



# South Terminal Complex Retail Package 2 Concession

Pre-Proposal Conference  
September 6, 2018

# Agenda

- Introduction of Participants
- Overview of Retail Package 2 Concession
- South Terminal Phase 1 Overview
- Evaluation Criteria
- Concession Limitation Policy
- Proposal Requirements
- Schedule and Lobbying Restrictions
- Questions and Answers
- Tour the STC Intermodal Facility



# Retail Package 2 Concession



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[www.Demandstar.com](http://www.Demandstar.com)

[www.orlandoairports.net/airport-business](http://www.orlandoairports.net/airport-business)



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# Proposal Package Documents

- Volume A
  - Item 1 Eligibility and Proposal Form
  - Item 2 Concession Agreement and Exhibit “A”
  - Item 3A Contract Bond, and
  - Item 3B Letter of Credit
  
- Volume B – Appendices
  - Airport Fact Sheet
  - The Aviation Authority’s Policy for Awarding Concession and Consumer Service Privileges
  - FY 17 Historical Retail Sales at Orlando International Airport

# Proposal Package Documents

- Volume C
  - Tenant Design Criteria Volumes 1, 2.1, 2.2, and 3
  
- Volume D – ACDBE Documents
  - Schedule of ACDBE Participation
  - Information for Determining Joint Venture Eligibility (if applicable)

## STC Retail Package 2 Concession

Unit Designation	Recommended Concept Type	Location	Level	Square Feet
LS-A	News & Sundries	Pre-Security	2	400
Unit P	News with Coffee	West	2	1,100
Unit R	News with Coffee/Bakery	North	2	2,000
Unit X	News & Gifts	South	2	1,250
				<b>4,750</b>

- The Concession Package is not divisible and shall be awarded to a single Proposer (if an award is made pursuant to the Proposal documents)
- The term of the concession is seven (7) years



# South Terminal Phase 1 Overview

**Currently under design**

**Estimated Completion Date: Winter 2020**



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# Site Map

## Orlando International Airport (MCO)

### North Terminal

- Terminal A & B
- Parking Garages

### South Terminal

- Automated People Mover (APM) Station
- Intermodal Transit Facility (ITF)
- South Terminal C, Phase 1
- Parking Garage

