

Exhibit A**Proposed Concessions Marketing Procurements**

Contract Name	Scope Summary	Anticipated \$	Category & Length	RDR/Project Lead	Timeline
Graphic Design & Marketing*	Develop graphic identity for terminal signage, printed advertising and other materials. Coordinate with other vendors for consistent brand. Includes spot production for radio, television, copy services as needed.	\$400,000 (approx. \$133,000 annually)	Cat III, 3 years	Bonnie Darch, Concessions Manager	June-August 2012
Website Management, Technology Innovations, Social Media*	Day-to-day web management functions, site hosting, software & database development, develop interactivity and other technology tools to drive business to concessions locations.	\$500,000 (approx. \$165,000 annually)	Cat III, 5 years	Bonnie Darch, Concessions Manager	June-August 2012
In-Terminal* Programs	Develop in-terminal holiday program including other seasonal events	\$300,000 (approx. \$100,000 annually)	Cat III, 3 years	Castina Ridge, Concessions Specialist	Sept-Nov 2012
Media Planning Services	Recommendations on media placements to meet stated goals, negotiate with media vendors for the best rates for concessionaires.	\$200,000 (approx. \$65,000 annually)	Cat II, 3 years	Castina Ridge, Concessions Specialist	Sept 2012
Strategic Advisor and Media Relations	Provide overall guidance on marketing issues, prepare annual marketing plan in collaboration with staff. Collaborate with Port staff to establish a proactive media relations.	\$150,000 (\$50,000 annually)	Cat II, 3 years	Bonnie Darch, Concessions Manager	Nov-Dec 2012
"Secret Shopper" Customer Service/Quality Assurance Program	Develop and execute program to evaluate customer service, product quality, cleanliness and adherence to street pricing.	\$200,000 (approx \$65,000 annually)	Cat II, 5 years	Castina Ridge, Concessions Specialist	Nov-Dec 2012

*Requires Commission Authorization