



**BUSINESS ADMINISTRATION
COMMITTEE**

**CONCESSIONS REDEVELOPMENT
PROGRAM**

April 2014 Update



GOALS

- **Innovation** New, creative, customer-focused offerings
- **Competition** Open process, industry outreach, public discussion of opportunities
- **Revenue** Enhanced per passenger spending
- **Inclusion** Opportunities for large, medium and small participants; local, regional and national participants; and Airport Concession Disadvantaged Business Enterprises (ACDBEs)
- **Speed** Rapidly phased re-development while maintaining acceptable level of service



REDEVELOPMENT PROCESS

The Initial Steps

- Extend Existing Leases on Temporary Basis
- Develop Retail Plans for DCA and IAD
- Develop Phasing Plans

The Iterative Steps

- Develop Packages
- Conduct Outreach
- Finalize Packages
- Invite and Receive Proposals
- Evaluate and Select Operator
- Negotiate Lease
- Approve Temporary Operations Plan
- Review and Approve Design
- Construct and Open



PHASING PLAN

DCA

DCA - Reagan National Airport

Phase	Completion	# of Projects
1	April 2014	34
2	Dec. 2014	19
3	June 2015	8
4	Dec. 2015	5
5	April 2016	2



PHASE 1 PLAN DETAIL

DCA

DCA - Reagan National Airport

# of Projects	Comments
34	<ul style="list-style-type: none">• 8 Spaces Opening in April• 8 Spaces Opening in May• 1 Space Opening in June• 3 Spaces Opening in August• 12 Spaces (Terminal A) Deferred from Dec 2014 to June 2015• 2 Spaces Deferred Indefinitely



PHASING PLAN IAD

IAD – Dulles International Airport

Phase	Completion	# of Projects
1	April 2014	26
2	Dec. 2014	25
3	May 2015	16
4	April 2016	8



PHASE 1 PLAN DETAIL IAD

IAD- Dulles International Airport

# of Projects	Comments
26	<ul style="list-style-type: none">• 7 Spaces Opening in April• 5 Spaces Opening in May• 3 Spaces Opening in June• 3 Spaces Opening in July• 3 Spaces Opening in August• 1 Space Opening in September• 1 Space Opening in October• 2 Spaces Deferred; 1 Deleted



PHASE I PACKAGES

- DCA Packages:
 - 2 Restaurant / Bar Locations (National Hall)
 - Newsstand #1 -Includes 3 News; 2 Retail
 - Newsstand #2 -Includes 4 News; 2 Retail
- IAD Packages:
 - 2 Restaurant / Bar Locations and 7 coffee
 - Newsstand #1 -Includes 5 News; 1 Retail
- Individual Opportunities: -13 Food & Beverage; 5 Retail
(IAD & DCA)



PHASE 2 PACKAGES

- DCA Packages:
 - 3 Pier Packages (North, Center and South Piers)
 - 7 Individual Opportunities

- IAD Packages:
 - Newsstand #2 (includes 6 locations)
 - Better Brand Package (6 locations)
 - 12 Individual Opportunities



PHASE 2 OUTREACH EVENTS

- **Publications:** Associated Press, Baltimore Business Journal, Loudoun Times, Shopping Center Business, Wall Street Journal, Washington Business Journal, Washington Post
- **Associations:** DC Chamber of Commerce, MD Department of Transportation, VA Department of Minority Business Enterprise; Restaurant Association of Metropolitan Washington
- **Conferences:** MWAA Business Opportunity Seminar, Airport Revenue News, AAAE, ACI-NA, AMAC
- **Local Mall Visits:** Bowie Town Center, Fashion Center at Pentagon City; Tyson's Corner Center; Westfield Montgomery, Fair Oaks Mall
- **Public Meeting:** Held on October 1, 2013, Attended by over 270 individuals at Renaissance Hotel, Arlington, VA