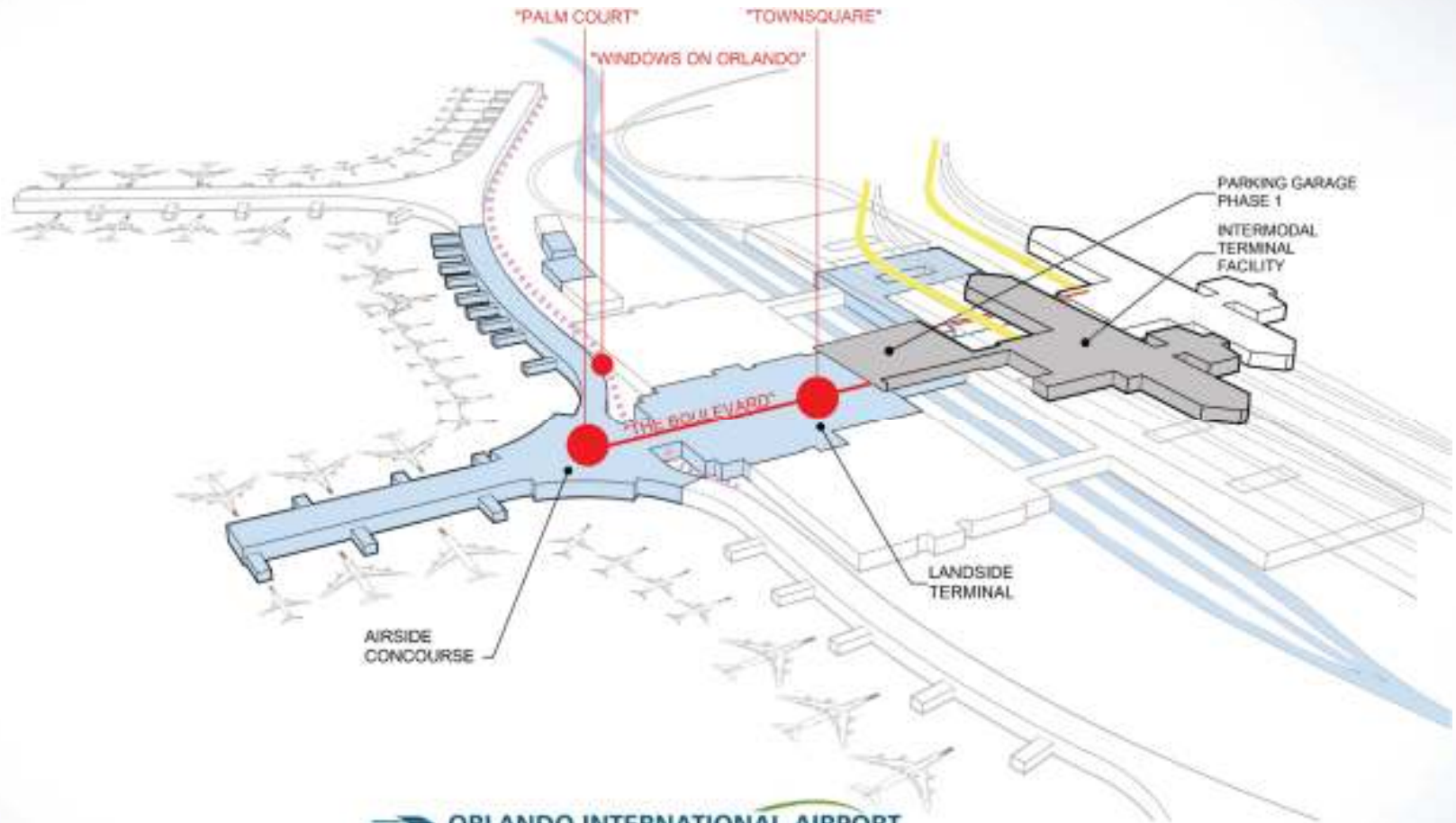


# South Terminal Complex

Terminal "C" – Phase 1 of STC Development – 16 Gates



# South Terminal Complex – Phase 1



# South Terminal Complex – Phase 1

STC Terminal “C” – Town Square



# South Terminal Complex – Phase 1

STC Terminal “C” – Palm Court



# South Terminal Complex – Phase 1

STC Terminal “C” – North Concourse – “Windows on Orlando”



# South Terminal Complex – Phase 1

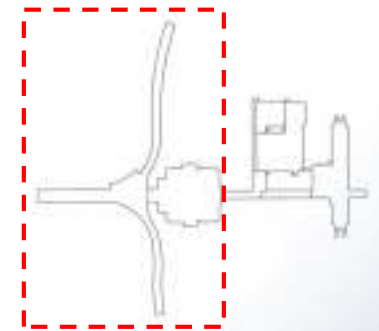
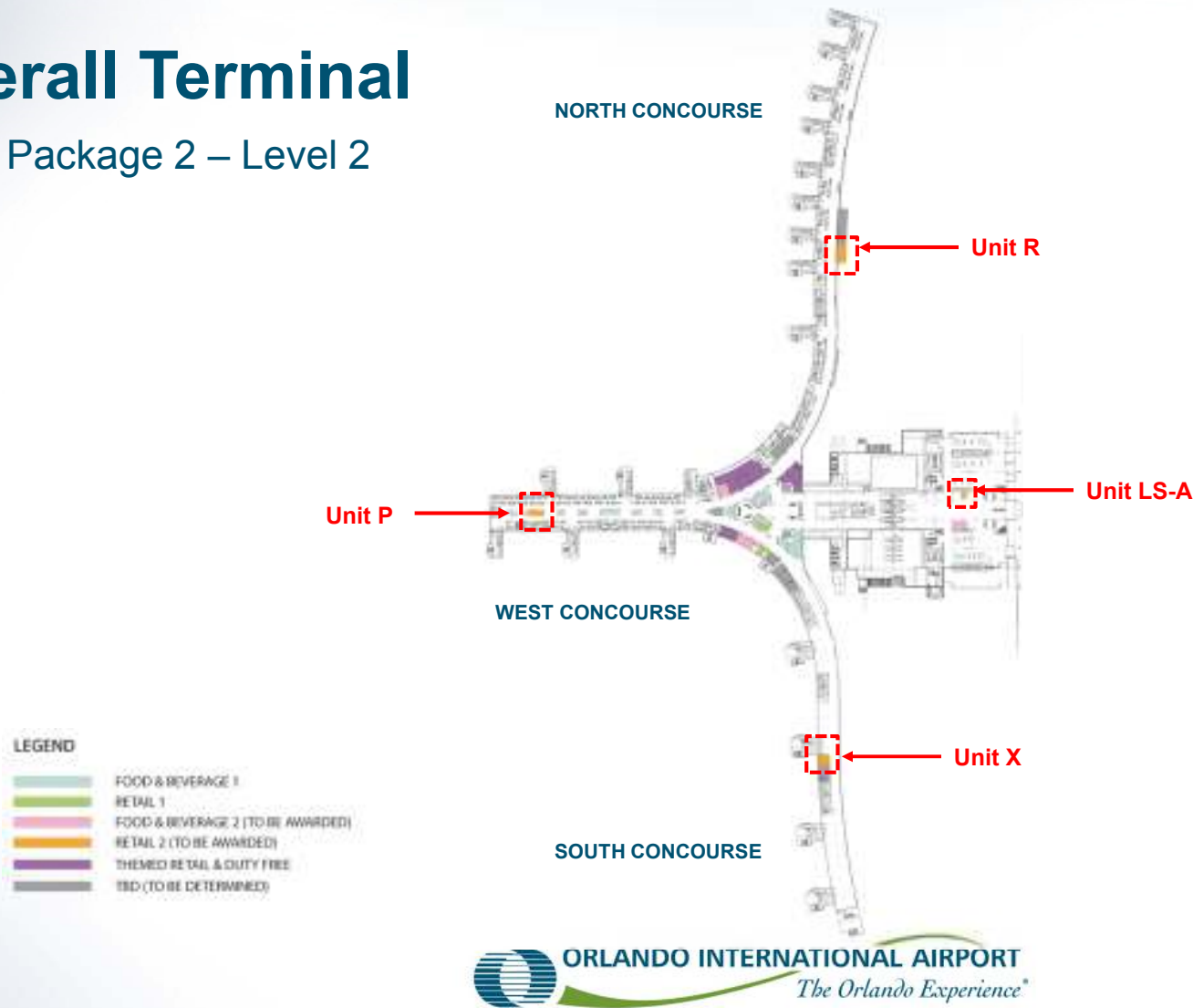


