



**ORLANDO INTERNATIONAL AIRPORT**

*The Orlando Experience®*

# Agenda

- Introduction of Participants
- South Terminal Phase 1 Overview
- Overview of Food & Beverage Package 3 Concession
- Concession Limitation Policy
- Proposal Requirements
- Evaluation Criteria
- Schedule and Lobbying Restrictions
- Questions and Answers
- Tour the STC Intermodal Facility

# South Terminal Phase 1 Overview

Currently under design

Estimated Completion Date: ~~Winter 2020~~ **Spring 2021**



# 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 Expansion

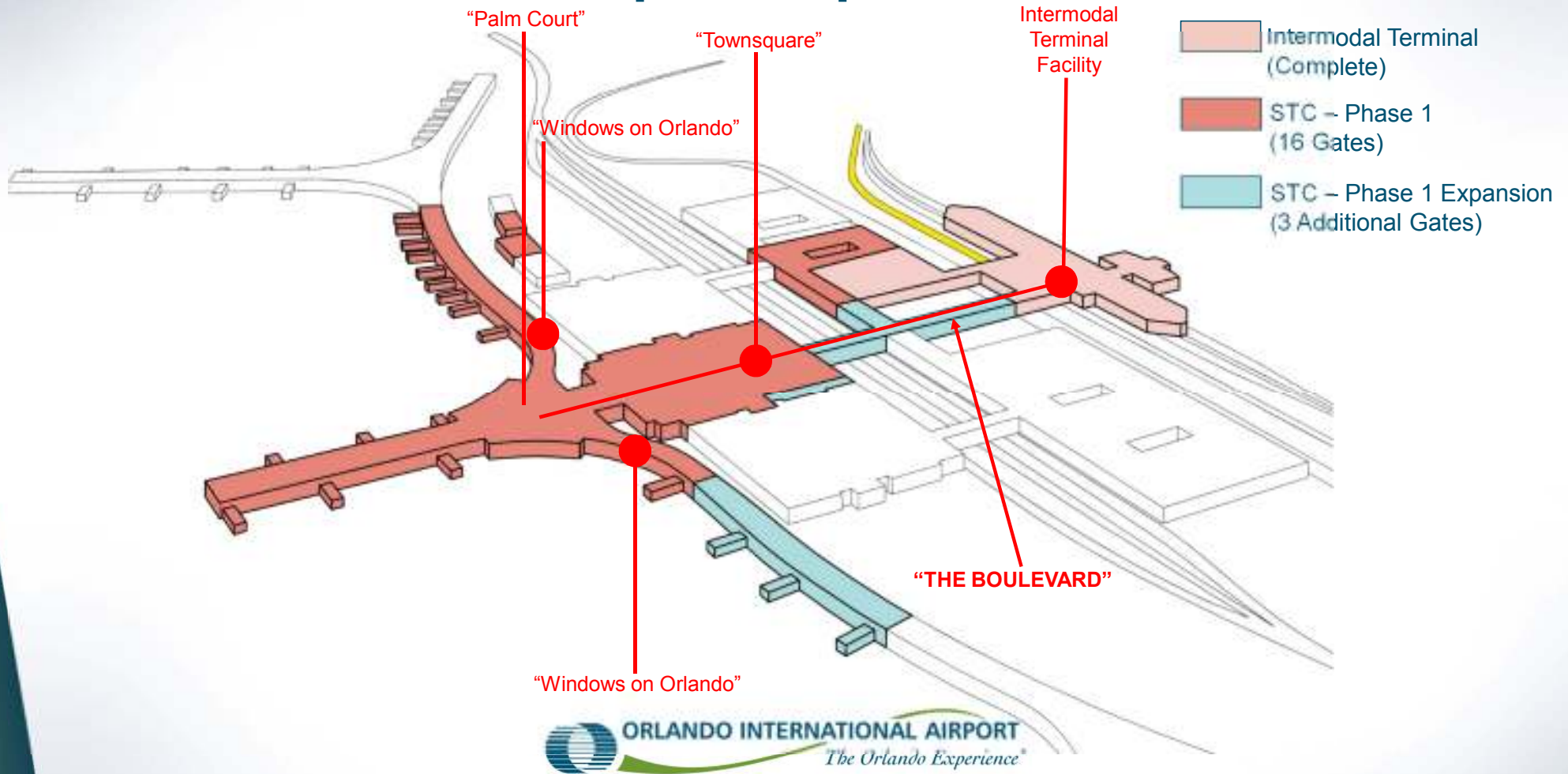
South Terminal Complex 16 Gates



South Terminal Complex 19 Gates



