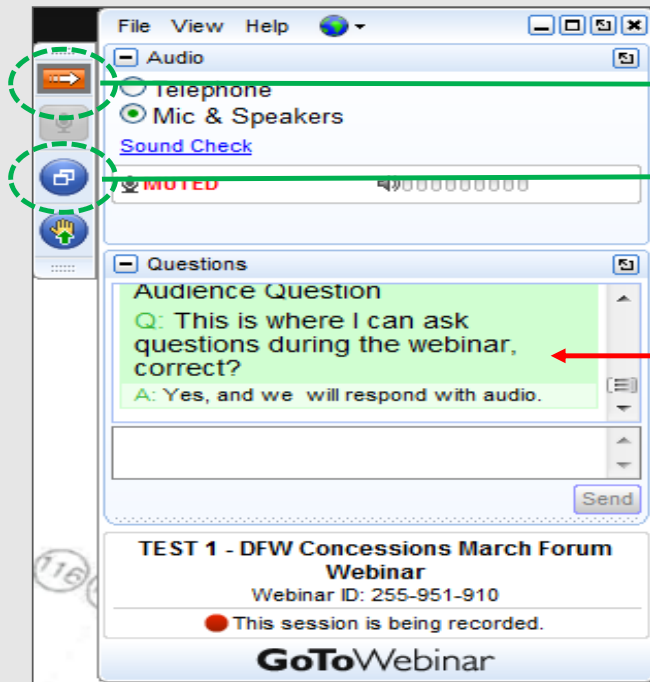


Dallas Fort Worth International Airport Concessions Pre-Proposal Conference

7.30.2018



Webinar Protocol



Expand/Collapse the Toolbar

Full Screen Button

Type Questions Here

To see your webinar features, expand the toolbar on the right side of your screen.

All attendees are muted, so if you have a question, submit in writing using the questions feature on your screen.

All questions will be recorded and answered in an addendum to be posted publicly on the Concessions website.

Agenda

- Overview of DFW Airport & Concessions Program
- Package Review: RFP Requirements
- Procurement: Lessons Learned

Presentation will be available online.



Overview of DFW Airport and Concessions Program

Kevin Lemmons, Assistant Vice President
Concessions

DFW Airport Overview

- DFW operates four legacy terminals (A, B, C, E) and International Terminal D
- Terminal Renewal and Improvement Program (TRIP)
 - Legacy Terminals A, B, and E
 - Enhancing the concessions program, expanding security checkpoints, reconfiguring ticket counters and improving parking
- Named “Best Large Airport in North America” by Airports Council International (ACI) for 2016



Jointly owned by the cities of Dallas and Fort Worth, DFW has built a huge infrastructure and still has room to grow.



DFW Airport now provides air service to 176 domestic and 57 international destinations, for a total of 233 non-stop destinations.



Vision

Travel. Transformed.



Mission

We provide an exceptional Airport experience for our customers and connect our community to the world.

