

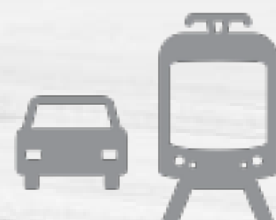


WRAPm 2023



CONCESSION WORLD – POST PANDEMIC

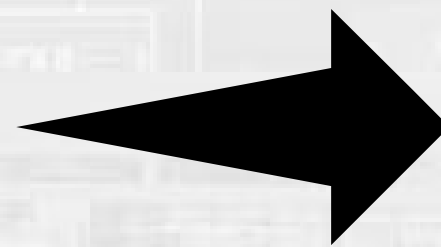
10/17/23



History



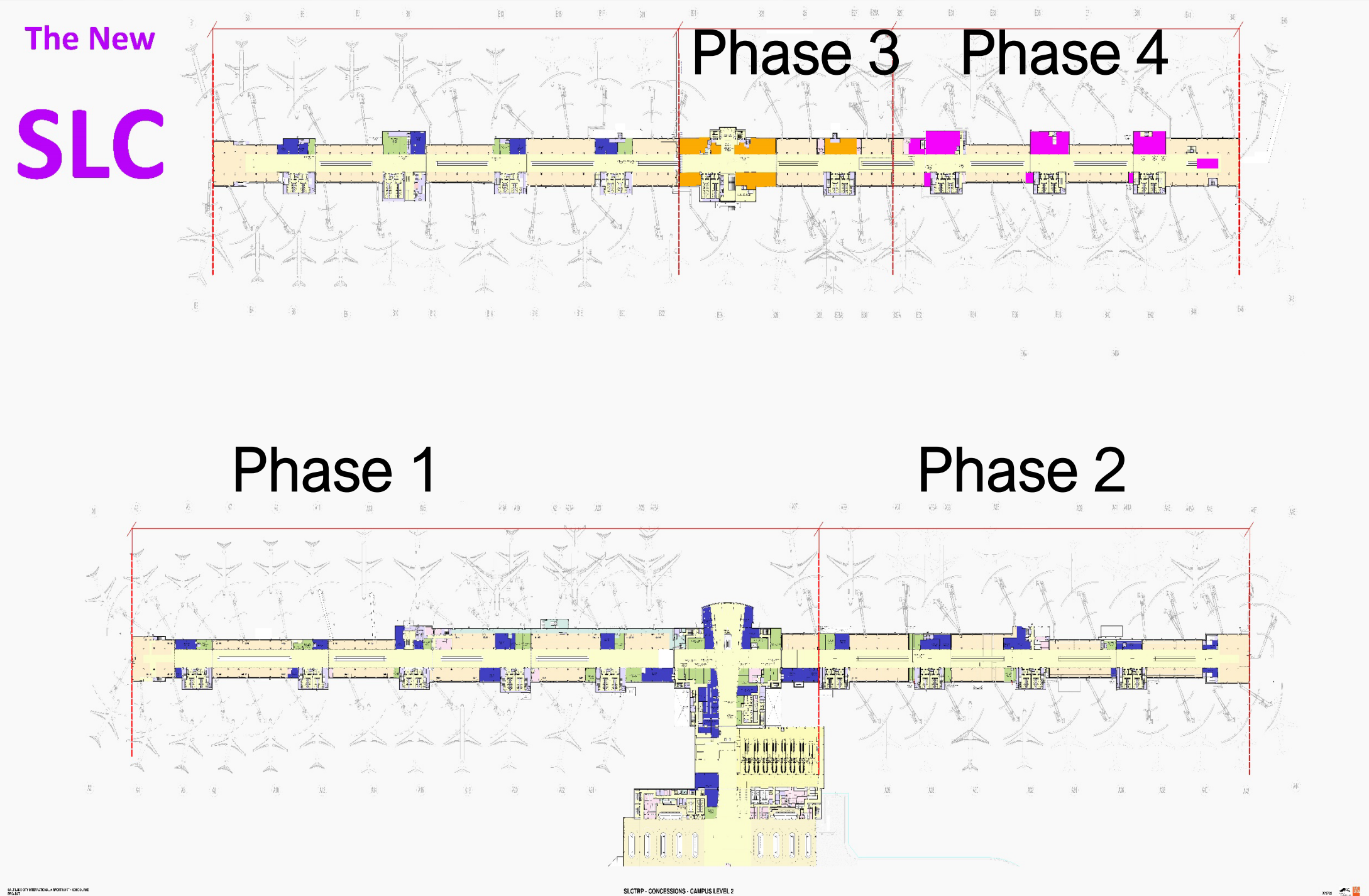
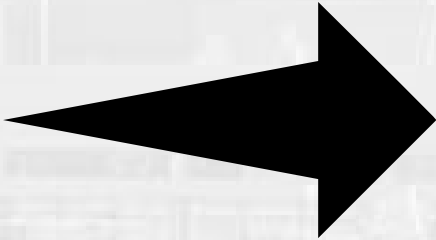
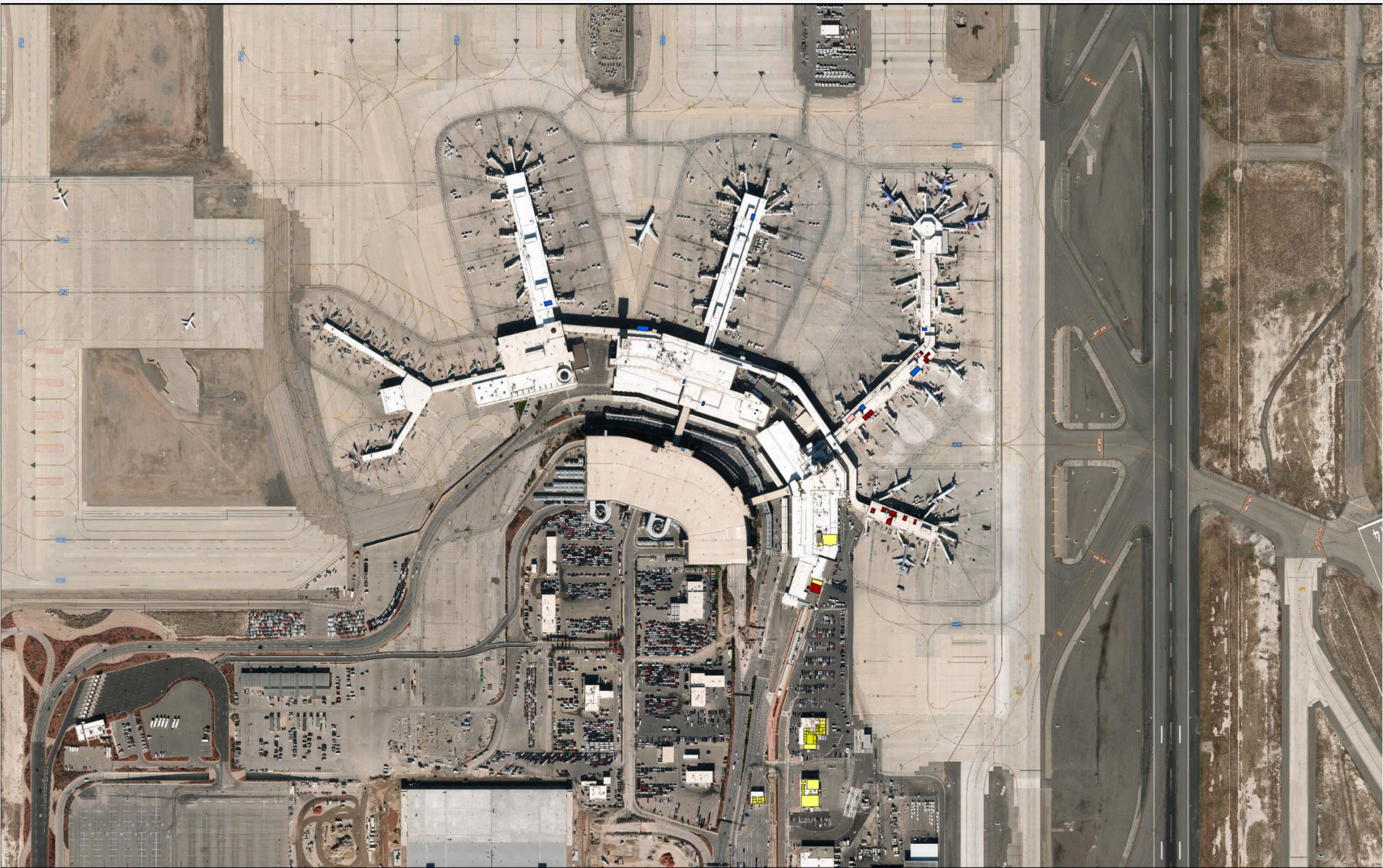
1952