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# Overall Terminal

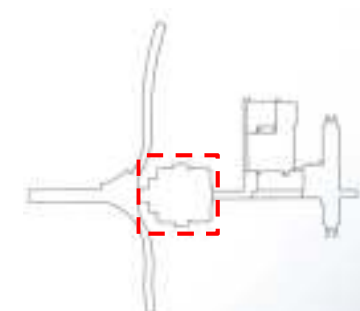
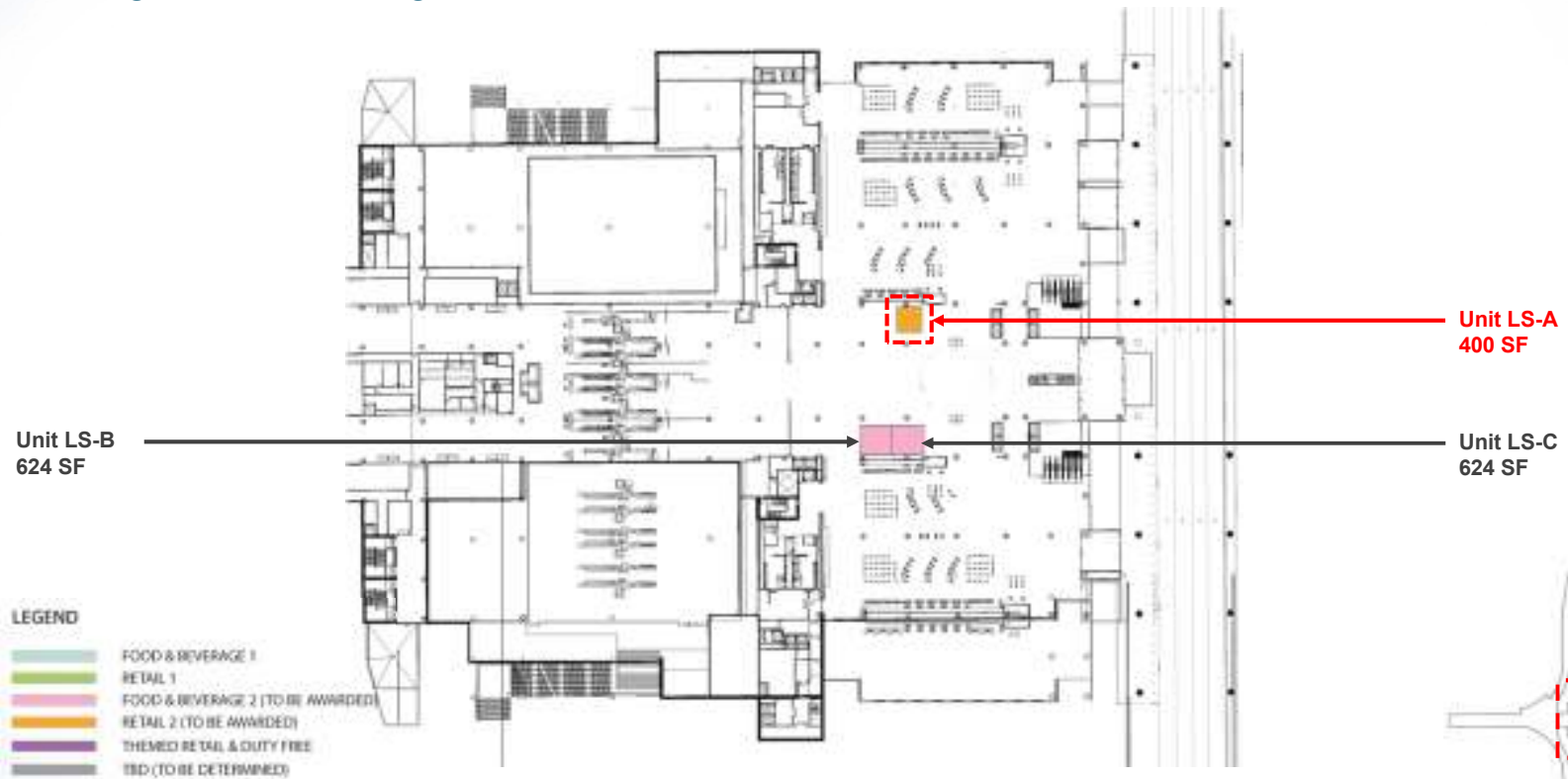
## Retail Package 2 – Level 2



