

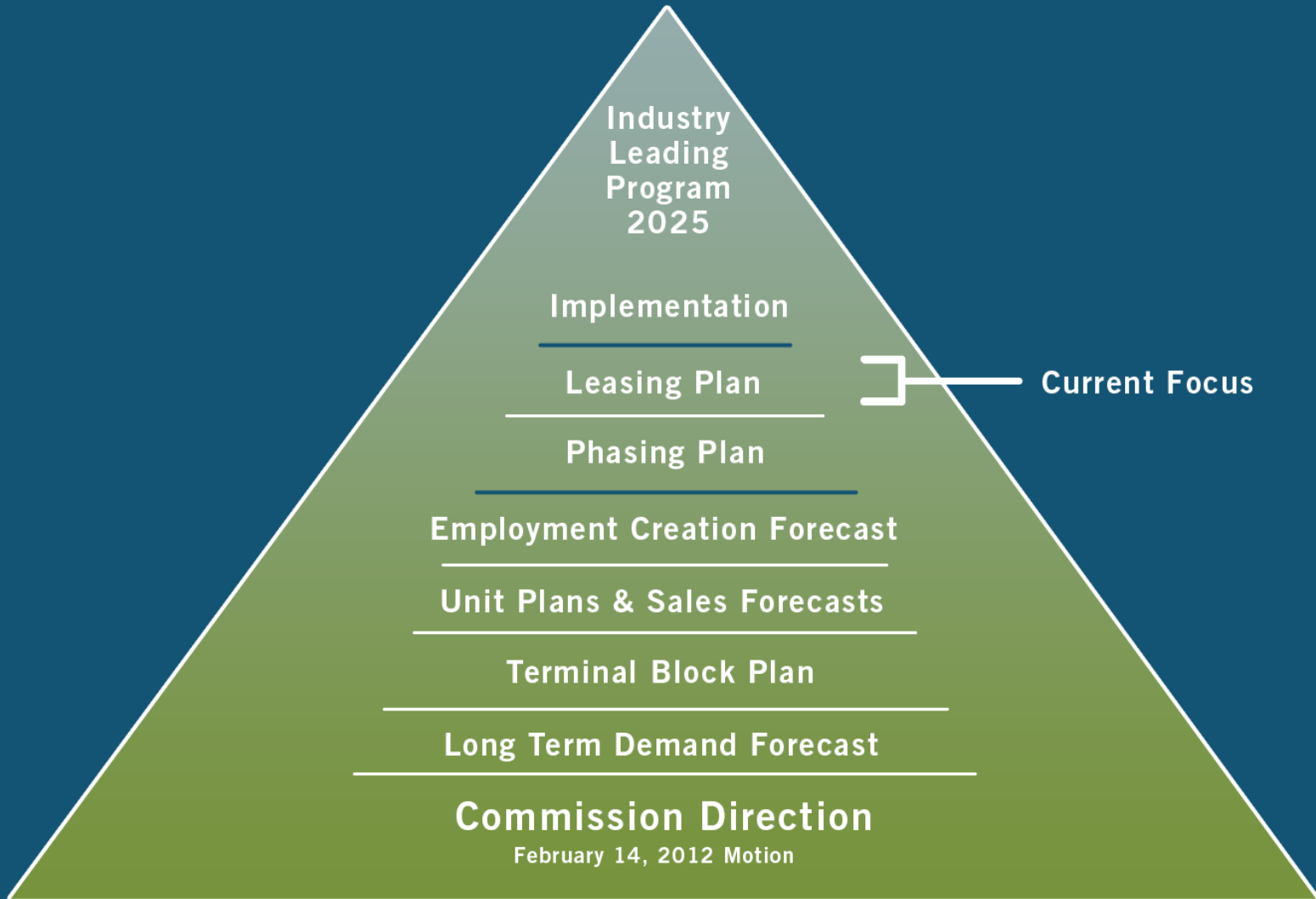
Airport Dining & Retail Outreach and Leasing Plans

Staff Briefing
February 24, 2015

Commission Direction

- Create a Northwest 'Sense of Place'
- Encourage competition, equally attractive to all
- Balance large operators with growing opportunities for small & minority-owned business
- Encourage/incentivize quality employment
- Create means for employment continuity
- Affordability and value for travelers
- Make investment affordable and efficient

Airport Dining & Retail Master Plan



Outreach and Leasing

- Efforts will be long-term, begin 2015
- Opportunities for refinement, improvement, stakeholder input
- Efforts coordinated across the Port
- Support by external resources/expertise

Proposed 2015 Outreach Efforts



Outreach Strategy

Collaboration between:

- Airport Dining and Retail
- Office of Social Responsibility
- PRR (local public involvement firm)

Two-Pronged Approach

- Local, Small and Minority-Owned Businesses
- National, Regional Operators (incl. Minority-Owned)

Outreach Events

- Best opportunity to share information and get feedback
- Opportunities to ask questions, meet tenants
- Establish realistic expectations
- Staff and consultant resources on hand
- Clear “next steps” direction



Outreach Events

- A minimum of four outreach events in 2015 - April, May and September, October
- Present 2015 opportunities in detail
- Present full slate of anticipated opportunities
- Explain the Competitive Evaluation Process (CEP)
- Provide additional resources/contacts



Event Format

- Overview Power Point presentation
- Video presentation – “Doing Business at Sea-Tac” (including tenant testimonials)
- See Yourself at Sea-Tac/Meet the Operators
- Informal Q&A with staff and leasing consultant
- Doing Business at Sea-Tac: Leasing information package