Mastering the Basics

Clean
Working
Friendly

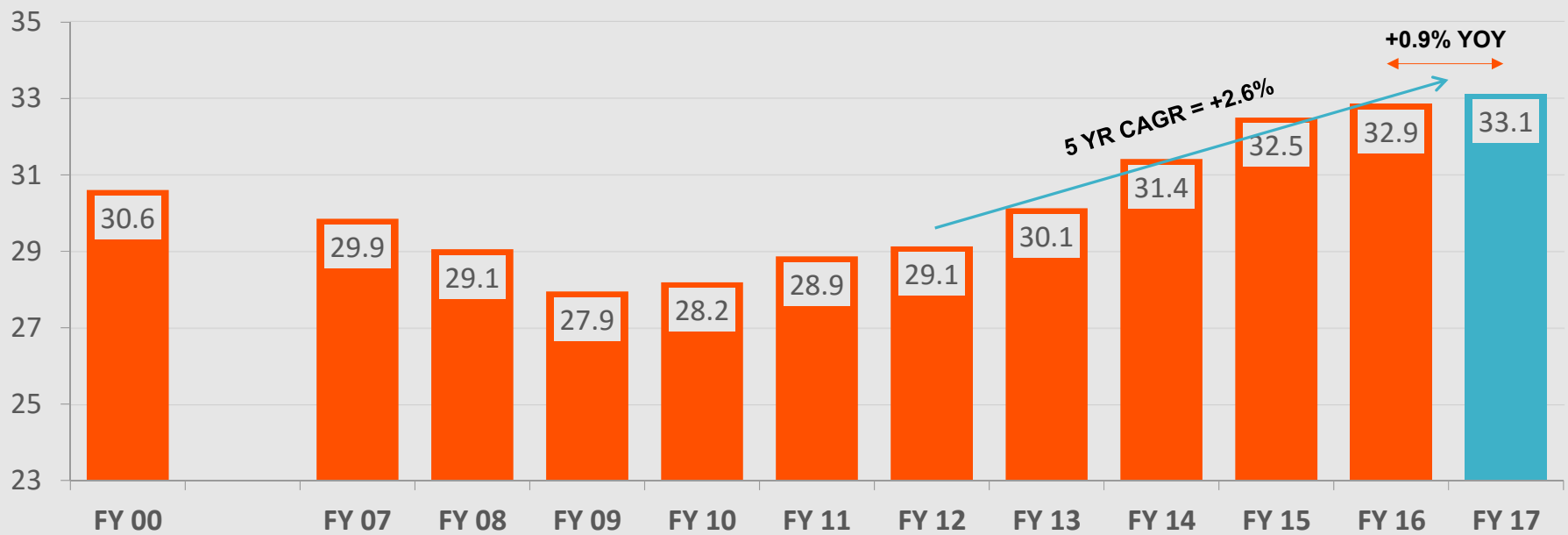


Key Results



DFW enplanements hit new record high in FY 2017

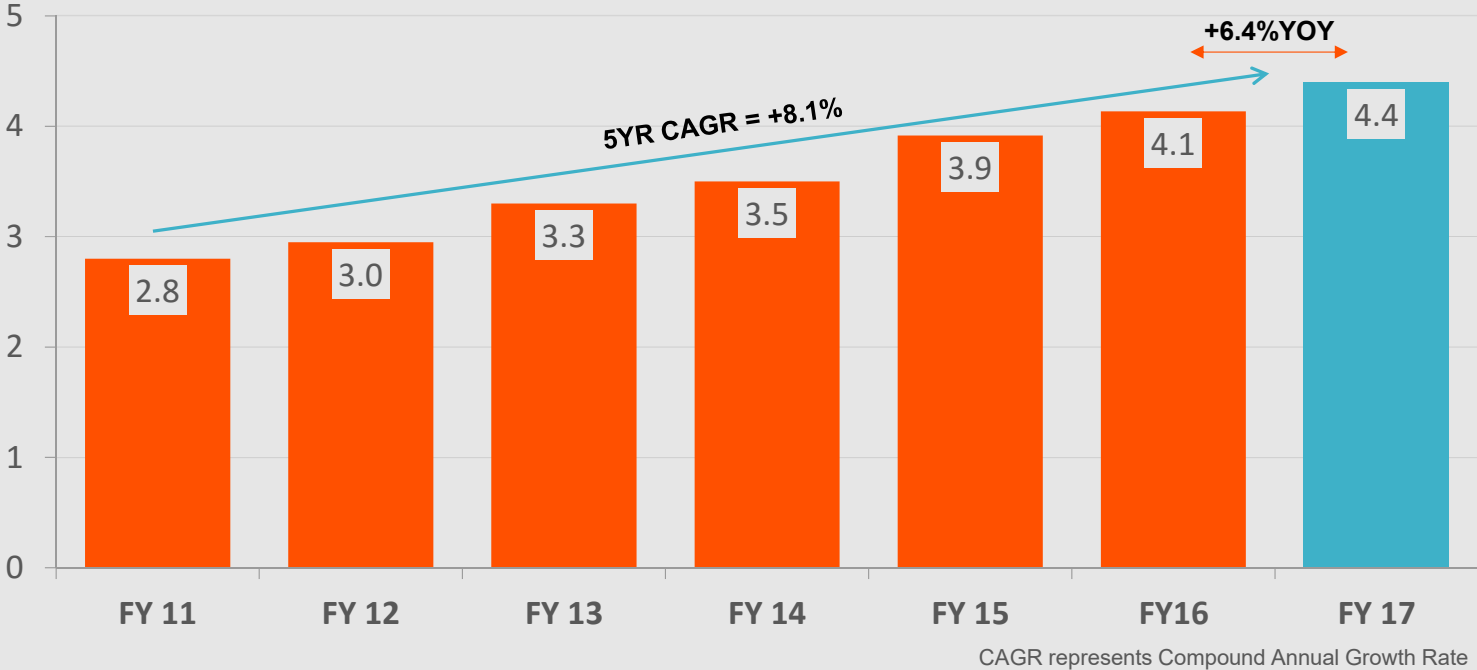
DFW Enplanements
(in Millions)