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# Landside Terminal

## Retail Package 2 – Ticketing Level 2

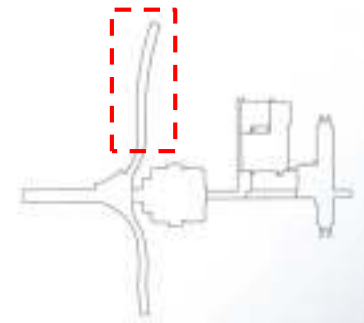
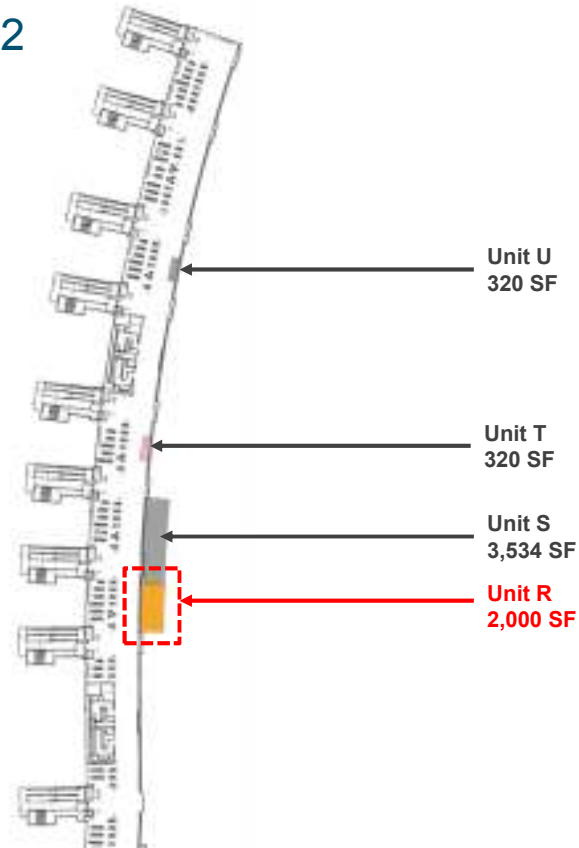


