

Overall Goal Calculation for Car Rental Concessions FY 2024-26

Name of Recipient: **Salt Lake City International Airport**

Goal Period: **FY 2024-26 (10/1/2023 through 9/30/2026)**

Overall Three-Year Goal: **2.1%, to be accomplished through 1.9% Race Conscious and 0.2% Race Neutral**

Goal Based on Goods and Services Purchases - Determination

Upon review of the market, it appears that all or most of the goals are likely to be met through the purchases by car rental companies of vehicles or other goods/services from ACDBEs. This is due to the fact that no certified ACDBE car rental companies exist within the market. As such, Salt Lake City International Airport has set the goal entirely in terms of the purchases of goods and services.

We determined the goal based on outreach for the purchases of goods and services from certified ACDBE firms and/or potential ACDBE firms in the market area. This basis is in lieu of a goal based upon a percentage of total gross receipts of car rental operations at the airport. We will make a good faith effort to pursue opportunities to meet the goods and services goal. We will continue to consult and work with the State DOT & UCP, our car rental concessionaires at the airport, similarly situated airports in our region, minority and women businesses in the State, minority serving institutions, local pro-business organizations, and targeted media publications to find prospective ACDBE firms. We will work with our car rental companies to strategize outreach to State DOT & UCP certified ACDBEs that may be able to provide car rental goods and services, to encourage current vendors who may be eligible for ACDBE certification to apply, and to encourage firms already working at the airport but certified as ACDBE in other states, to apply via the interstate certification process. The State DOT & UCP is aware of this requirement and is on board to assist with and process certifications as required by 49 CFR Subpart C.

We have the following car rental agencies operating at the airport, Avis, Payless, Budget Rental, National, Enterprise, Thrifty and Hertz.

After collaboration and discussion with Salt Lake City International Airport, car rental company concessionaires at the airport stated that the goods and services they may need in the goal period are: Auto Body repair, Windshield repair and replace, Mobile Detailing services, Auto Transport and Tow truck services.

Market Area

The market area is the geographical area in which the substantial majority of firms which seek to do concessions business with the airport are located and in which the firms which receive the substantial majority of concessions-related revenues are located.

Salt Lake City International Airport has determined that its market area is Salt Lake. and Davis counties.

Base of the goal

To calculate the base of the goal, Salt Lake City International Airport considered the previous 3 years of car rental expenditures/purchases and the projected potential car rental expenditures/purchases three years into the future.

Car Rental Companies Goods and Services Purchases for Previous 3 Years

Year	Car Rental Companies Goods and Services Purchases	Increase/Decrease
2021	\$100,894,687	
2022	\$72,666,744	-28%
2023	\$64,376,574	-11%
	Average Decrease:	-20%

Salt Lake City International Airport estimates expenditures will grow by an average of 1% each year over the next three years due to Salt Lake City International Airport estimates expenditures will grow by an average of 1% each year due to covid, no increase of passenger traffic projected..

Year	Annual Growth / Reduction Estimate	Annual Gross Receipts Estimate
2024	0%	\$64,376,574
2025	1%	\$65,020,340
2026	1%	\$65,670,543
Three-Year Total Gross Receipts:		\$195,067,457
Average Annual Growth Rate:		1%

\$64,376,574 + \$65,020,340 + \$65,670,543 = **\$195,067,457** which is the recipient's base of goal for car rental goods and services purchases.

The following are not included in this base: (a) non-car rental operations.