CAGR represents Compound Annual Growth Rate

International enplanements grew tremendously in the last 5 years

DFW International Enplanements
(in Millions)



Benefits of Doing Business at DFW

Over 67 million passengers annually

Captive audience

- Concept placement and mix to meet customer needs
- Concept mix designed to maximize revenue

Brand awareness

Domestic and International exposure



Doing Business with DFW

Safety and Security

- Badge Application Process
- Badge Authorization/Sponsorship
- AOA Training
- Prohibited Items Procedure
- ROCIP Training
- Risk Management



Doing Business with DFW

Current In-terminal Operating Costs (For complete list, see Schedule of Charges.)

Item	Rate for FY 2018
New Badge/Fingerprinting	\$ 120 per person
Badge Renewal (within 30 days)	\$ 89 per person
Employee Transportation	\$ 48 per person per month
Administration Fee (only assessed at award/renewals of agreements)	\$ 100 per occurrence

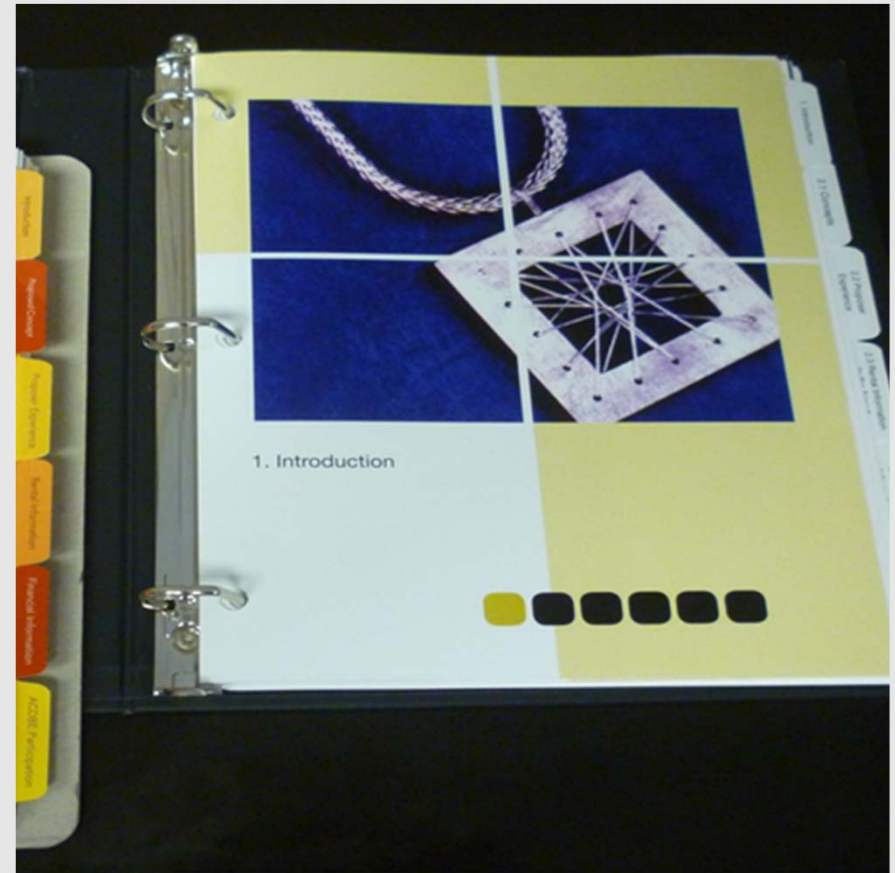
*Subject to change.