# Airside Terminal

## Retail Package 2 – North Concourse Level 2

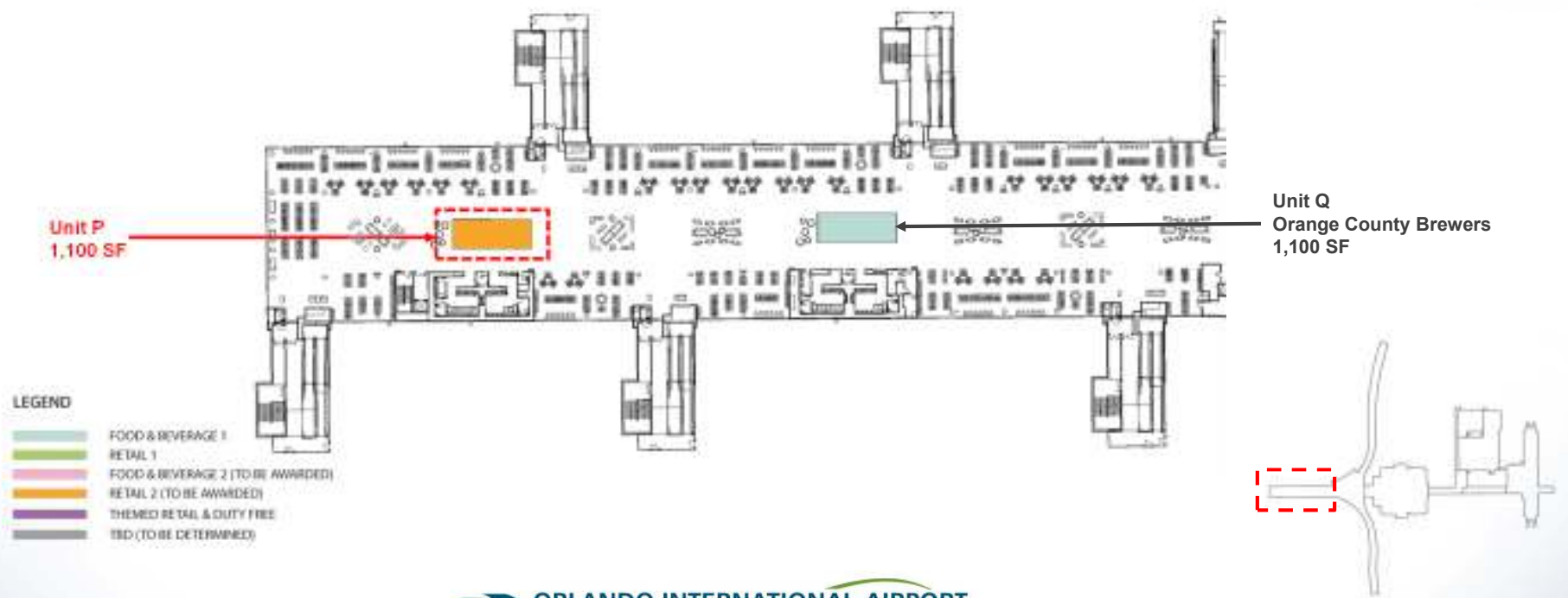
### LEGEND

	FOOD & BEVERAGE 1
	RETAIL 1
	FOOD & BEVERAGE 2 (TO BE AWARDED)
	RETAIL 2 (TO BE AWARDED)
	THEMED RETAIL & DUTY FREE
	TBD (TO BE DETERMINED)