If a new concession opportunity arises prior to the end of this goal period and the estimated average of annual gross revenues are anticipated to be \$200,000 or greater, the Salt Lake City International Airport will submit to the FAA an appropriate adjustment to the overall goal. This will be submitted to FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity. (23.45(i))

Step 1 - Actual Relative Availability of ACDBEs - §23.51 (c)

We determined the base figure for the relative availability of ACDBEs for car rental goods and services purchases. The base figure was calculated as follows:

Numerator: Ready, willing, and able non-car rental ACDBEs in the market area
 Davis and Salt Lake counties divided by Census Bureau, UUCP Directory
 Denominator: All ready, willing and able non-car rental concession firms in the market area

The data source(s) used in the calculation included:

- Utah Unified Certification Program (UUCP) DBE directory data showing the number of ACDBEs that are certified within the market area; <https://slcairport.dbesystem.com/>
- Census Bureau Data <https://data.census.gov/cedsci/>

The calculation and explanation for this is as follows:

Concession Activity	NAICS	# ACDBE Certified Firms	# Total Firms	% Availability	% of Purchases
Auto Body Repair	811121	4	339	1.2%	3.7%
Auto Transport	484230	6	497	1.2%	12.9%
Car Wash Maintenance	423850	1	38	2.6%	2.6%
Fleet Procurement	441110	0	2345	0.0%	0.1%
HVAC Maintenance	238220	88	1995	4.4%	6.7%
Insurance	524210	198	4706	4.2%	4.7%
Janitorial Services	561720	420	9871	4.3%	32.9%
Key/Locks	561622	1	72	1.4%	0.1%
Luggage Carts / Wheelchairs	423450	10	298	3.4%	0.2%
Roadside Assistance	488410	18	589	3.1%	20.0%
Windshield Repair	811122	4	188	2.1%	16.1%
Weighted ACDBE Availability:					3.1%

When we calculated the weighted average availability we arrived at the Step 1 base figure for our overall goal for car rental concessions of **3.1%**.

FY	Race Conscious (%)	Race Neutral (%)	Total Achievement (%)
FY 21	1.0%	0.0%	1.0%
FY 22	1.0%	0.0%	1.0%
FY 23	1.8%	0.0%	1.8%

Breakout of Estimated “Race and Gender Neutral” (RN) and “Race and Gender Conscious” (RC) Participation

Salt Lake City International Airport will make every reasonable effort to meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The airport will use the following race-neutral measures.

We understand that we will be expected to actually take these steps, and this is not merely a paper exercise.

- Locate and identify ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23
 - SLCDCA participates in the State of Utah's APEX Accelerator annual purchasing symposium as a business matchmaker and display booth participant. At the APEX event, we discussed upcoming business and contracting opportunities with small business owners. We present information regarding the DBE Program the Airport implements for business opportunities in construction and concessions. We also discuss the certification process and how ACDBE and DBE certifications can benefit small businesses. We encourage other purchasing and contracting departments of Salt Lake City Corporation to attend this annual event. When given the opportunity, SLCDCA has presented at workshops during the purchasing symposium.
- Notify ACDBEs of concession opportunities and encouraging them to compete, when appropriate
 - During our annual outreach event, SLCDCA has established several workshops in concessions and construction opportunities with presenters from our Division of Construction and Maintenance staff and our Commercial department. In both cases, SLCDCA has presenters speaking on "how to do business at the airport" for construction and concessions opportunities.
- When practical, structure concession activities so as to encourage and facilitate the participation of ACDBEs

- At the annual outreach event, or at ethnic chamber events, SLCDCA has presented information on what business and contracting opportunities are for small businesses. Prior to concessions procurements, the ACDBE Manager has participated in the commercial department's presentation of the "Doing business at the Airport" series. These series of presentations are in-house, "on the road" or virtual presentations with interested small businesses and prime concessionaires. The presentation discusses the various ways concessionaires can participate in upcoming concessions procurements, as well as the financial requirements and operational expectations.
- Provide technical assistance to ACDBEs in overcoming limitations, such as inability to obtain bonding or financing
 - SLCDCA is a stakeholder and supporter of the Bonding Educational Program (BEP) that is organized by the Small Business Transportation Resource Center. We participate twice a year in this program.
 - Ensure that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process
 - SLCDCA has enlisted several prime concessionaires to seek out ACDBE firms that manufacture and pre-package goods for Grab and Go concepts offered by prime concessionaires.
 - Provide information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation
 - SLCDCA serves as a certifying member of the Utah Unified Certification Program (UUCP) to ensure the certification process is fair, equitable and meets the needs of small businesses considering certification in the State of Utah.

