



**Recommendation to the Business
Administration Committee to Award the
Concession Management Services Contract
to Lease, Market and Manage Food Services
and Retail Concessions at Washington
Dulles International and Ronald Reagan
Washington National Airports**

September 2012



Purpose

- Staff requests the Business Administration Committee approve and recommend that the Board of Directors award the Concessions Management Services Contract for Washington Dulles International and Ronald Reagan Washington National Airports to MarketPlace Development, Inc. of Boston, MA.



Background

- The Concession Management Services Contract provides:
 - Marketing, leasing and managing all food services, specialty retail and news services at both Airports
 - Monitoring customer satisfaction and recommending methods to improve the customer experience
 - Improving the concessions facilities within the terminals
 - Optimizing non-aeronautical revenue to the Airports Authority
- The Business Administration Committee reviewed and approved the terms of the Request for Proposal (RFP) in March 2012.



- The RFP was issued April 6, 2012 through full and open competition.
- On June 18, 2012 three proposals were received and later evaluated by a five-member Evaluation Committee.
- MarketPlace Development ranked first in all three categories: financial offer; development & implementation plan; property management, (marketing, advertising and promotion).
- The contract term is five years with two two-year options for renewal and has a 10% LDBE requirement.



Recommendation

- Business Administration Committee approve and recommend to the Board of Directors the award of the Concession Management Services Contract to MarketPlace Development, Inc. for an initial term of 5 years, effective January 1, 2013 or as soon as possible.

Proposed Resolution

Selection of a Firm to Provide Marketing, Leasing, and Management of the Food Service and Retail Concessions At Both Airports

WHEREAS, The separate management contracts issued in 1995 for food service and retail concessions at Ronald Reagan Washington National Airport and Washington Dulles International Airport have been operating under extensions since their original expiration date of June 30, 2010, and are now scheduled to expire December 31, 2012.

WHEREAS, The Business Administration Committee concurred in pre-solicitation terms and evaluation criteria for a single contract at both Airports on March 21, 2012;

WHEREAS, A Request for Proposals was issued April 6, and three proposals were received June 18;

WHEREAS, The staff evaluation committee has recommended the selection of MarketPlace Development, Inc., of Boston, Massachusetts;

WHEREAS, The proposed contract includes a 10 percent Local Disadvantaged Business Enterprise participation requirement, and Airport Concession Disadvantaged Business Enterprise leasing goals of 25 percent for retail and 35 percent for food and beverage; and

WHEREAS, The Business Administration Committee is satisfied with the results of the competitive process and recommends that the Board of Directors approved the award of the contract to MarketPlace, now, therefore, be it

RESOLVED, That the President and Chief Executive Officer is authorized and directed to enter into a contract with MarketPlace Development Inc., consistent with the terms presented to the Business Administration Committee at its September 5, 2012 meeting.

*For Consideration by the Business Administration Committee and
Board of Directors on September 5, 2012*