# Airside Terminal

## Retail Package 2 – West Concourse Level 2

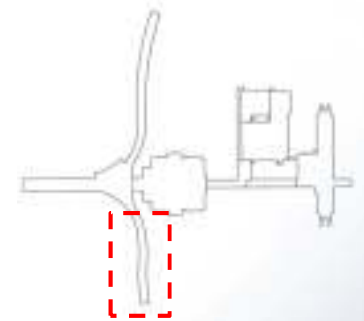
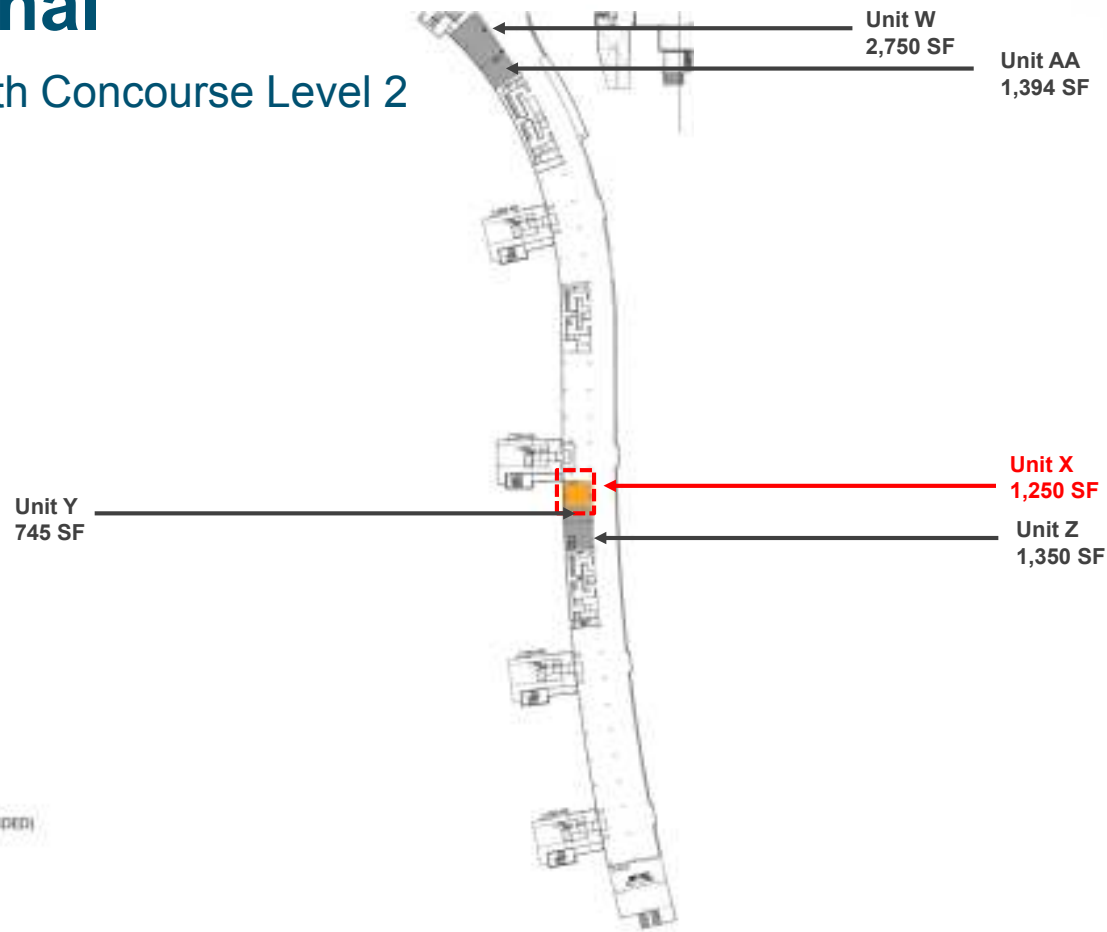


# Airside Terminal

## Retail Package 2 – South Concourse Level 2

### LEGEND

	FOOD & BEVERAGE 1
	RETAIL 1
	FOOD & BEVERAGE 2 (TO BE AWARDED)
	RETAIL 2 (TO BE AWARDED)
	THEMED RETAIL & DUTY FREE
	TBD (TO BE DETERMINED)



# Evaluation Criteria

The Aviation Authority has categorized the evaluation criteria for this proposal shown below (in no particular order of value), there is no value or point-ranking system.

## **Evaluation Criteria Rated as Satisfactory or Unsatisfactory:**

- Financial capability
- Reputation
- ACDBE participation

## **Evaluation Criteria Rated According to Strength Demonstrated In Proposal:**

- Demonstrated experience and qualifications
- Customer service, sales and marketing
- Concepts and quality, variety and price range of items
- Concessions improvements (for evaluation purposes only)
- Financial return to the Aviation Authority



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# Evaluation Criteria Rated as Satisfactory/Unsatisfactory

## Financial Capability:

Proposer's financial information must show the financial ability to meet its existing obligations and those to be undertaken, if successful, in being awarded the retail concession at the Airport. In the event the information provided is deemed insufficient, then the successful Proposer may be required to post a 100% contract bond or letter of credit for the Minimum Annual Concession Fee.

## Reputation:

Rating for this criterion will be based on the information provided by Proposer's references, or as otherwise determined by the Aviation Authority. Proposers should provide four (4) references for operations similar to the Concession being proposed, including email address, phone, and contact information, and relation to the Proposer. A poor reference, or multiple non-responsive references, may result in an unsatisfactory rating.