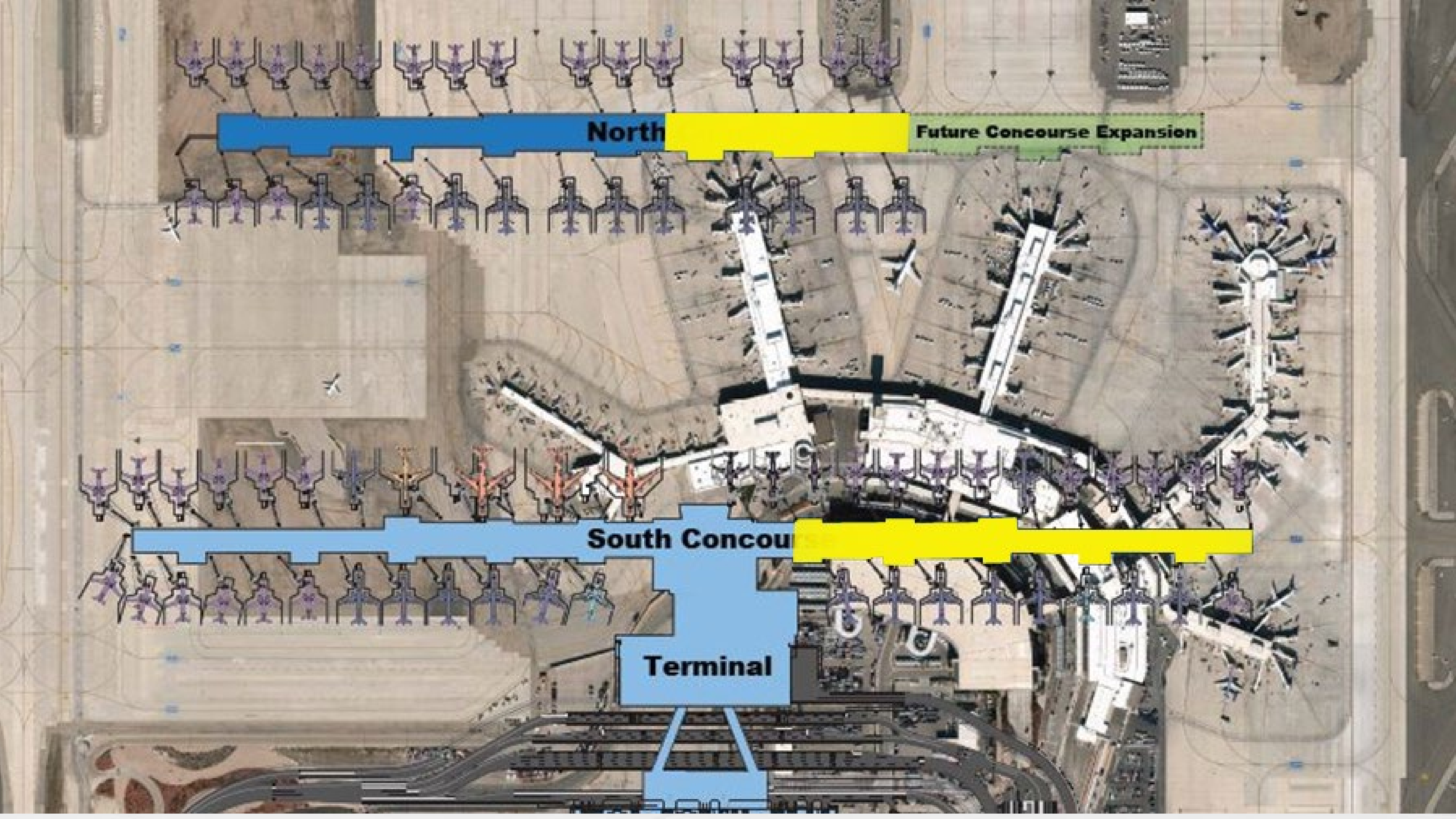
1960 - 2020



History







North

Future Concourse Expansion

South Concou

Terminal



Concessions Timeline



Phase 1 RFP
Published:
Summer 2018

Phase 2 RFP
Published:
Fall 2021

Phase 3 RFP
Published:
Fall 2022

Phase 4 RFP
Published:
Fall 2023



Phase 1
Opening Day:
Fall 2020

Phase 2
Opening Day:
Fall 2023

Phase 3
Opening Day:
Fall 2024

Phase 4
Opening Day:
Fall 2025/6

Concessions Program by the Numbers



16 *operators in Phases 1-3*

\$12.08 *average sales per enplaned passenger in 2023*

25% *increase in gross sales over FY19*

| | | | | | | | | |
|----------------|---|----------------|---|----------------|---|----------------|---|---------------|
| <u>Phase 1</u> | | <u>Phase 2</u> | | <u>Phase 3</u> | | <u>Phase 4</u> | | |
| 59 locations | + | 19 locations | + | 12 locations | + | 14 locations | = | 104 locations |
| 76,500 sf | | 23,873 sf | | 19,261 sf | | 22,749 sf | | 142,383 sf |



Designed with Concessions in Mind

A Collaborative Approach to Design



Problem Areas



- Long walking distances for trash and product deliveries – all front of house mingling with passengers
- Too many box trucks and semi trucks on the ramp bringing in product
- Grease Interceptors were in restaurants. They were small and needed cleaning regularly
- Used cooking oil had to be transported through public areas then dumped in large buckets at dock
- Elevators were not rated for freight / shared with passengers / broke down frequently
- Trash compactors were in open areas
- Not enough storage space and long distances from stores and restaurants

