February 22, 2023

Refreshing Travel

PRESENTED BY:

Palm Beach County Department of Airports

Opening Comments
Industry Outreach Event

- This is the first of multiple meetings to provide a **high-level** view of PBI's vision.
  - **More details to come!**

- All participants will be muted during the presentation.

- Post your questions in the chat box.

General Email: properties@pbia.org
Questions and Answers: https://www.pbia.org/business/bids/
RFP PB 23-8 Retail, Food & Beverage Concession

Introductions
Industry Outreach Event

- Laura Beebe, Director of Airports
- Ray Walter, Deputy Director Real Estate and Concessions
- Shawna Larose, Director of Airport Properties

Agenda

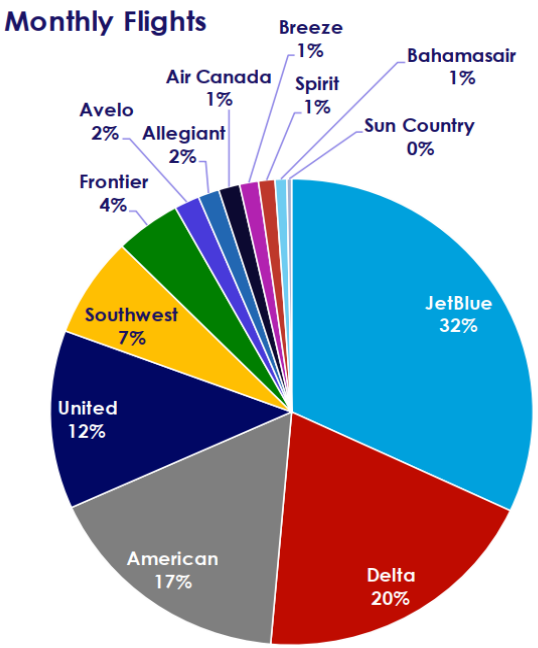
Industry Outreach Event

- **Airport Background**
  - Palm Beach International Airport
  - Passenger Demographics
  - Visitor Trends
  - Current & Future Conditions
  - Airport Modernization Projects
- **Overview of Concession Opportunities**
  - Goal – Elevating the Customer Experience
  - Brief Description of Opportunities
- **Q&A**