PHASE 2 INVITATIONS TO PROPOSE AND EVALUATIONS

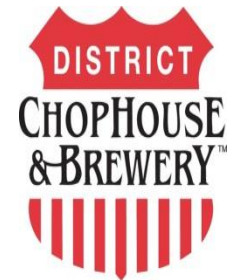
- In total for Phase 2, over 185 proposals were submitted for 24 opportunities (including 1 News package, 1 Better Brands package, and 19 individual opportunities)
- Some opportunities drew as many as 25 responses
- MarketPlace evaluated the responses and recommended proponents to the senior Concessions Team
- With MWAA's concurrence, MarketPlace negotiated the Leases



DESIGN & CONSTRUCTION

- Once leases are signed, Concessionaires may submit designs for review and approval
- The Concessions Implementation Team has been established to review, approve and oversee: the Architectural designs; the Temporary Service Plans; and the construction of the concepts
- The team includes representatives from Concessions, Engineering, Operations, Procurement, Communications and Information Technology and MarketPlace

Dulles International Phase 1 Brands



The Firkin & Fox



luv'nberry



Tumi



Swarovski



Estée Lauder



Au Bon Pain



brb (be right burger)



Bistro Atelier



Washingtonian



Dulles International Phase 2 Brands

CHEF
GEOFF'S
★

***D.C.* CRAFT**
Brews



& pizzaTM



CAPITOL CITY INK

WASHINGTON INFORMER

iTravel

BAR SYMON



DC CRAFT BREWS





&pizza



QUEUING LINE RENDERING

STOCK ROOM EXTERIOR WALL RENDERING



presented by:



IAD Washington Dulles
International Airport
Space C-C134
April 4, 2014



RENDERINGS

prepared by:







Bar Symon
space: MID-16 area: 1,322 sq. ft.



Chef Geoff



Chef Geoff's

spaces: C-CM350(A, B, & C) area: 3,305 sq. ft.