# South Terminal Complex Expansion



# 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

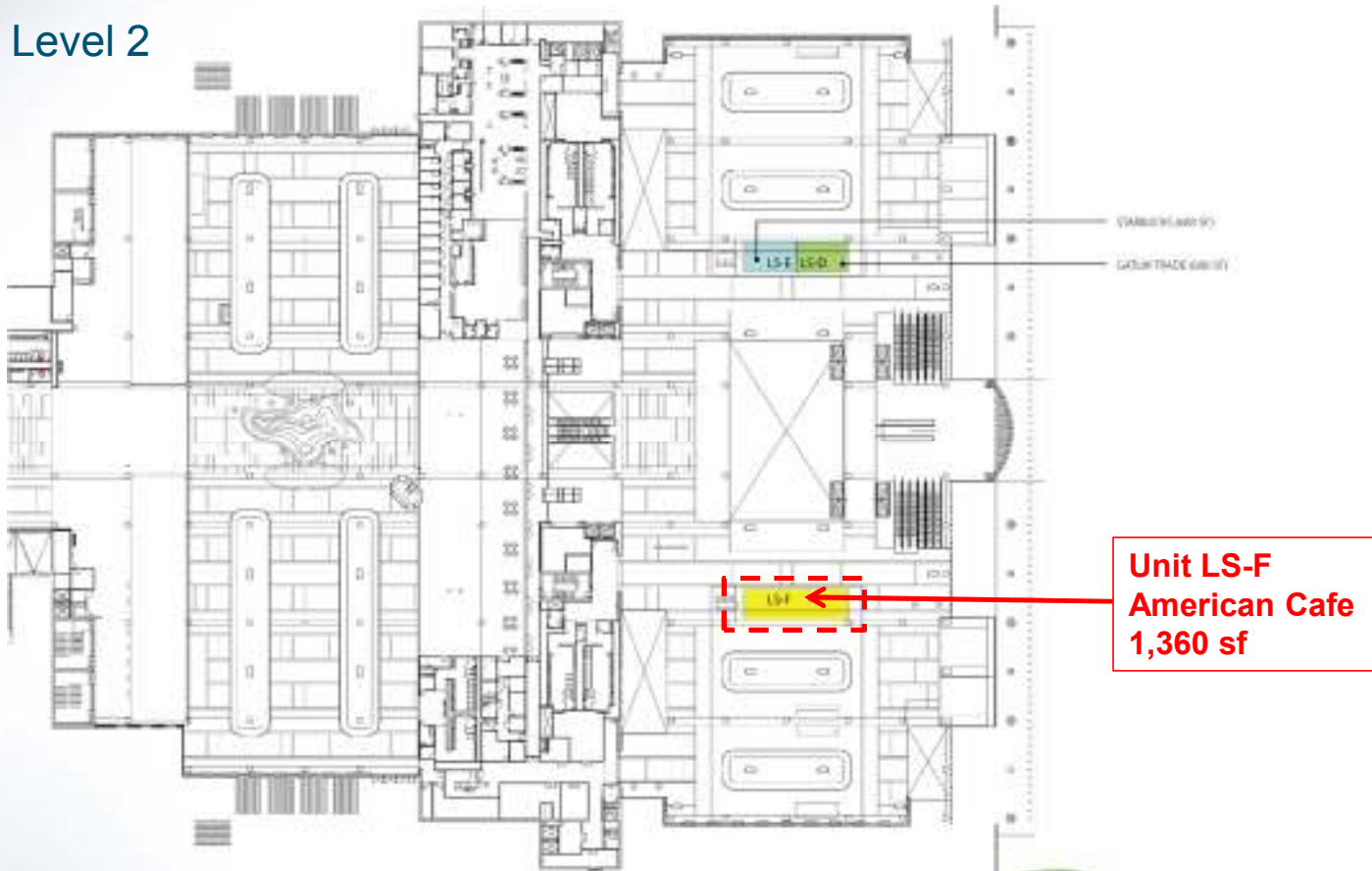


# STC Food & Beverage Package 3 Concession Locations



# Unit LS-F: Landside Terminal - Arrivals

Level 2



**Unit LS-F  
American Cafe  
1,360 sf**



# Units F, I, and W: Airside Terminal – Palm Court

Level 1

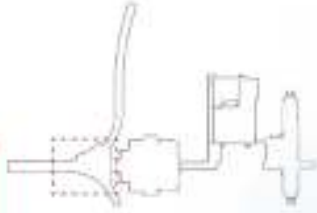


et



Unit F 1

**Unit W  
 Bakery & Cafe  
 2,865 sf**

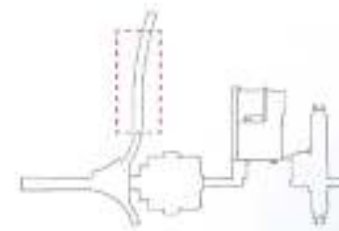


# Unit S, U: Airside Terminal – North Concourse

Level 2

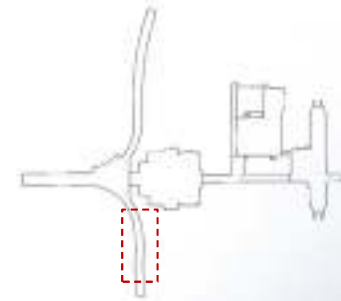
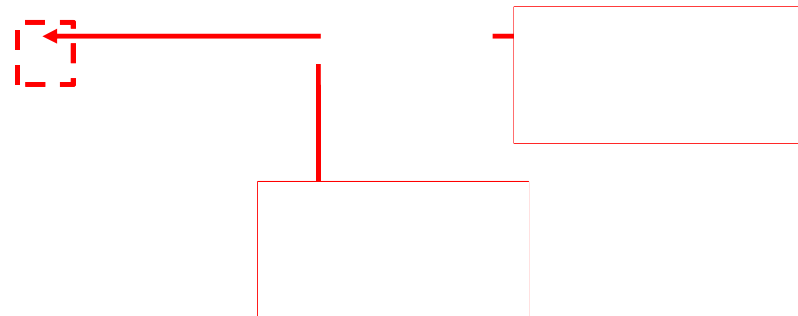