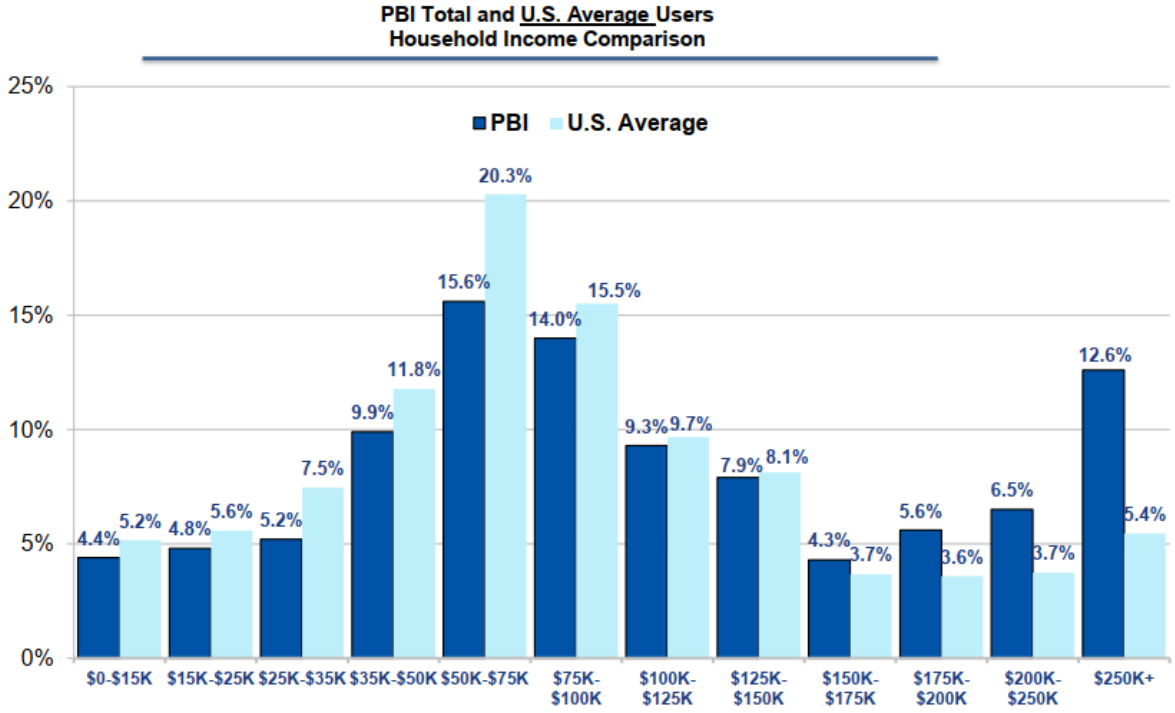
Airport Background

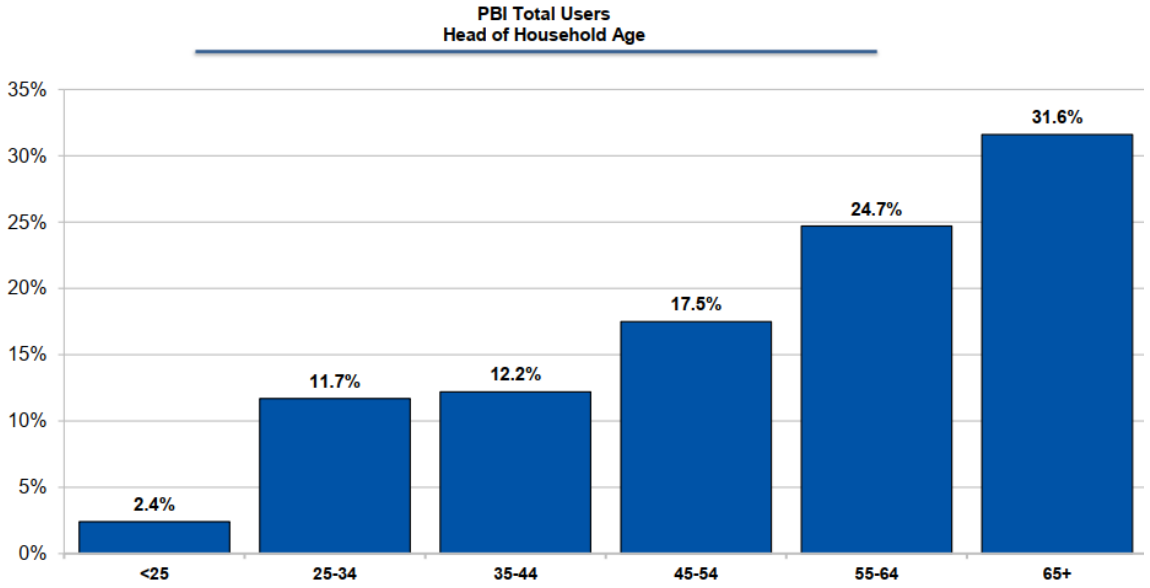
Palm Beach International Airport

- 38 Destinations
- 13 Airlines
- 180 Average Daily Commercial Flights
- >6.6 Million Passengers Annually
- >171,000 Annual Aircraft Operations
- >30,000 Tons of Cargo Annually
- $5.6 Billion Economic Impact
- Award-winning
  - 5th Best Domestic Airport
    Travel & Leisure
  - 5th Best Airport in the US
    Conde' Nast Traveler
  - 7th Best Medium Airport
    J.D. Power North America Airport Satisfaction Survey