# Evaluation Criteria Rated as Satisfactory/Unsatisfactory

## ACDBE Participation:

- The Aviation Authority has a current Airport Concessions Disadvantaged Business Enterprises (“ACDBE”) participation goal for this proposal of thirty percent (30%)
- All Proposers are **required** to either meet the ACDBE participation goal or demonstrate its good faith efforts to meet such goal. Good Faith Effort documents must be included with the proposal.
- Proposers proposing as a joint venture to satisfy the Aviation Authority’s ACDBE participation goals should be aware that the Aviation Authority must evaluate ACDBE participation in accordance with established guidelines
- All ACDBEs must be certified in the State of Florida and listed in the Florida Department of Transportation’s UCP DBE Directory



# Evaluation Criteria Rated as Satisfactory/Unsatisfactory

## ACDBE Participation (cont.):

- The FAA Office of Inspector General issued three reports on the DBE and ACDBE programs on January 17, 2017 (ZA2017021). Two major ACDBE program issues identified in these reports:
  - 1) the limited number of new ACDBEs operating in U.S. Airports; and
  - 2) financial issues that impede the business development of ACDBEs
- The Aviation Authority, in its full support of the ACDBE program, acknowledges these findings and the need to improve upon these findings
- For inquiries or assistance regarding the ACDBE program, please contact Small Business Development Compliance Administrator, Teresa Smith, at (407) 825-2470.

# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

## Demonstrated Experience and Qualifications

Ranking for this criterion will be based upon the information submitted for the experience and qualifications of the Proposer in operating a news/gift/sundries and coffee/bakery concession. Proposers must have a minimum of three (3) years experience in the direct management and operation of a news/gift/sundries and coffee/bakery concession generating at least Five Million Dollars and No/100 (\$5,000,000.00) in annual gross receipts for all locations combined. The experience must be within the five (5) years immediately preceding the release of the Invitation to Submit Competitive Proposals. Material litigation and investigation will be considered in this criterion.

## Customer Service, Sales and Marketing

Ranking for this criterion will be based on the extent to which the customer service approach and training will further the Aviation Authority's goal of improved overall customer service and the likely success of the sales and marketing program.



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# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

## Concepts and Quality, Variety and Price Range of Items

Concepts whether national, regional or local should have a recognized public appeal. Local and unique concepts are desirable and encouraged. Proposed news, gift, sundries, coffee and bakery items are expected to be of high quality and a variety of items. Prices should be reasonable when considering the proposed products and brands.

# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

UNIT	CONCEPT	DESCRIPTION
LS-A	Newsstand	Products sold should include newspapers, magazines, paperback books, sundries, health and beauty aids, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.
Unit P	Newsstand with Coffee	Products sold should include newspapers, magazines, paperback books, sundries, health and beauty aids, travel and business accessories, travel electronics, and single-serving packaged snacks and candy. This unit should also have a coffee component offering national or local brand gourmet coffee beverages, baked goods, limited pre-packaged foods for take-away, fruit, yogurt, snacks, and bottled juice, soft drinks, and water.
Unit R	Newsstand with Coffee/Bakery	Products sold should include newspapers, magazines, hardcover and paperback books, sundries, health and beauty aids, limited local souvenirs, travel and business accessories, travel electronics, and single-serving packaged snacks and candy. This unit should also have a significant coffee and bakery component offering national brand gourmet coffee beverages, pastries/baked goods, breakfast sandwiches, pre-packaged foods for take-away, specialty food items, fruit, yogurt, snacks, and bottled juice, soft drinks, and water.
Unit X	News & Gifts	News & Gifts. Products sold should include newspapers, magazines, paperback books, sundries, health and beauty aids, a selection of local souvenirs, local gifts, travel and business accessories, travel electronics, single-serving packaged snacks and candy, and cold bottled water, juice and soft drinks.

# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

## Concession Improvements (for evaluation purposes only)

Proposed Improvements should present a visually appealing concession space intended to maximize appeal to the traveler, while remaining true to The Orlando Experience®. The proposed Improvements will be considered for evaluation purposes only, and will be subject to further review and approval by the Aviation Authority after award.

# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

## Financial Return to the Aviation Authority

Ranking for this criterion will be based upon a review of the proposed Percentage of Gross Receipts after consideration of the reasonableness of the information presented, and the assumptions supporting the budget and pro forma submitted by Proposers.