Doing Business with DFW

Understand DFW Proposal requirements

Minimum Qualifications include:

- Proposer Experience
- Proposal Deposit
- Proposal Acknowledgement Form
- Concessions Business Disclosure Form
- Concept Fit
- Percentage Rent
- ACDBE/DBE



Doing Business with DFW

All information for the RFP will be posted on our Website: www.dfwairport.com/concessions

The screenshot displays the DFW Airport website interface. At the top, a navigation menu includes links for Home, Get Started, Solicitations/RFPs, Resources, About, and Announcements. The DFW logo and the slogan "Travel. Transformed." are positioned in the top right corner. The main content area features a large image of a woman in a yellow blazer and a man in a suit reviewing documents at an airport gate. The gate sign above them reads "Flight Information - Gates" and "C D E" with an arrow. A "venido" sign is visible on the wall behind them. A "New Opportunity: Meet & Greet Service" banner is overlaid on the bottom left of the image, with a "Learn More" button below it. On the right side of the page, there are three distinct sections, each with a call-to-action button: "Register for Concessions Opportunities" with a "Register" button, "Current Concessionaire User Portal" with a "Log In" button, and "Tour the new Terminal A" with a video player icon and a "Watch now" link. The video player shows a play button and a small image of Terminal A.

Meet and Greet Service RFP Requirements
Adrian Conder, Customer Relations Manager
Customer Experience

DFW Meet and Greet Service

- An essential element to the overall Customer Experience.
- Build on the established Meet and Greet procedures and protocols to form a robust and comprehensive program
- The following qualities are desirable:
 - Highly self-motivated
 - Employ a force committed to an exceptional customer experience
 - Convey and promote DFW's Clean, Working, Friendly initiative
- Support DFW Airport propel the efforts to be the world's premier international airport

Customer Experience

- DFW Airport relies on excellent customer service, which can be achieved through enthusiastic interaction with passengers, innovation, technology and creating a “WOW” experience while providing a welcoming ambience
- Consistently delivering exceptional customer experience attracts new patrons, enhances customer loyalty, and ensures repeat business
- Emerging technology and innovation trends drive revenue and increase the customer experience
- Communication and collaboration are key to the overall success of any program as measured by the customer’s experience
 - Collaborate with TSA, CBP, Airlines, Clubs, etc. to maintain a smooth and forecasted meet and greet service

Proposer Qualifications

- At least 2 years of experience managing a Meet and Greet program in large airports serving at least 40M passengers annually
- Must have experience coordinating with Transportation Security Administration (TSA) and Customs and Border Protection (CBP) for gaining access to secured areas
- Must have experience coordinating with airline representatives, airline clubs, etc.
- Must have experience working with tour groups
- Provide a plan of providing services to customers requiring special assistance
- Create and maintain a website where customers can book meet and greet services online
- Employ a force that can speak multiple languages

Services

- Departing Passengers
 - Escorted from curb to gate:
 - Airline Check-in
 - Assist with TSA Security
 - Club or Concession
 - Gate
- Connecting Passengers
 - Escorted gate to gate (domestic)
 - Club or Concession
 - Gate
 - Escorted gate to gate (International)
 - Assist with Customs and Border Protection
 - Assist with TSA Security
 - Club or Concession
 - Gate
- Arriving Passengers
 - Escorted gate to curb
 - Domestic
 - International
 - Customs and Border Protection
 - Curb

Services List, Pricing, and Payment

- Currently DFW does not charge for services provided
 - Without any advertisement we handled approximately 275 meet/greet in 2017
- Provide a comprehensive plan detailing the level of services to be provided to customers
- The pricing proposal should include:
 - All-inclusive pricing by monthly rate
 - An a la carte pricing for additional services the customer may request
 - Optional value-added ancillary services with or without additional charge to customers

Staffing and Training

- Provide a detailed staffing plan to include the following:
 - Staff hiring process and selection criteria
 - A comprehensive proposed shift schedule to include number of employees, management staff, and hours to be worked

Proposal Evaluation Criteria

Criteria	Possible Points
Service and Operations Operations, Procedures, Service Menu, Pricing	35
Customer Experience Exceptional Customer Experience, Professional Image, Innovation	35
Communication and Management Experience Collaboration, Staffing, Training, Website, Branding	30
TOTAL	100

* Refer to Section XII. Proposal Evaluation Criteria within the RFP for a comprehensive list.

Hours of Operation

- Office Hours: 0800-1700
- Monday thru Sunday, 365 days a year
- Contract employee coverage during office hours include:
 - Live customer assistance by phone, text, email or in-person at designated location
- Voicemail, with the ability to record messages, must be set up to answer calls during non-office hours
- Maintain contract employee coverage to conduct Meet and Greet services 24/7
- Flexibility is key in an airport environment due the delayed and cancelled flights

Preferred Provider Perks

- Exclusive promotion on DFW channels
 - DFW website
 - DFW mobile app
 - In-terminal touch screen directories
 - Social media
 - Marketing initiatives
 - Referrals by DFW staff
- No-cost office space provided by DFW Airport Board
- Central Terminal Area parking will be exempt from fees for up to 5 spaces

Non-preferred providers may still operate at DFW, but must be put on a Concessions permit.