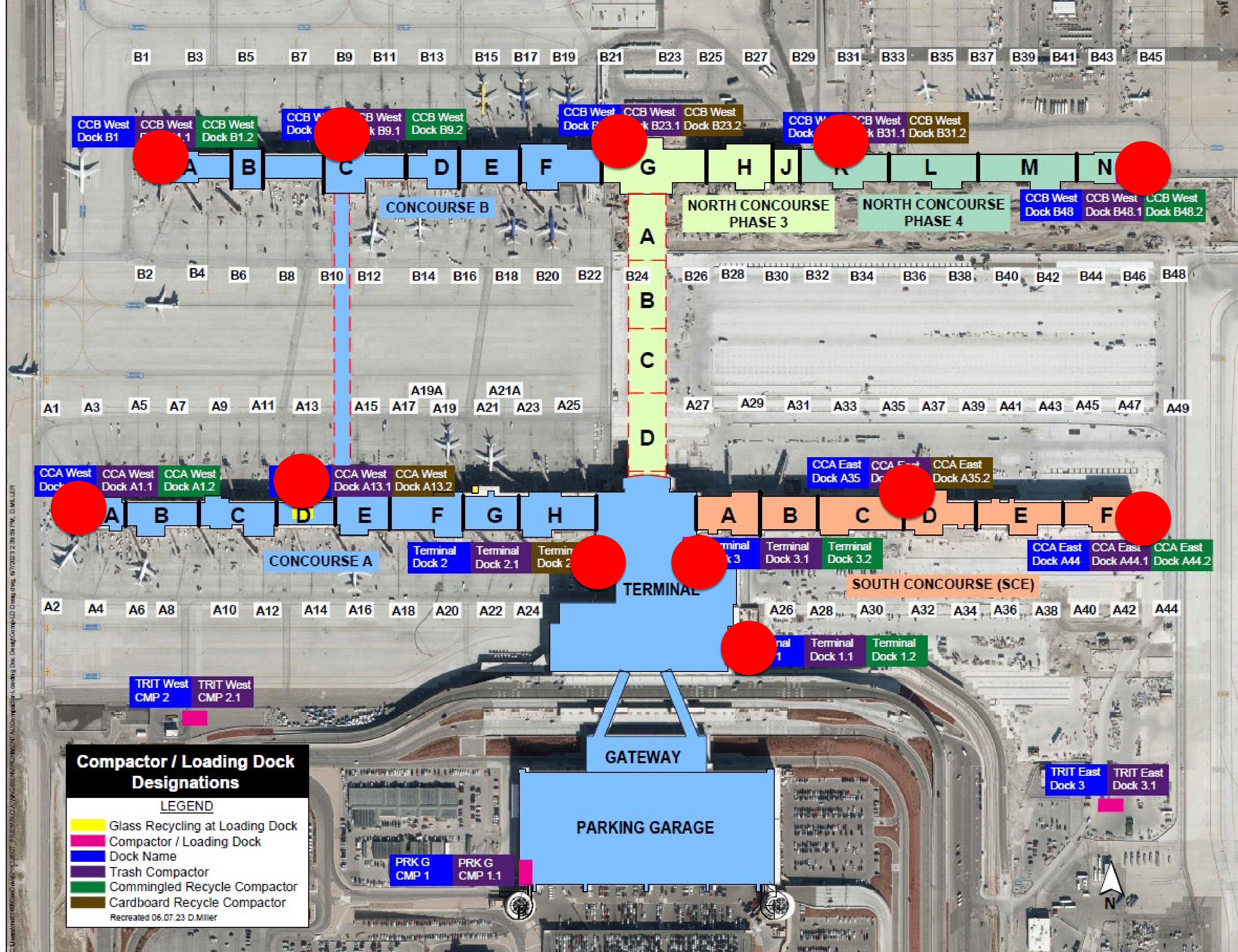
Solutions

Deliveries and Trash





Deliveries and Trash





Cardboard
ONLY

2.2

**NON-COMPACTOR
ITEMS**

- Furniture
- Electronics
- Construction Materials
- Strollers
- Wheel Chairs

To dispose of these types of items, please take to dumpster at West Tinturator

NO PALLETS

Return pallets to Delivery/Loading dock area

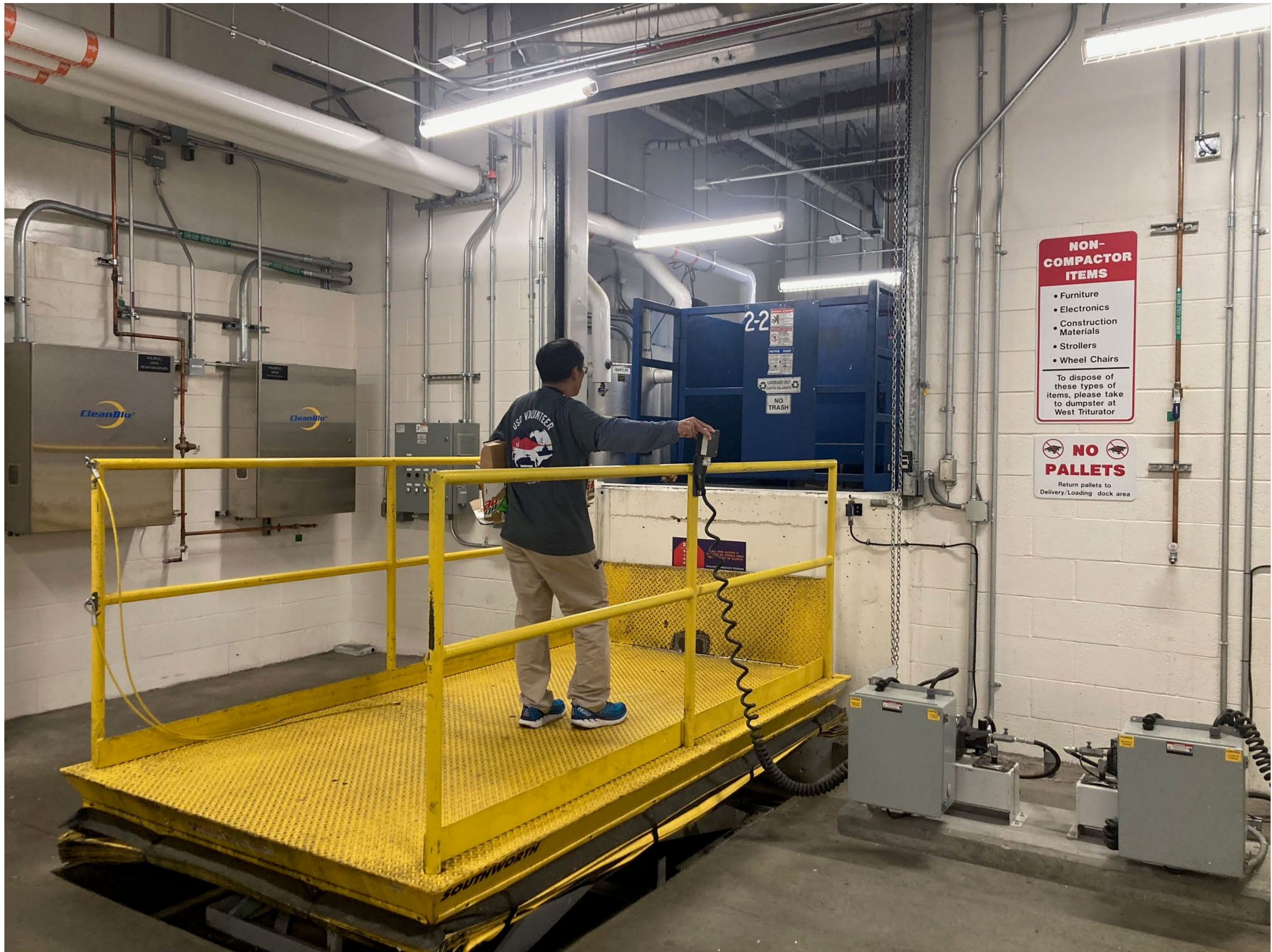
Trash
ONLY

2.1

This door must remain closed when not in use.

STOP

STOP



NON-COMPACTOR ITEMS

- Furniture
- Electronics
- Construction Materials
- Strollers
- Wheel Chairs

To dispose of these types of items, please take to dumpster at West Triturator

NO PALLETS

Return pallets to Delivery/Loading dock area







Restricted Clearance 12 Ft. 8 In.