 **Unit U**  
**Bar with Snacks**  
**323 sf**

**Unit S**  
**Diner**  
**3,668 sf**



# Unit Y, Z: Airside Terminal – South Concourse

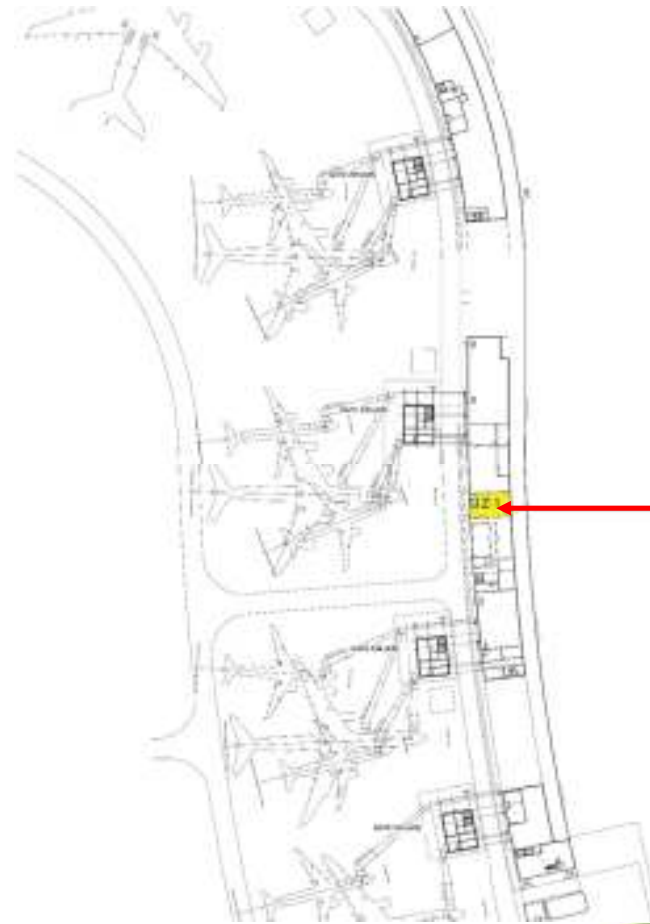
Level 2





# Unit Z-1: Airside Terminal – South Concourse

Level 1



**Unit Z-1**  
**Kitchen/Commissary for Unit Z**  
**1,403 sf**



# Food & Beverage Package 3 Concession



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

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



# Proposal Package Documents

- Volume A
  - Invitation
  - Eligibility and Proposal Form
  - Concession Agreement and Exhibit “A”
  - Contract Bond and Letter of Credit Forms
  - Proforma Templates