Dulles International Phase 2 Luxury Brands

MICHAEL KORS

PINK

**MONT
BLANC** 

CHANEL

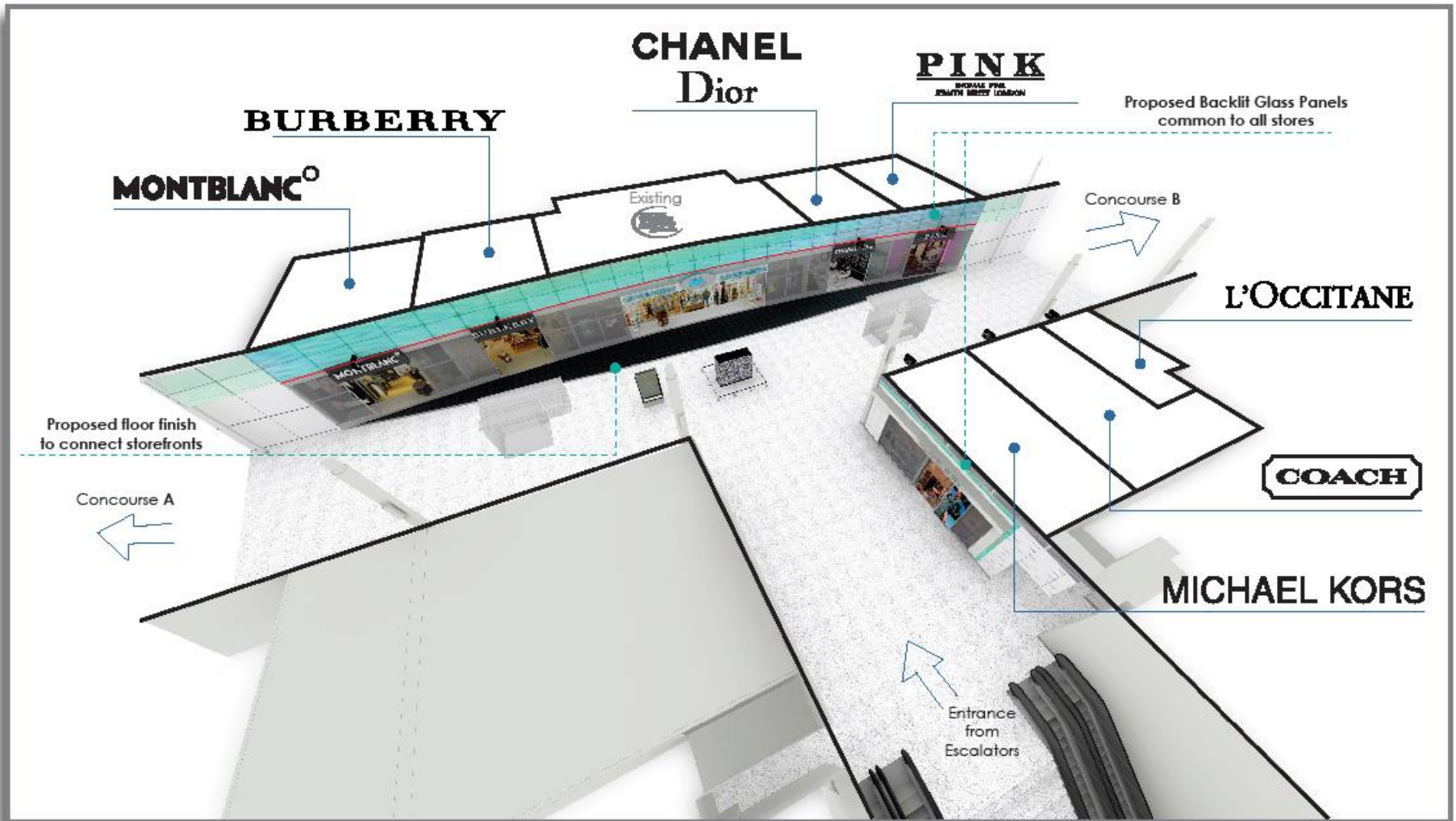
BURBERRY

LANCÔME
PARIS

L'OCCITANE

COACH
EST. 1941

Dior







MARKETPLACE DEVELOPMENT



Washington Dulles
International Airport
Concourses A/B

Luxury Shopping District







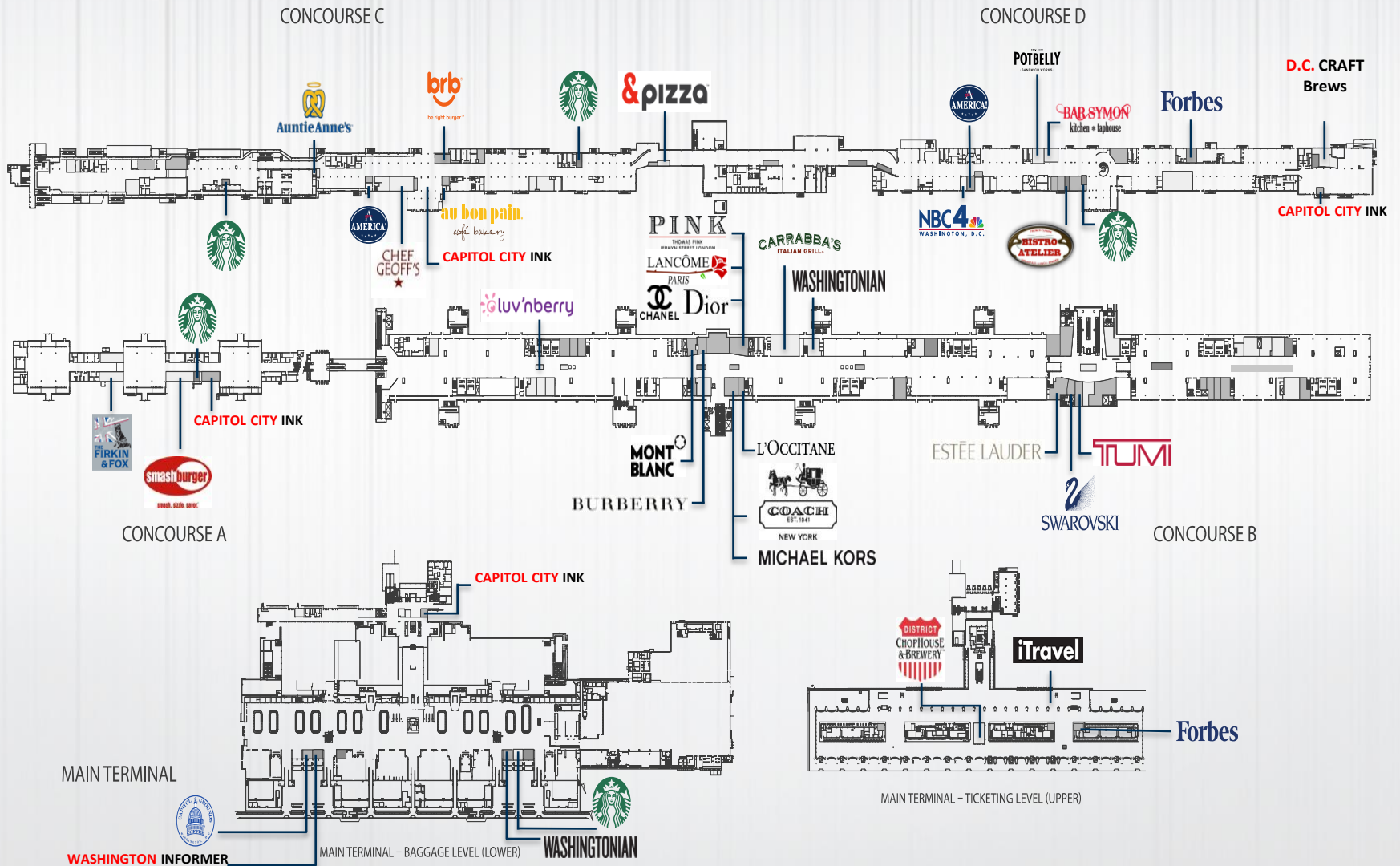
MARKETPLACE DEVELOPMENT



Washington Dulles
International Airport
Concourses A/B

Executive Fashion

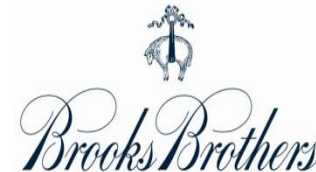
Dulles International Phase 1 and Phase 2



Reagan National Phase 1 Brands



Brighton®