Restricted Clearance 13 Ft. 3 In.

BOAR'S HEAD BRAND



BRUNCKHORST'S SINCE 1905

PROVISIONS

WASATCH DELI
PROVISIONS
SLC, UT
801-364-1178

GVW 25,500
GVWR 33,000

STOP











FlagShip





In-Restaurant Grease Interceptors







Used Cooking Oil















Freight-rated elevators are everywhere

and

Storage spaces are proximate to
concession locations.

Everything is compartmentalized

DESTINATIONS



Self Checkout

MEDIA



ROBIN RUTH

Self Checkout

2

tgt





A Post-Pandemic Concessions World



Staffing and Hours of Operation

Staffing – Contractual Interpretation



As you develop your business models and proposals, please understand the following regarding staffing:

- Each concept must be adequately staffed as determined by the Airport
- What that looks like:
 - Ample staff to handle demand
 - Ample staff to cover breaks, lunches, call-outs, training, etc.
 - Ample staff to keep restaurants and stores well stocked and clean
 - Ample staff to manage customer queuing (and prevent long lines)
 - Ample staff to provide individualized service and attention when needed
- Other staffing requirements as noted in the agreement

Hawaiian Vacation



Airfare – family of 4 \$4,356.04 USD

If I arrive at 5:00 am to catch a 6:00 am flight...



Hawaiian Vacation



Airfare – family of 4 \$4,356.04 USD

If I arrive at 5:00 am to catch a 6:00 am flight...

The Price of Admission



With our new design,
associates can focus more on
serving customers rather than
deliveries, trash runs,
cleaning grease interceptors,
hauling out used cooking oil, etc.

We have also been very
accommodating to mobile
ordering, touchscreen checkout
and kiosk ordering





Hours of Operation – Contractually
all are committed to be

continually

open from 4:00am to 2:00am
seven days per week.



Seating and Queuing



california
PIZZA KITCHEN

A3 DL 3090
Bozeman
4:33 pm

A1 DL 3090
San Francisco
4:33 pm

A Gates A1-A4, A6

DINE IN ONLY

SKIP THE LINE,
ORDER HERE

OPEN THE CAMERA ON YOUR PHONE
SCAN THE QR CODE
ORDER & PAY DIRECTLY FROM YOUR PHONE
YOUR ORDER NUMBER WILL BE CALLED
WHEN YOUR ORDER IS READY



The RFP Process

A Post-Pandemic Concessions World – RFP Process Changes



- Adjustment to the MAG
- Electronic submissions
- Virtual attendance at Pre-Proposal Meeting
- Virtual attendance at Interviews if desired/requested
- Proposed financials – don't over bid!
- Term length
- Mid-Term refurbishment adjustment