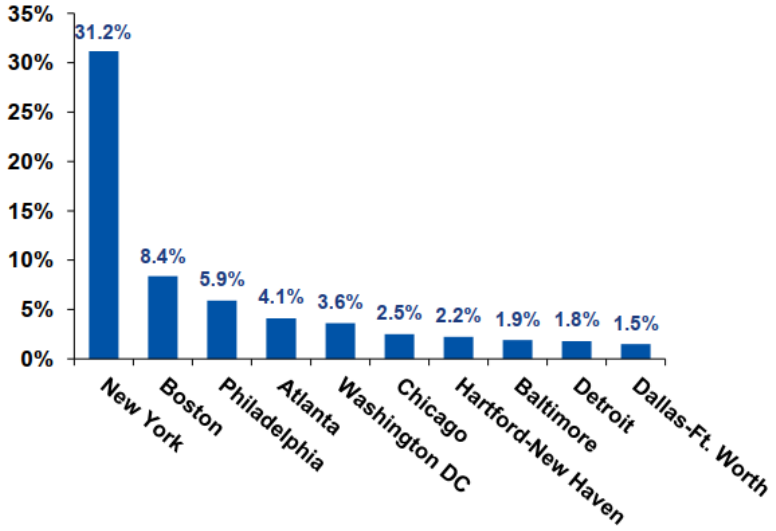


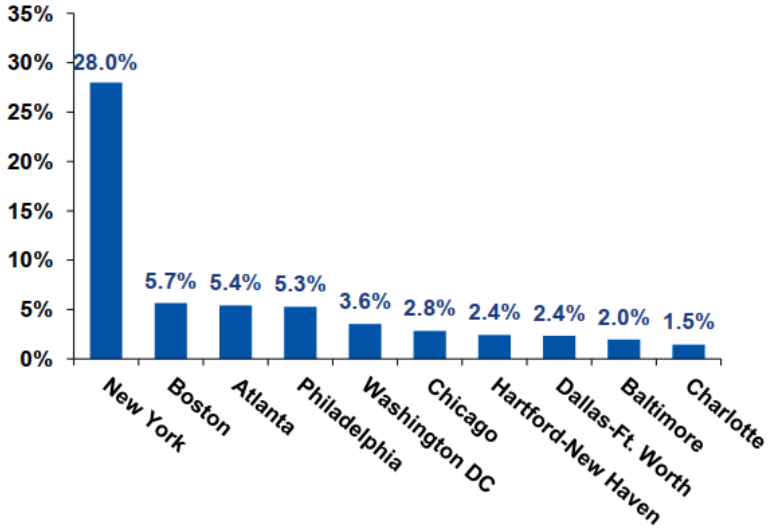
Passenger Demographics





Source of Visitors - Trends



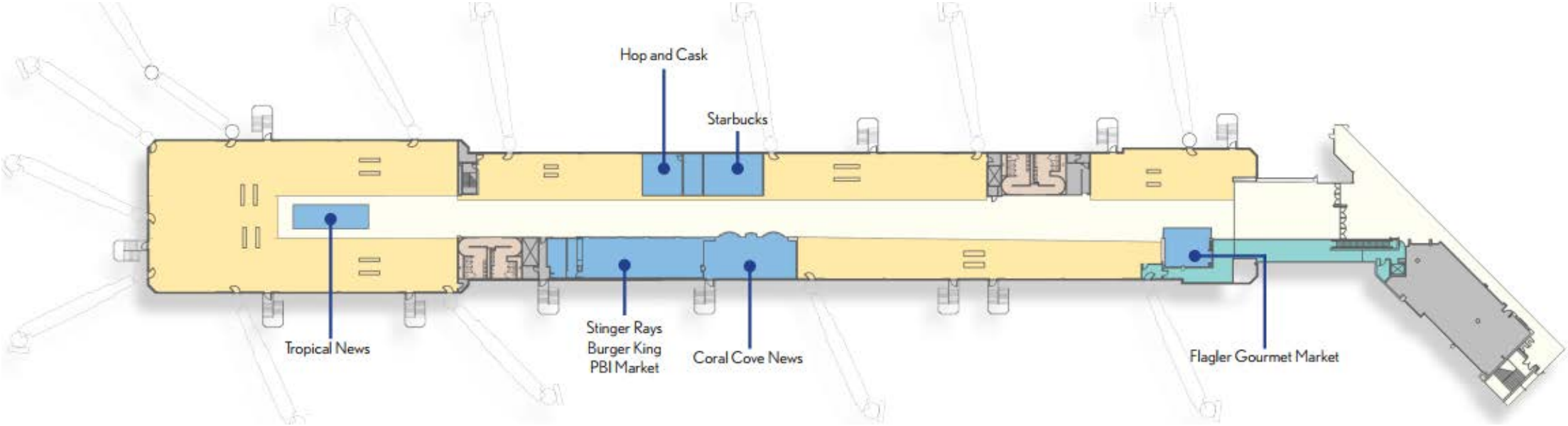


Existing Concession Program

Level 2

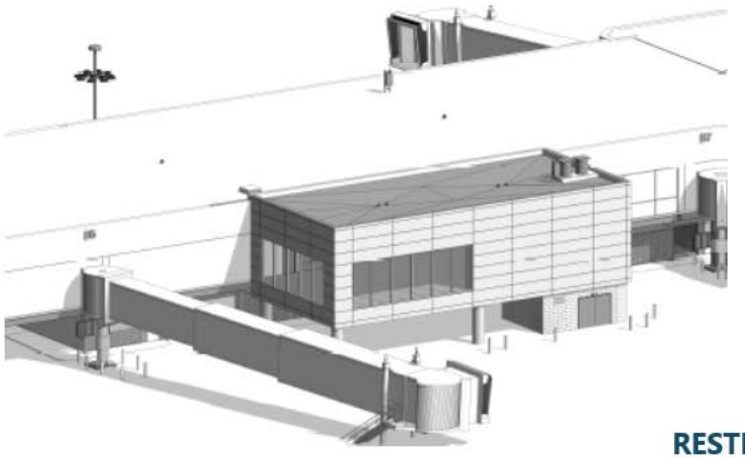
Current Condition – Concourse B

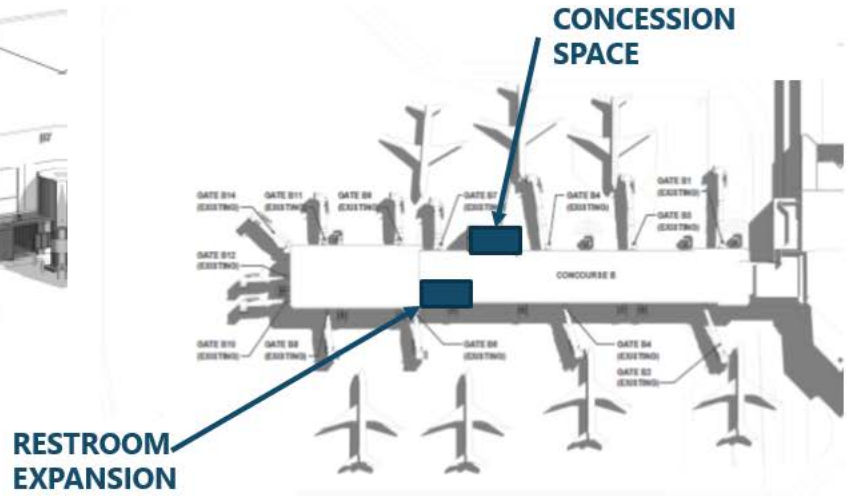
- Concourse B was originally constructed with the PBI Terminal in 1987.