Discuss Opportunities

- Size of packages (number of units)
- Location specific information (enplanements, etc.)
- Method of competition (RFP or CEP)
- Average annual sales and estimated investment
- Availability for build-out
- Terms to negotiate (lease length, rent, etc)
- Job quality expectations, hiring requirements

Promote Event Participation

- Direct communication with stakeholders
- Networks of other organizations
- Paid advertising
- Electronic communications
- Social media
- Media Relations
- Integration into other Port communications

Community Outreach

- Direct staff outreach to communities of color, chambers of commerce, social justice organizations, economic development councils
- Partner with organizations to access networks
- Paid community sponsorships in exchange for promotion of outreach events/leasing opportunities
- Offer spokesperson speak at member meetings/events
- Integrate messaging about leasing opportunities into other Port-sponsored events, e.g. Airport 101

Event Advertising

Paid advertising placement in:

- ✓ Local daily newspapers
- ✓ Business publications
- ✓ Neighborhood chamber newsletters/websites
- ✓ Minority community newsletters/newspapers
- ✓ Online news and local community websites

Seattle-Tacoma International Airport
Port of Seattle

BUSINESS OPPORTUNITY

The Port of Seattle is looking for enterprising local businesses for its new Pacific Marketplace retail area at Sea-Tac Airport, scheduled to open in early 2005. The airport will offer ten leases for retail shops and restaurants. Applications are available at an information session and on the web. Disadvantaged business enterprises (DBEs) are strongly desired. The deadline for submittals is March 13, 2003.



Attend an information session on February 27 at 9am in Sea-Tac Airport auditorium.
For questions, contact the airport's consultant, Deborah Black at Marketplace Development, 617-350-4080 ex229 or dblack@marketplacedev.com

Seattle-Tacoma International Airport
Port of Seattle

OPORTUNIDAD DE NEGOCIOS

El Puerto de Seattle busca empresarios locales para sus nuevas áreas comerciales "Pacific Marketplace" en el Aeropuerto Internacional Sea-Tac programadas para el principio del año 2005. El aeropuerto ofrecerá diez contratos para tiendas comerciales y restaurantes a ciertos candidatos calificados. Aplicaciones estarán disponibles en una sesión de información o a través del Internet, www.portseattle.org. La participación de pequeños negociantes certificados o con opción de certificación como "DBE" por el Estado de Washington, son particularmente invitados. La fecha límite para la entrega de las propuestas es el 13 de Marzo del 2003.



Asista a una sesión informativa el 27 de Febrero a las 9:00am en el auditorio de la terminal del Aeropuerto Sea-Tac.
Para consultas, contacte a la asesora del Aeropuerto Deborah Black, al (617) 350-4080, extensión 229, o a su correo electrónico Dblack@marketplacedev.com.

E-Communication

- Email event announcements to:
 - ✓ Database of interested businesses, current tenants
 - ✓ Local industry organizations (e.g. minority chambers, neighborhood, industry organizations)
- Email and social media announcements to link to “Doing Business at Sea-Tac” video
- Communications via Office of Social Responsibility and Public Affairs networks

Preliminary Packaging Plan



Packaging Criteria

- Total package sales potential
- Balance of geographic locations
- Balance between large operators and small business
- Investment Requirements
- Phasing of Build-Outs
- Optimal Mix

Leasing Opportunities

- 17 food & beverage packages/single units
- 22 retail/personal services packages/single units
- Food service: Full-service, casual dining, quick serve, healthy dining, snack bar/kiosk
- Retail: Brand apparel, gifts, accessories, cosmetics, jewelry, technology, local merchandise and more

FOOD SERVICE PACKAGING PLAN

PACKAGE	# OF UNITS	LOCATIONS	RFP/CEP RELEASE	AVG. ANNUAL SALES	EST. INVESTMENT
LARGE PACKAGE #1 Quick Serve/Casual Dining/Full-Service	7	Central Terminal	RFP Q3 2016	\$11.8M*	\$3.5M*
		Concourse A			
		Concourse B			
		Concourse C			
		N. Satellite (3)			
LARGE PACKAGE #2 Quick Serve/Casual Dining/Full-Service/Healthy	7	Central Terminal	RFP Q2 2016	\$13.8M*	\$3.7M*
		Concourse A			
		Concourse B			
		Concourse D			
		N. Satellite (2)			
		N. Esplanade			
LARGE PACKAGE #3 Coffee/Quick Serve	4	S. Satellite (3)	RFP Q1 2016	\$8M	\$1.9M
		Concourse D			
SMALL PACKAGE #1 Coffee/News/Snack	3	Concourse D	CEP Q4 2015	\$4M*	\$1.5M*
		N. Satellite			
		Baggage Claim			
SMALL PACKAGE #2 Casual Dining/Quick Serve	3	Concourse C	CEP Q2 2016	\$8.7M	\$1.9M
		Concourse D			
		N. Esplanade			
SMALL PACKAGE #3 Full-Service/Quick Serve/Kiosk	3	Central Terminal (2)	CEP Q3 2015	\$10.5M	\$4.3M
		Concourse A			

Next Steps

- Finalize new 'Competitive Evaluation Process'
- Gain input about new opportunities from current tenants
- Solicit additional input from stakeholder group(s)
- Publicize and host first public outreach event
- Access initial efforts, make adjustments