

Airport Dining & Retail (ADR) Advertising Request for Proposal

Authorization Request
September 27, 2016

Current Advertising Program Background

The advertising program is a critical piece of the overall generation of non-aeronautical revenue.

- Competed via Request for Proposal in 2006/2007
- Accounted for 2.7% of the total ADR Sales (\$7.3 million of the \$271.5 million) in 2015
- Accounted for 11% of the ADR non-aeronautical revenue to the Port (\$5.0 million of the \$44.7 million) in 2015
- Current agreement expires on July 31, 2017
- Significant changes in technology in the last 10 years affecting the advertising industry.

Advertising lease has significant impact on non-aeronautical revenues

Advertising Request for Proposal Goals

Capitalize on changes regarding how advertisers deliver their messages by:

- Upgrading older displays and equipment with new technologies;
- Reallocating a number of existing static locations to digital displays; and
- Providing additional space for promotional display elements.

Overall RFP Goals

Surrounding Communities and State-Wide Industries

Enhancing the ability to provide opportunities for the surrounding communities and state-wide industries to be able to promote within the Airport:

- Allocate 7 advertising locations (1 per A, B, C and D Concourses, N Satellite, S Satellite and Baggage Claim)
- Include the right of first refusal in the lease to use “filler” or unsold advertising inventory
- Communities or industries may purchase advertising
- Art Program
- Temporary Construction Barricades

Community and state-wide industry promotion opportunities