If race-neutral measures, standing alone, are not sufficient to meet an overall goal, the following race-conscious measures will be used to meet the overall goal: SLCDCA uses a combination of race neutral and race conscious methods to get our message to the local small business community. We collaborate with the local ethnic chambers, economic development agencies and civic organizations since the State of Utah or the Salt Lake City Corporation has a small business program, that advocates with business / contracting opportunities to grow small business capacity.

- Establish concession-specific ACDBE goals for particular concession opportunities.
- Negotiate with potential concessionaires to include ACDBE participation through direct ownership arrangements or measures, in the operation of the concession.

Salt Lake City International Airport estimates that, in meeting the overall goal of 2.1%, it will obtain 0.2% from race-neutral participation and 1.9% through race-conscious measures. The reason for the breakout is that Salt Lake City International Airport has not been able to achieve its goal in recent past years and will use ACDBE concession goals to achieve this goal.

- SLCDA participates in the national rental car webinar and outreach event sponsored by Airports, FAA Civil Rights and the Airport Minority Advisory Council. Through this annual event we are hoping to find additional small businesses that can become a certified ACDBE providing goods and services to the local on-airport property rental car companies.
- SLCDA has seen recent success by collaborating with local car rental companies to increase ACDBE certified firms. In working with the local car rental companies, SLCDA found a unique method to find small businesses in the local procurement market area. This has been successful over the years in finding potential ACDBE firms. The car rental company has a Resource Manager that is responsible for finding firms that can provide goods and services from the local market area. SLCDA has trained that manager in what questions to ask when speaking with an identified small business owner. This results in a referral to the Airport's DBE Manager for follow-up to see if the business meets DBE certification criteria. This collaborative partnership has resulted in several firms becoming ACDBE certified.
- SLCDA is planning to implement quarterly ACDBE audits and interaction with ACDBE firms to track and monitor participation with prime concessionaires. The intent is to ensure ACDBE firms are on track per ACDBE goals and for SLCDA to learn about any challenges ACDBE firms have towards meeting contract goals.

In order to ensure that Salt Lake City International Airport's ACDBE program will be narrowly tailored to overcome the effects of discrimination, if concession specific goals are used, the Airport will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation and race-neutral and race-conscious participation will be tracked separately. For reporting purposes, race-neutral ACDBE participation includes, but is not necessarily limited to, the following: ACDBE participation through a prime contract that an ACDBE obtains through customary competitive procurement procedures; ACDBE participation through a subcontract on a prime contract that does not carry ACDBE goal; ACDBE participation on a prime contract exceeding a concession specific goal; and ACDBE participation through a subcontract from a prime contractor that did not consider a firm's ACDBE status in making the award.

Salt Lake City International Airport will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

Consultation

Salt Lake City International Airport routinely meets with stakeholders in an effort to increase ACDBE participation. Stakeholders consulted included minority and women's business groups, community organizations, trade associations representing concessionaires currently located at the airport, as well as existing concessionaires themselves, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged businesses, the effects of discrimination on opportunities for ACDBEs, and the sponsor's efforts to increase participation of ACDBEs.

Specifically, Salt Lake City International Airport consulted with:

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Specifically, Salt Lake City International Airport consulted with: APEX Accelerator (State of Utah Business Resource), The Mill (Entrepreneurial Resource Center), and ACDBE certified small businesses. The consultation was hosted on Thursday, February 6, 2025, and posted on SLCDA DBE Program webpage.

The following comments were received during the course of the consultation: SLCDA should consider doing a reverse trade show to encourage future certified ACDBE firms to network with current certified ACDBE firms.