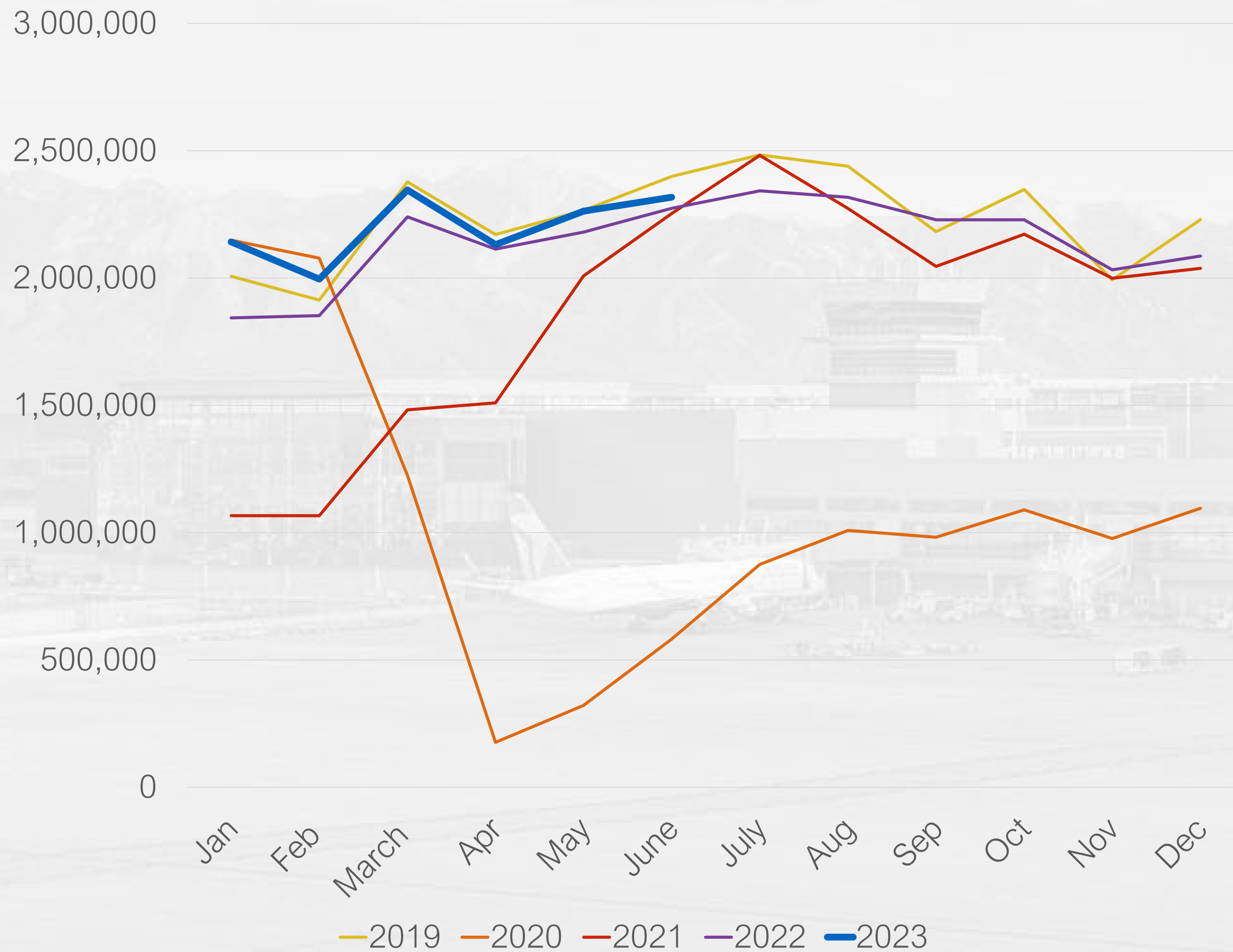


Street Pricing

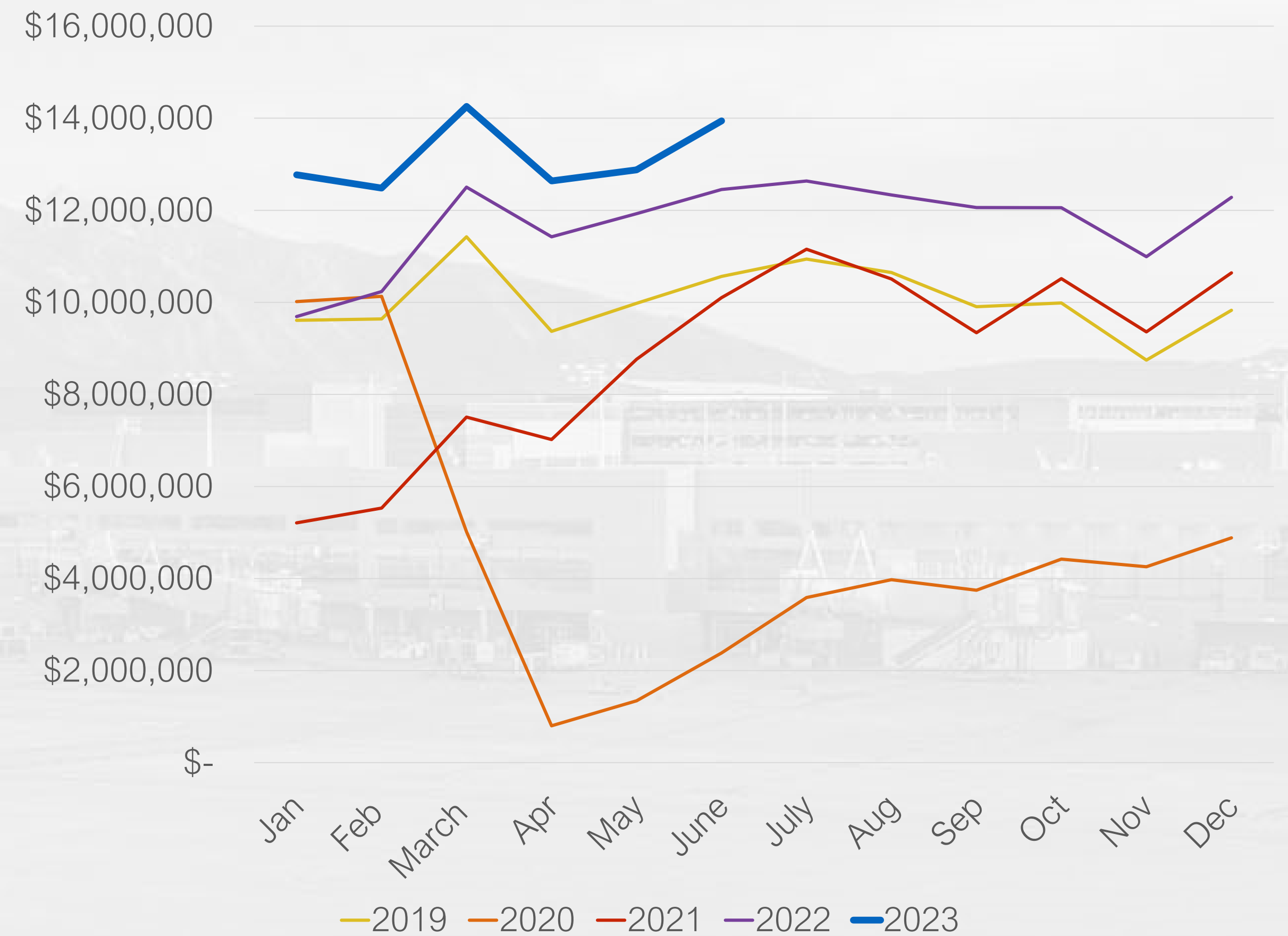
Understanding the Airport: Sales