Lessons Learned

Sonji Brown-Killyon, Senior Contract Administrator
Procurement and Materials Management

Lessons Learned

- ✓ Follow all preparation instructions
- ✓ Check to make sure all information provided is correct and complete
- ✓ Make sure all required documentation is submitted.
- ✓ Include the required deposit.
- ✓ Make sure you sign and date your proposal.
- ✓ Respond to what the RFP requests, please avoid placing limitations or conditions
- ✓ Don't just state what you will do; explain why it will work and why it is best in class for the Airport's traveling public.
- ✓ Submit the requested number of statement copies.
- ✓ Find out in advance exactly where the proposal must be delivered and make sure documents arrive well in advance of the due date/time.
 - Third-party delivery service delays and traffic conditions are not valid reasons; your proposal will not be accepted if it is late.



Things to Remember

- ✓ RFP Preparation – RFP Concept Number on Everything
 - ✓ Proposal cover, checks, boxes, forms, envelopes
- ✓ Contact Emails – Ensure they are correct.
- ✓ Deposit Check will be returned after Board approval of awardees.
- ✓ Please use the proposal submittal label provided in the RFP Package and affix it on the outside of the delivery package(s).
- ✓ Submit all RFP questions in writing by the question due date and time to:



Ms. Sonji Brown-Killyon

Senior Contract

Administrator

sbkillyon@dfwairport.com

972-973-5648

Common Proposal Submission Errors

- Failure to respond to all RFP Evaluation Criteria questions.
- Failure to sign all required documents.
- Failure to submit required ACDBE certificates for all identified ACDBE firms.
- Failure to submit correct ACDBE certificates; instead submitted a HUB, WBE or MBE certificate.
- Using the Good Faith Effort plan as a checklist and not submitting support documentation

PROOFREAD your proposal and ensure all required forms are complete. Not submitting the required forms will deem your proposal non-responsive and not move forward in the evaluation process!



Closing

Dates to Remember

RFP Release	Monday, July 23, 2018
Concessions Contact Form for Non-Preferred Providers Due	Friday, August 10 th , 2018 by 5:00 pm CDT
Final Date for Questions	Wednesday, August 22, 2018 by 5:00 pm CDT
Proposal Due Date	Wednesday, September 5, 2018 by 2:00 pm CDT
Recommendation to Board	December 2018 to February 2019

dfwairport.com/concessions




Closing

Presentation will be available on the Concessions website RFP page under “Resources”

For any and all questions:

Ms. Sonji Brown-Killyon
Senior Contract
Administrator
sbkillyon@dfwairport.com
972-973-5648

Current Solicitations

User Portal  Concessions Home 

Meet and Greet Service



Pre Proposal Webinar
Monday, July 30, 2018
3:30 pm to 4:30 pm CDT

Register at:
tinyurl.com/dfwmeetandgreet

Proposal Due Date
Wednesday, September 5, 2018
2:00 PM CDT

Solicitation 072318: Meet and Greet Service

This is a Request for Proposals for 1 Operator to become the Preferred Provider for Meet and Greet Services at DFW International Airport.

	Proposal Documents	Attachment 1 Package Documents	Attachments and Exhibits	Resources	Addenda and Clarifications
Solicitation 072318: Meet and Greet Service	Request for Proposal	Package Document	Attachment 2: Sales Expectation Information Exhibit A: Proposal Acknowledgment Form Exhibit B: Business Disclosure Form Exhibit C: Estimated Investment Exhibit D: Pro Forma Exhibit E: Summary of Financial Statements Exhibit F-1: ACDBE Commitment Form Exhibit F-2: ACDBE Intent to Perform Exhibit F-3: Good Faith Effort Exhibit F-4: Airport Concessions Disadvantaged Business Enterprise Exhibit F-5 M-WBE Commitment Form Exhibit G: Workforce Composition Exhibit H: Proposer Checklist	Standards of Operations Concessions Contact Form for Non-Preferred Providers	

dfwairport.com/concessions



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