**REQUEST FOR INFORMATION (RFI)**

**CONCESSIONS OPPORTUNITY**

**September 29, 2017**

Procurement Contact: Sonji Brown-Killyon – Senior Contract Administrator

[sbkillyon@dfwairport.com](mailto:sbkillyon@dfwairport.com)

**Addendums to this RFI will be posted to our website at www.dfwairport.com/concessions; it is suggested that you visit this website on a daily basis during the response preparation process.**

**All dates are subject to change; please check our website** [www.dfwairport.com/concessions](http://www.dfwairport.com/concessions) **for updates.**

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**Attachment 1 Map of South Gate Plaza Development**

# INTRODUCTION

As a leading global aviation hub, Dallas Fort Worth International Airport (DFW) is passionate about creating an environment for our visitors that is welcoming, modern, bold, customer friendly and full of moments of wow.

With this focus on the passenger experience, DFW is excited to offer opportunities that will continue to enhance the airport experience. Dallas/Fort Worth International Airport (DFW) is seeking responses from food & beverage operators interested in developing and operating one pad site at the Southgate Plaza Development. Pad site “E” is available for a full service restaurant. This is a food establishment with hostess seating and waiter service to serve restaurant patrons for consumption on site with options “To-Go” and a full menu with a variety of items. A full bar is required. The concept must be a casual dining, family-friendly location that is an established locally or nationally recognized brand. This cuisine should have a broad appeal, such as Southern cooking, Texas cuisine, American cuisine or Tex-Mex cuisine.

NOTE: The drawings and exhibits prepared by the Architect provided herein illustrate the approximated scale and relationship of the project components. They are provided to fix and describe the size and character as the architecture, structural, mechanical and electrical systems, materials and other such elements as may be appropriate to provide context. The responder recognizes the preliminary nature of the material being provided in advance of the passenger terminal final design and preparation of construction documents.

# OVERVIEW

The subject RFI issued on September 29, 2017 includes one pad site location at Southgate Plaza. This development is a 32 acre mixed-use “aerotropolis” development. Southgate Plaza is already home to the DFW Airport Corporate Headquarters, a 137 room Hyatt Place hotel, and a Starbucks. Additional development in design includes an urgent care facility and an additional hotel. See **Attachment 1** for details.

**Demographics (Source: ESRI)**

**(5 Miles) 2012 2017**   
Population 197,602 209,174  
Households 79,878 84,123  
Avg. Income $65,706 $73,678

The Board makes no warranty, promises or representations as to the economic viability of any concession location or business concept. The Board makes no warranty that airline usage of gates, traffic patterns, or other facilities adjacent to the Premises will not change.

# SCHEDULE

|  |  |
| --- | --- |
| RFI Release | September 29, 2017 |
| Final Date for Questions and Clarifications | October 13, 2017 by 5:00 pm |
| Response Due Date | October 27, 2017 by 2:00 pm CDT |
| Business Meetings | November/December |

Once received, the responses, materials, and other collateral submitted will become the property of DFW Airport.

Address package to:

Airport Headquarters

Procurement and Materials Management

Airport Concession Request for Information

Attn:  Sonji Brown-Killyon

2400 Aviation Drive – 1st Floor

DFW Airport, Texas  75261

Or

Submit by email at skillyon@dfwairport.com

# INSTRUCTIONS

Please respond to the questionnaire section of this RFI and provide responses using the contact information provided above. Questions regarding this RFI shall be provided in writing to the contact stated on the RFI cover page. RFI Responses shall be provided by the due date and time. Any changes to the RFI shall be issued in the form of a written addendum issued by the Board. The Airport is not responsible for any explanation, clarification, interpretation or approval made or given in any manner except by written addendum posted on the website [www.dfwairport.com/concessions](http://www.dfwairport.com/concessions), by fax, or by letter sent from the Procurement and Materials Management Department.

# OPPORTUNITY

Interested companies shall review the following sections then submit responses in accordance to the instructions. Please respond as completely and succinctly as possible. This Pad Site is to become a full service with a full bar, capable of servicing business lunch traffic, weekend leisure traffic, and all day airport passengers and guests traffic. This RFI, and responses to it, are not intended to be used to execute any agreement or lease for this location.

## Executive Summary

* + What is the name of your company?

*Response:*

* + What concept would you operate at this location?

*Response:*

* + Who are the key personnel involved with this company?

*Response:*

* + What comparable experience does your company have in operating this concept or similar concepts?

*Response:*

## Concept

* + How many units are in the concept’s/brand’s system?

*Response:*

* + What are the average sales per unit for this concept/brand?

*Response:*

* + What is the annual system-wide sales percentage growth or percentage growth of number of units?

*Response:*

* + What is the average transaction value for this concept/brand?

*Response:*

* + What is your concept’s/brand’s competitive advantage versus other similar concepts?

*Response:*

* + Why is your concept/brand the best fit for DFW International Airport?

*Response:*

## Experience

* + What is your relevant experience in the development of a pad site?

*Response:*

* + What is your relevant experience in the operation and ownership of this concept or similar concept?

*Response:*

* + How many locations are operated by your company?

*Response:*

* + What elements from past non-airport venues are transferable to working at the airport?

*Response:*

# RFI RESPONSE ANALYSIS

* + After reviewing responses, DFW reserves the right to coordinate meetings or exchange written correspondences with parties that respond to this RFI to clarify information, request further details, and discuss next steps.