Forbes



WASHINGTONIAN

Ben's Chili Bowl



Legal Sea Foods



BROOKS BROTHERS



Brighton

COLLECTIBLES



Vineyard Vines



SPANX

SPANX

On! Get Your SPANX On!



Lacoste



 pinkberry



AMERICAN TAP ROOM



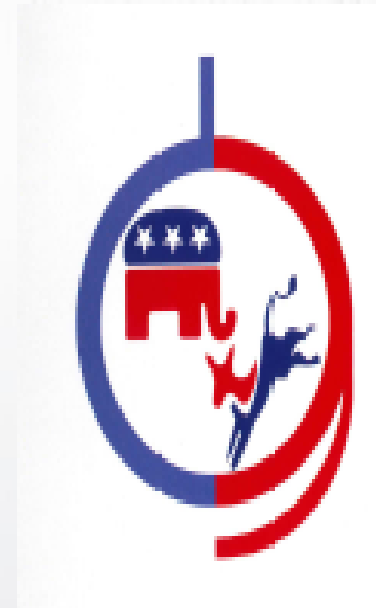
Hudson News



Forbes



Reagan National Phase 2 Brands



grille district

TAYLOR

DELI | MARKET | DELIVERY



CONCESSIONS INTERNATIONAL
CLIENT

TAYLOR GOURMET
REAGAN NATIONAL AIRPORT

SPACE: BC 20B
2.14.14

PRESENTED BY:
GIULIANI ASSOCIATES ARCHITECTS
RICHARDSON DESIGN STUDIO



STOREFRONT RENDERING

presented by:



DCA Ronald Reagan
Washington National Airport
Space C-07
April 4, 2014

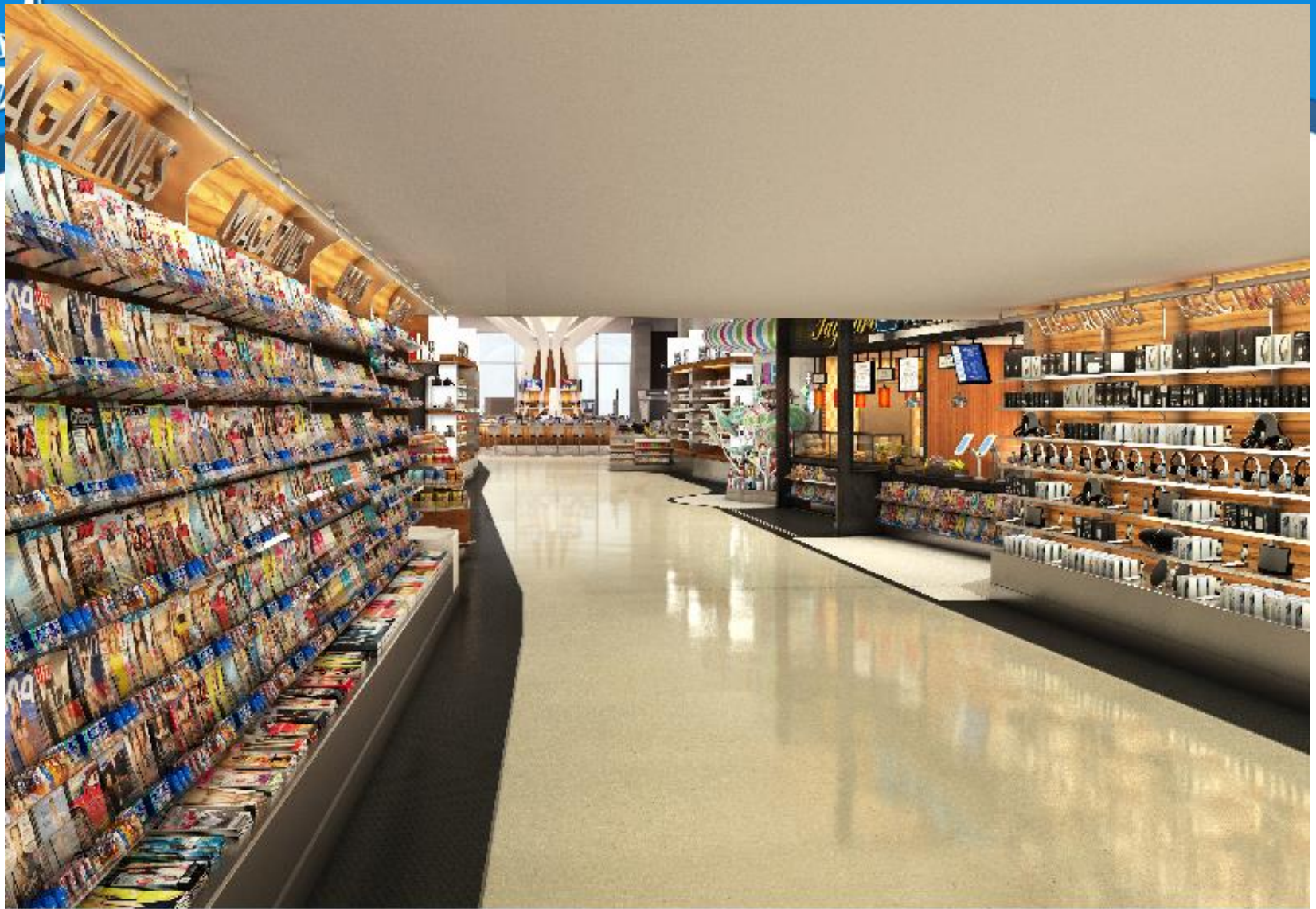


STOREFRONT RENDERING

prepared by:



