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## Attracting Local Businesses in a Down Economy

### ■ Writing the RFP

- Easy to understand
- ACDBE goal
- Look & feel/sense of place/uniquely identifiable
- No generic use of community name
- Multiple packages

## Attracting Local Businesses in a Down Economy

- **Master Concessionaire Model**
  - Owner operated subconcessions
  - Loan guarantees and co-lending
  - Operational & administrative support
  - Project management
  - Joint marketing

## Attracting Local Businesses in a Down Economy

- **Develop a Contact List**
  - Community & business organizations
  - Chamber of Commerce
  - Convention and Visitors Bureau
  - Small business commissions
  - Consumer websites
  - Airport website

## Attracting Local Businesses in a Down Economy

- **Outreach Meetings**
  - Chamber of Commerce
  - Community groups
  - Neighborhood and business groups
  - ACDBE certification workshops
  - Comprehensive outreach meetings
    - Invite local press
    - Networking
    - Airport tour

## Attracting Local Businesses in a Down Economy

- **Meeting Content**
  - Airport overview
    - Sell your airport
    - Be transparent and honest
  - Operating in an airport environment
    - Use Airport to market street locations
    - Franchising opportunities
  - Explanation of the RFP process
  - Questions & answers

## Attracting Local Businesses in a Down Economy

- **Keep Businesses Engaged**
  - Airport webpage
    - Post all presentations and handouts
    - Post RFP
  - Newsletters
    - Program updates
    - Reminders of key dates

## Agreements for Less Risky Business Arrangements

### ■ Minimum Annual Guarantee

- Balancing airport/concessionaire interests
- MAG reduction
  - Preserve viability of agreement
  - Annual vs. cumulative triggers
  - Protection of base year MAG
- Return to higher MAGs when passengers rebound

## Agreements for Less Risky Business Arrangements

### ■ When Concepts Fail

- Pre-approved replacement concepts identified in the agreement
- Install within a set period of time
- Allow for expansion/contraction of premises
- Leave space undeveloped if enplanements drop below a certain level

## Adding Revenue without Significant Expense

### ■ Pre-Awareness Marketing

- Encourage the passenger to arrive early
- Promote airport concessions at street locations
- Airport webpage
  - Prominently display concession options
  - Interactive concessions maps
  - Google maps – [Maps.google.com/getmaps](http://Maps.google.com/getmaps)

## Adding Revenue without Significant Expense

- **At the Airport**
  - Joint marketing fund
  - Promotions on the back of boarding passes
  - Download promotions direct to a PDA
  - QR codes



## Adding Revenue without Significant Expense

- **At the Concession**
  - Cross market locations
  - Focus on customer service
  - Offer free samples
  - Keep locations clean and adequately stocked
  - Table service restaurants
    - Host stands
    - Obvious takeaway options
  - Promote access electrical outlets and WiFi

## Adding Revenue without Significant Expense

### ■ Sponsorships

- Exclusive pouring rights and products
  - New revenue stream
  - Fewer options to the traveling public
  - Brand issues
- Supplier sponsorships
  - Soap, hand sanitizer and other products stocked for traveler use
  - Pays for the product and/or provides a small concession fee

## Lessons Learned

- **Attracting Local Businesses in a Down Economy**
  - Outreach, outreach, outreach
  - Encourage through the RFP process
- **Agreements for Less Risky Business Arrangements**
  - Flexibility for changing conditions
  - Balance airport/concessionaire interests
- **Adding Revenue without Significant Expense**
  - New technologies
  - Customer service