Total Passengers



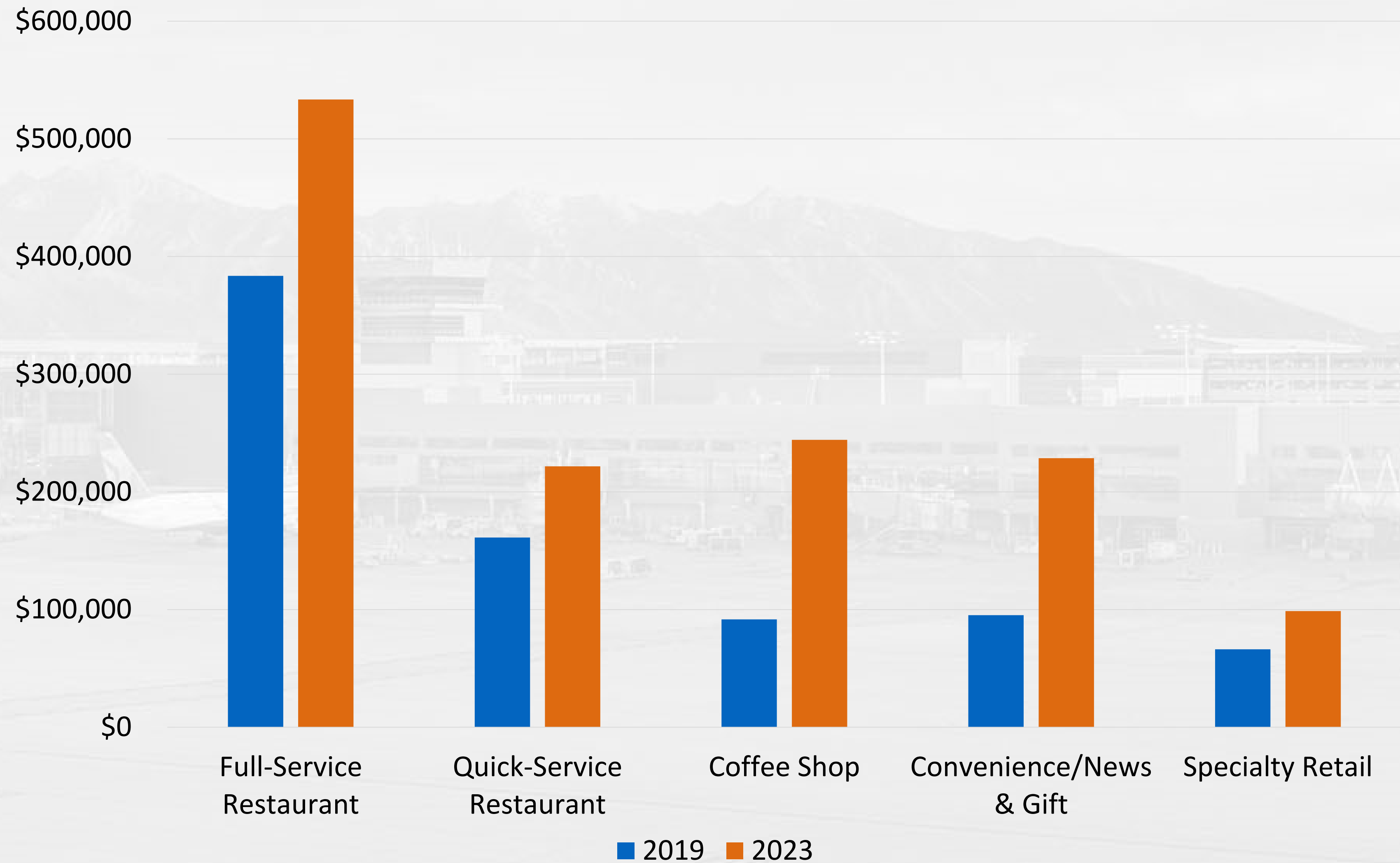
Gross Sales



Understanding the Airport:
Sales



Average Monthly Sales per Location by Concept