# Proposal Package Documents

- Volume B – Appendices
  - Airport Fact Sheet
  - The Aviation Authority's Policy for Awarding Concession and Consumer Service Privileges
  - FY 16 and FY 17 Historical Food & Beverage 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 Food & Beverage Package 3 Concession

| Unit Designation         | Concept Type                  | Location          |                      | Level | Square Feet   |
|--------------------------|-------------------------------|-------------------|----------------------|-------|---------------|
| LS-F                     | American Café                 | Landside Terminal | Arrivals / Bag Claim | 4     | 1,360         |
| F                        | Gourmet Market                | Airside Terminal  | Palm Court           | 2     | 1,324         |
| I                        | Bar with Food                 | Airside Terminal  | Palm Court           | 2     | 1,062         |
| S                        | Diner                         | Airside Terminal  | North Concourse      | 2     | 3,668         |
| U                        | Bar with Snacks               | Airside Terminal  | North Concourse      | 2     | 323           |
| W                        | Bakery & Café                 | Airside Terminal  | Palm Court           | 2     | 2,865         |
| Y                        | Gourmet Market                | Airside Terminal  | South Concourse      | 2     | 775           |
| Z                        | Bar with Food                 | Airside Terminal  | South Concourse      | 2     | 1,060         |
| Z-1                      | Kitchen/Commissary for Unit Z | Airside Terminal  | South Concourse      | 1     | 1,403         |
| <b>Total Square Feet</b> |                               |                   |                      |       | <b>13,840</b> |

Notes:

- All Airside Locations are Post-Security
- The concept types listed above are mandatory
- The Concession Package is not divisible and shall be awarded to a single Proposer (if an award is made pursuant to the Proposal documents)
- Unit S will require a Infrastructure Contribution payment of \$2,347,520.00
- The term of the concession is ten (10) years



# STC Food & Beverage Package 3 Concession

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 qualification
- Customer service, sales and marketing
- Concepts and quality, variety and price range of menu items
- Concessions improvements (for evaluation purposes only)
- Alternative Hold Room Fit-Out
- Financial return to the Aviation Authority



# 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 Food and Beverage Package 3 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 facsimile 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 the Small Business Development Department Director, Mr. George Morning, at (407) 825-7133 or the 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 food and beverage concession. Material litigation and investigation will be considered in this criterion. Proposers must have a minimum of three (3) years experience in the direct management and operation of a food and beverage business 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.

## Customer Service 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. Proposer's use of technology to allow for ordering and delivery of food and beverages to the hold rooms in the North Concourse will be considered in this criterion



# Evaluation Criteria Rated According to Strength Demonstrated in Proposal

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

Concepts whether national, regional or local should have a recognized public appeal. Local and unique concepts are desirable and encouraged. Concepts that compliment other planned STC concessions are encouraged. Proposed menu items are expected to be of high quality and a variety of items. Prices should be reasonable when considering the proposed products and brands.

## 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.

## Alternative Hold Room Fit-Out

Proposals should include an alternative hold room fit-out that enhances passenger comfort, optimizes food and beverage delivery and contributes to The Orlando Experience®.



# 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 Six Hundred Fifty Thousand and No/100 Dollars (\$1,650,000.00).
- There are 3 categories of Percentages of Gross receipts as follows:
  - **Food and non-alcoholic beverage sales;**
  - Alcoholic beverage sales, which will equal 400 basis points (4%) higher than the Percentage of Gross Receipts for food and non-alcoholic beverage sales; and
  - Employee sales, fixed at 5%
- **Proposers will submit their proposal ONLY on the percentage of gross receipts for food and non-alcoholic beverages sales, which cannot be less than 15.5%. Do not propose on the minimum annual concession fee.**



# Concession Limitation Policy



# 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



# Instructions to Proposers

## Each proposal shall consist of:

- One (1) originally executed Eligibility and Proposal Form (Volume A, Item I) and all other documents 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 Food and Beverage Package 3 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 Thursday, February 28, 2019**
- 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



# Instructions to Proposers

## Written inquiries to:

- Email: [STC-FB-3@goaa.org](mailto:STC-FB-3@goaa.org)
- All questions must be received by 4:00pm EST on February 1, 2019. Any questions received after that date and time will not be answered

# Schedule and Lobbying Restrictions



# Schedule

- 01/10/19 - Mandatory Pre-Proposal Meeting
- 02/01/19 - 4:00pm EST deadline for all comments or questions
- 02/26/19 - Aviation Authority will begin accepting Proposals at the Aviation Authority's Annex Building located at 5855 Cargo Road, Orlando, FL 32827
- 02/28/19 - 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

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.



Questions?



Thank You!