- For this Concession, the initial Minimum Annual Concession Fee is **fixed** by the Aviation Authority at One Million and No/100 Dollars (\$1,000,000.00).
- **PROPOSERS WILL SUBMIT THEIR PROPOSAL ONLY ON THE PERCENTAGE OF GROSS RECEIPTS FOR ALL SALES.** Proposals with a proposed percentage of gross receipts of less than 17% will NOT be considered.
- Do NOT propose on the minimum annual concession fee.

# Concession Limitation Policy



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# Concession Limitation

- Any person (natural or legal) shall be precluded from having any equity interest in more than one (1) food and beverage concession and one (1) retail or services concession in the North Terminal Complex (defined to be Terminal A and B and the associated Airside Buildings) and shall further be precluded from having any equity interest in more than one (1) food and beverage concession and one (1) retail or services concession in the South Terminal Complex.
- This section shall not apply to any concession ownership in existence on or prior to January 1, 2018 through the expiration or termination of the term of the concession.
- Nothing contained herein shall prohibit any person from possessing an equity interest in the maximum number of concessions in the North and South Terminal Complexes.



# Proposal Requirements



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# Instructions to Proposers

## Each proposal shall consist of:

- One (1) originally executed Eligibility and Proposal Form (Volume A, Item I) and all other documents, subject to the aforementioned page limitation, forming the Proposal;
- Eleven (11) complete, duplicate sets of all documents forming the Proposal (a total of twelve (12) sets)
- One (1) electronic copy of the Proposal on a USB Drive or similar device, all electronic files shall be bookmarked for easy reference and financial information should be saved as a separate file
- The Eligibility and Proposal Form (12 complete sets) and 1 electronic copy should be placed in a sealed container with the words “Proposal for STC Retail Package 2 Concession”, and the Proposer’s name and address clearly indicated on the front of the container
- Proposals delivered by hand, overnight delivery, or by certified mail, must be sent to the attention of Raymond D. Anderson, Esq., Senior Director, Concessions and Properties c/o the Aviation Authority’s Annex Building reception desk located at 5855 Cargo Road, Orlando, Florida 32827-4399
- **Proposals are due no later than 2:00 pm EST on Wednesday, October 10, 2018**
- All Proposals timely received will be publicly opened at the time and date stated above in the Aviation Authority Annex Building 1<sup>st</sup> Floor Conference Room Gemini



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# Instructions to Proposers

## Written inquiries to:

- Email: [STC-Retail-2@goaa.org](mailto:STC-Retail-2@goaa.org)
- All questions must be received by 4:00pm EST on Thursday, September 20, 2018
- Questions received after 4:00pm EST on Thursday, September 20, 2018 will not be answered

# Schedule

- September 6, 2018 - Mandatory Pre-Proposal Meeting
- September 20, 2018 - 4:00pm EST deadline for all comments or questions
- October 8, 2018 - Aviation Authority will begin accepting Proposals at the Aviation Authority's Annex Building located at 5855 Cargo Road, Orlando, FL 32827
- October 10, 2018 - 2:00pm EST deadline for receipt of all Proposals and public opening at the Aviation Authority's Annex Building located at 5855 Cargo Road, Orlando, FL 32827

# Lobbying Restrictions



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# Lobbying Restrictions

Proposers are hereby advised that individuals, who conduct lobbying activities with Aviation Authority employees or Board members, must register with the Aviation Authority each year prior to conducting any lobbying activities. A statement of expenditures incurred in connection with those lobbying instances should also be filed prior to April 1<sup>st</sup> of each year for the preceding year. As of January 16, 2013, lobbying any Aviation Authority Staff, who are members of any committee responsible for ranking Proposals, Letters of Interest, Statements of Qualifications or Bids and thereafter forwarding those recommendations to the Board and/or Board Members is prohibited from the time that a Request for Proposals, Request of Interests, Statement of Qualifications or Request for Bids is released to the time that the Aviation Authority Board makes an award.

As adopted by the Aviation Authority Board on September 18, 2012, lobbyists are now required to sign-in at the Aviation Authority offices prior to any meetings with Staff or Board members. In the event a lobbyist meets with or otherwise communicates with Staff or an Aviation Authority Board member at a location other than the Aviation Authority offices, the lobbyist shall file a Notice of Lobbying (Form 4) detailing each instance of lobbying to the Director of Board Services within seven (7) calendar days of such lobbying. The policy, forms, and instructions are available in the Aviation Authority's offices and the web site. Please contact the Director of Board Services with questions at (407) 825-2032.



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Questions?



Thank You!

