

**PORT OF SEATTLE**  
**MEMORANDUM**

**COMMISSION AGENDA**

**Item No.** 7b

**STAFF BRIEFING**

**Date of Meeting** July 13, 2010

**DATE:** June 16, 2010

**TO:** Tay Yoshitani, Chief Executive Officer

**FROM:** James R. Schone, Director, Aviation Business Development  
Deanna Zachrisson, Manager, Concessions Business

**SUBJECT:** Concessions Business Review and Future Outlook

**BACKGROUND**

The concessions business program at Seattle-Tacoma International Airport is one of the Airport's most significant sources of non-airline revenue. The program also encompasses a vital community of businesses and their employees. Concessions sales rose steadily following the outset of the revitalization of the program in 2004. However, the 4<sup>th</sup> Quarter of 2008 marked the beginning of a difficult business climate for concessionaires. In 2010, concessions sales are again in positive territory in year over year comparisons. With cautious optimism, the concessions program staff is beginning to focus on future opportunities for business and revenue growth.

**BRIEFING OUTLINE**

This briefing will highlight the following subject areas:

- Sea-Tac's concessions program structure and strengths
- Sales performance from an industry perspective
- Concessions Program Sales Development 2004-2009
- Concessions Program Revenue to the Port 2004-2009
- Conclusion of Relief Program for Concourse A & D tenants
- Quarterly Sales Trends 2008-2010
- Planned 2010 New Business Development
- Mid-term Refurbishment of Concessions Units
- Small/Disadvantaged Business Enterprise Efforts
- Renewed Focus on Marketing
- The Sea-Tac Concessions Program Team

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Vessel Rustler sinks at Fisherman's Terminal  
June 22, 2010