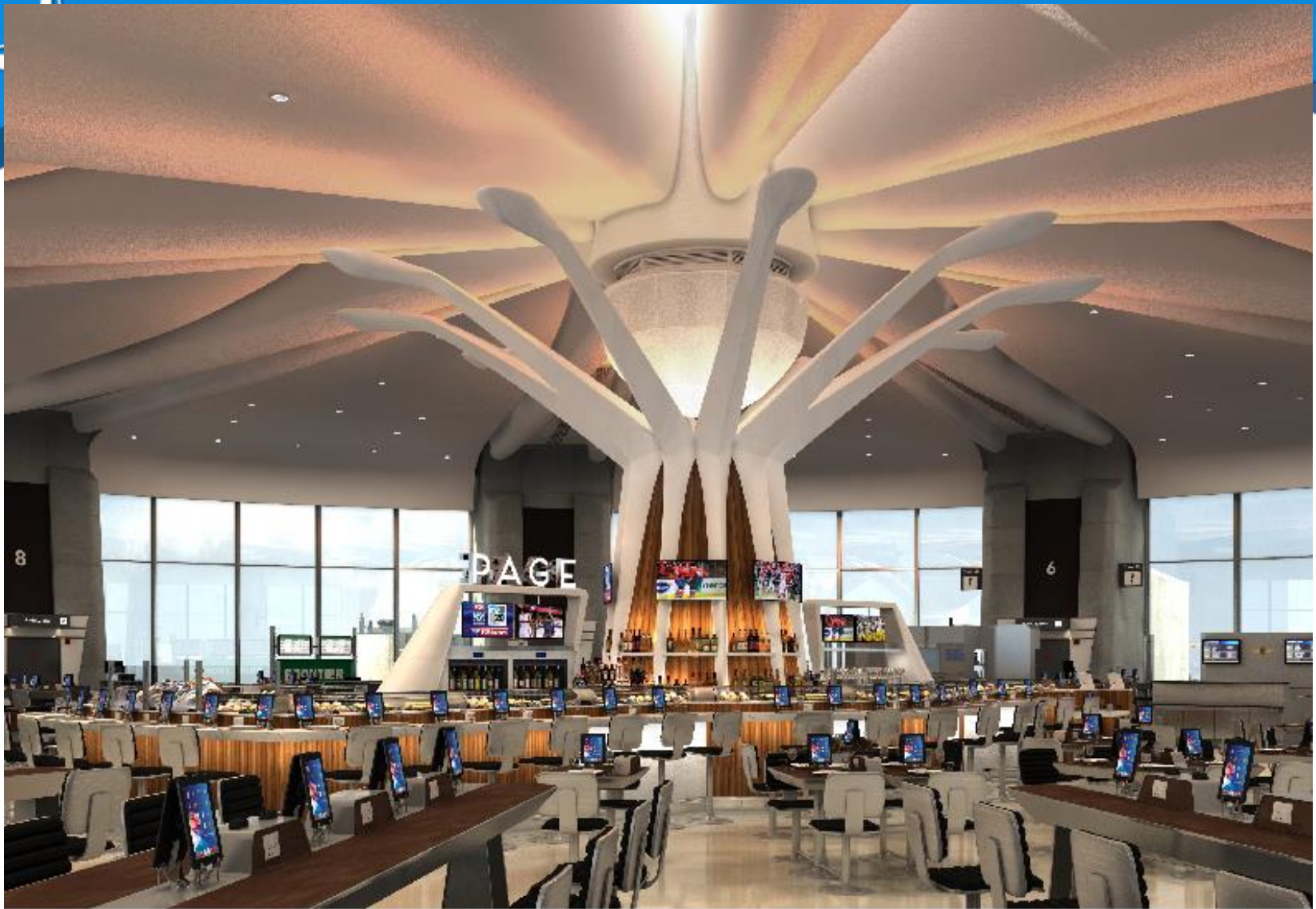




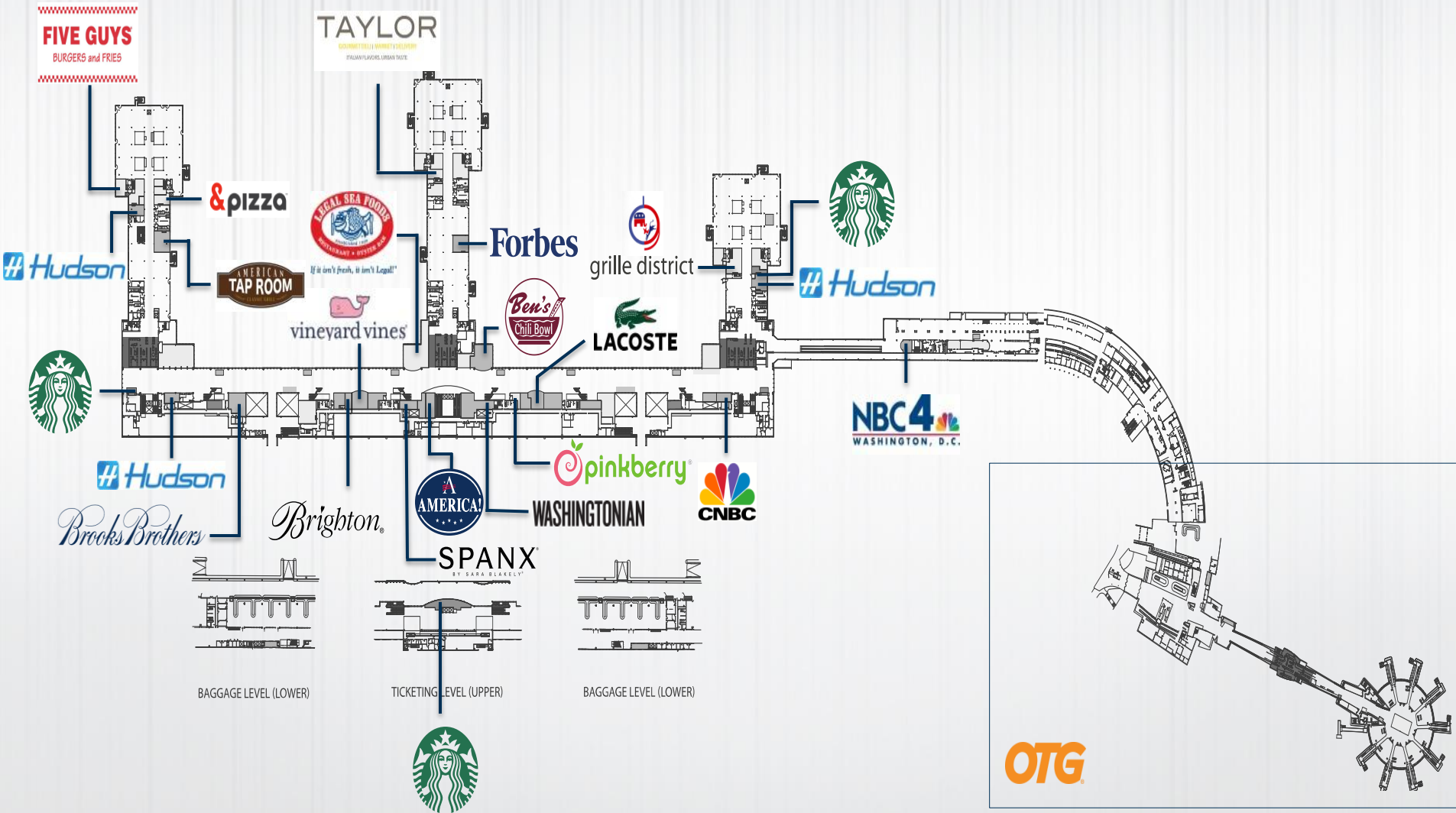


Terminal A





Reagan National Phase 1 and Phase 2





PHASES I & 2 - SOLICITATION RESULTS REVENUE

- Initial Aggregate
 - Minimum Annual Guarantee \$ 7.7M/yr.
- Awarded Aggregate
 - Minimum Annual Guarantee \$16.9M/yr.
- Net Increase of Aggregate Minimum Annual Guarantee of 119% \$ 9.2M/yr.



PHASES I & 2 - SOLICITATION RESULTS **DISADVANTAGED BUSINESS** **ENTERPRISE PARTICIPATION** **(“ACDBE”)**

- Initial Participation in Phases 1 & 2 Locations 31%
- Awarded Participation in Phases 1 & 2 Locations 40%



Ronald Reagan Washington National Airport



Dulles Corridor Metrorail Project



Dulles Toll Road



Washington Dulles International Airport



METROPOLITAN WASHINGTON
AIRPORTS AUTHORITY