



## CONCESSIONS MASTER PLAN & GATE EXPANSION RFPS

### OVERVIEW

Denver International Airport's (DEN) Concessions Master Plan provides a road map to efficiently meet the airport growth and address passengers' concession demands. From September 2019 through March 2021, DEN has released 24 Request for Proposals (RFP) for opportunities in the airport. In 2019, over 69 million passed through DEN. We forecast that more than 110 million will travel through DEN in 2040. These opportunities all focus on activating new concession space across the three Concourses at DEN, including the Gate Expansion areas. The addition of more concessions will elevate the passenger experience allowing travelers to have access to local, regional, and nationally recognized brands as they pass through our airport.

### PROCUREMENT PROCESS

- Outreach included Community Master Plan Outreach events and a mandatory pre-proposal meeting
- After submittal of the proposals, Contract Services, Finance, the Commerce Hub, and the Division of Small Business Opportunity (DSBO) reviewed the proposals for responsiveness to ensure each proposal contained the minimum requirements
- An independent evaluation panel was convened and approved by the DEN Chief Executive Officer for each opportunity. Panel members were trained on DEN's expectations, Concessions Masterplan, procedures and scoring protocol for this solicitation. After training, the proposals were turned over to the independent evaluation panel for review
- Proposers were invited to interview virtually for each opportunity, and given 45 minutes during that interview, 25 minutes for presentation and 20 minutes for questions and answers
- Proposals were evaluated on the following:
  - Qualifications and experience
  - Concept, menu/product and pricing
  - Design
  - Operation and management
  - Business plan, and
  - Financial offer

### RECOMMENDATIONS

#### RFP A West Subcore 2 Expansion Travel Convenience

- WH Smith DEN, LLC d/b/a WH Smith
- ACDBE: Huy Pham, Innovative Retail Group 25% & William Ray Mickens, M2 Concepts, LLC 10%
- MWBE: 25% goal to be achieved during design & construction
- Term: 7 Years
- Rent: \$773,500 per year rent to the airport or 26% of gross receipts per year

#### RFP A West Subcore 3 Expansion Travel Convenience

- WH Smith DEN, LLC d/b/a Market 5280
- ACDBE: Huy Pham, Innovative Retail Group 25% & William Ray Mickens, M2 Concepts, LLC 10%
- MWBE: 25% goal to be achieved during design & construction



- Term: 7 Years
- Rent: \$663,000 per year rent to the airport or 26% of gross receipts per year

**RFP B West Expansion Travel Convenience**

- WH Smith DEN, LLC d/b/a River North News
- ACDBE: Huy Pham, Innovative Retail Group 25% & William Ray Mickens, M2 Concepts, LLC 10%
- MWBE: 25% goal to be achieved during design & construction
- Term: 7 Years
- Rent: \$773,500 per year rent to the airport or 26% of gross receipts per year

**RFP A West Subcore 3 Expansion Food & Beverage Marketplace**

- DIA F&B Concessions, LLC d/b/a Elway's Taproom & Grill, Tacos Tequila Whiskey and Peet's Coffee
- ACDBE: Jennifer Winchester, JAF Concessions, LLC 40%
- MWBE: 25% goal to be achieved during design & construction
- Term: 10 Years
- Rent: \$1,421,710.00 per year rent to the airport or 16.0% for annual gross sales up to 6,970,000; 17% for annual gross sales between \$6,970,001 and \$9,430,000; and 18.0% for annual gross sales over \$9,430,001