *with actual knowledge of proposed ordinance***
Name:Bryan Touchstone
Phone:(303) 342-2501
Email:bryan.touchstone@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**

This Agreement for Metrix Advisors, LLC (PLANE201101366-00) will serve as the Third Party Administrator (TPA) of the PVC Program. The TPA will implement and manage the PVC Program, perform the information gathering, data evaluation, and reporting functions of the PVC Program, hire contractors, issue progress reports based on tallying scoring results, conduct store surveys, publish findings and make determinations regarding scoring and granting of the Program Benefit. The TPA's responsibilities include interaction with DIA information sources, systems, and concessions. The TPA will gather information including but not limited to agreements, compliance, sales, and customer service. The TPA will develop its own information management systems to support the efficient gathering and reporting of information. The TPA will be responsible for the sub-contracting of the customer service "secret shopper" organization. The TPA will be responsible for compiling information into evaluations of concessions and for any subjective appeal process defined in Rule 45.
 - b. Duration**

5-years (3/1/2012 – 2/28/2017)
 - 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 March 1, 2012 start date. Participation in the Program was confirmed in April 2011 and this Agreement will engage the Third Party Administrator 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

\$1,727,000

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

No.

Bill Request Number: BR12-0274

Date: 4/3/2012