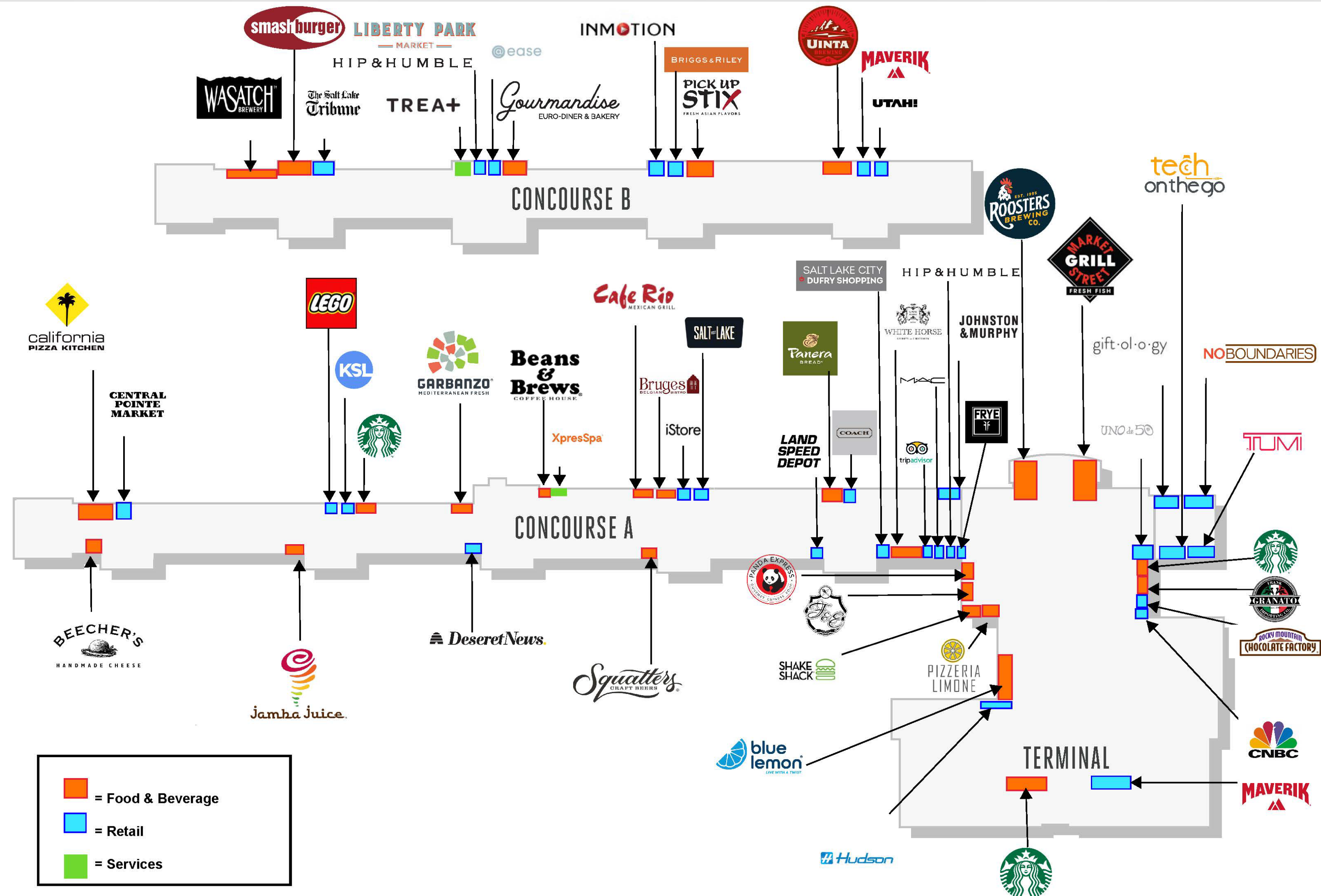
We request, to the extent possible,
established local, regional or national brands.

In addition to customer recognition and
satisfaction, having established brands
facilitates comps for street pricing purposes.

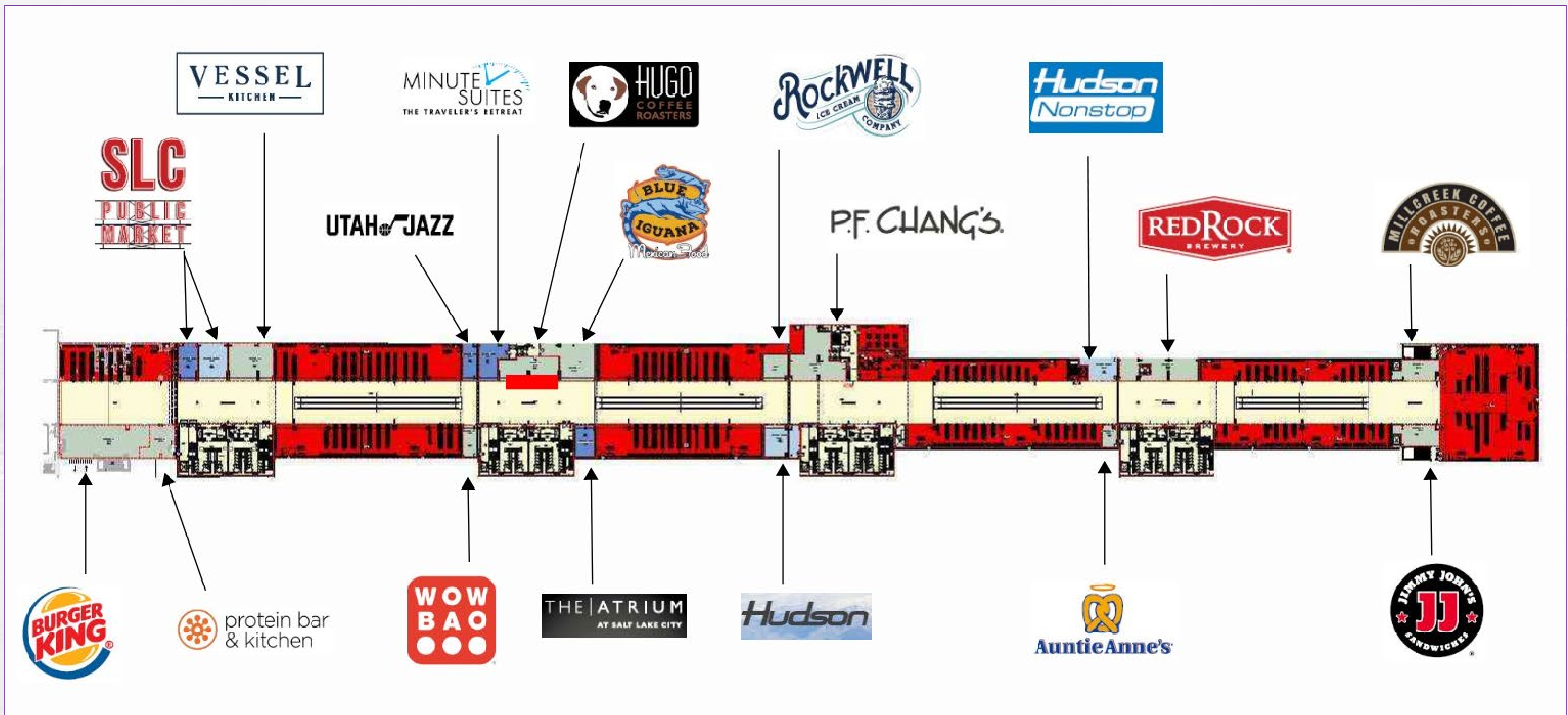
Terminal Redevelopment Program: Phase One - Open



24 National
23 Local
12 Airport



Terminal Redevelopment Program:
Phase Two – Opening Oct 31, 2023



Terminal Redevelopment Program:
Phase Three – Opening October 2024



The Salt Lake City International Airport has a highly regulated street pricing policy that all tenants must adhere to:

- ✈ The prices of all items sold within the airport **may not exceed** the prices charged for comparable products within the Greater Salt Lake Metropolitan Area.
- ✈ If the concessionaire has one or more locations/franchises within the Salt Lake Metropolitan area, this will be used as a “comparable facility”.
- ✈ If they do not, the concessionaire must work with the Airport to determine comparable facilities.



Questions