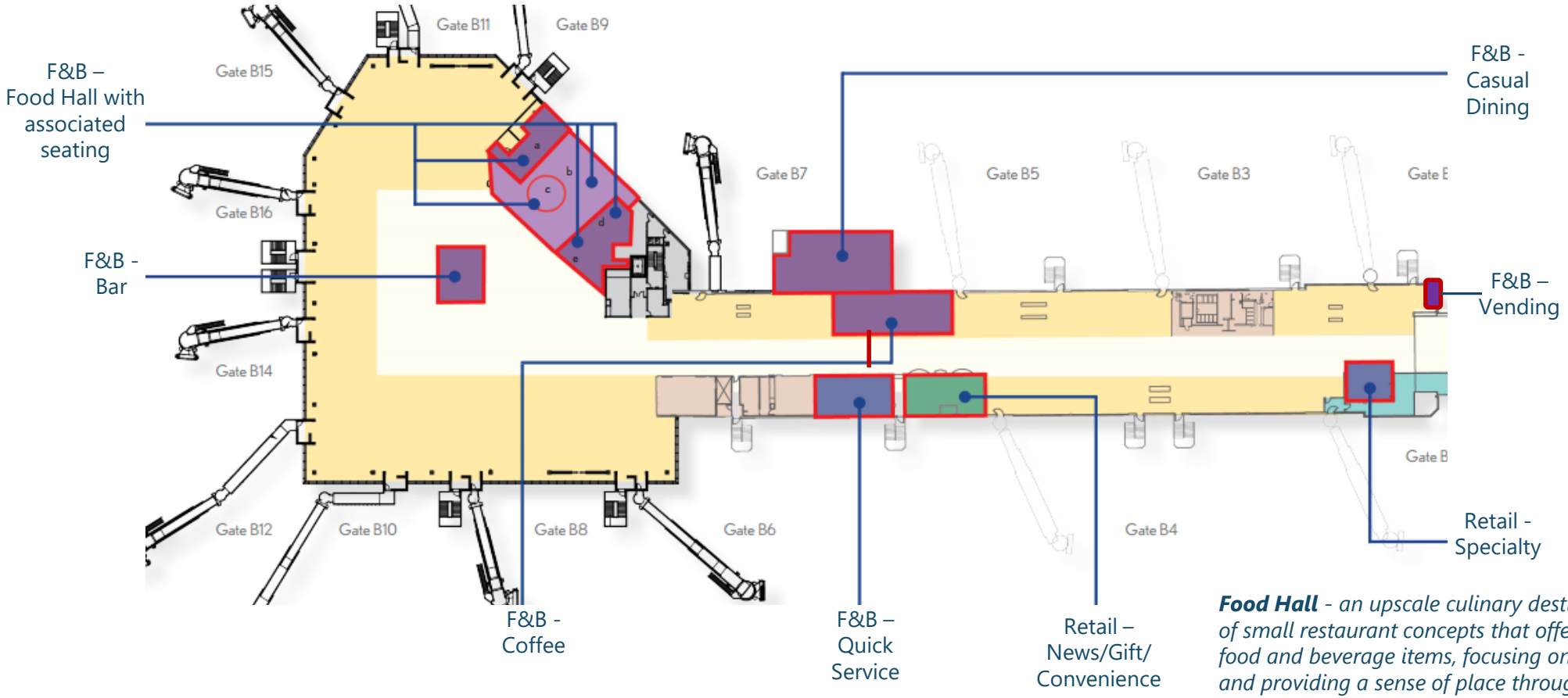
Phase I - Concourse B Expansion

- Phase I includes the expansion of restroom facilities and construction of approximately 3,000 square feet of new shell space for a future sit down restaurant between Gates B5 and B7.
- Phase I Schedule – approx. 12 months 2/2023 – 2/2024





Final Phase – Concourse B Expansion[1]

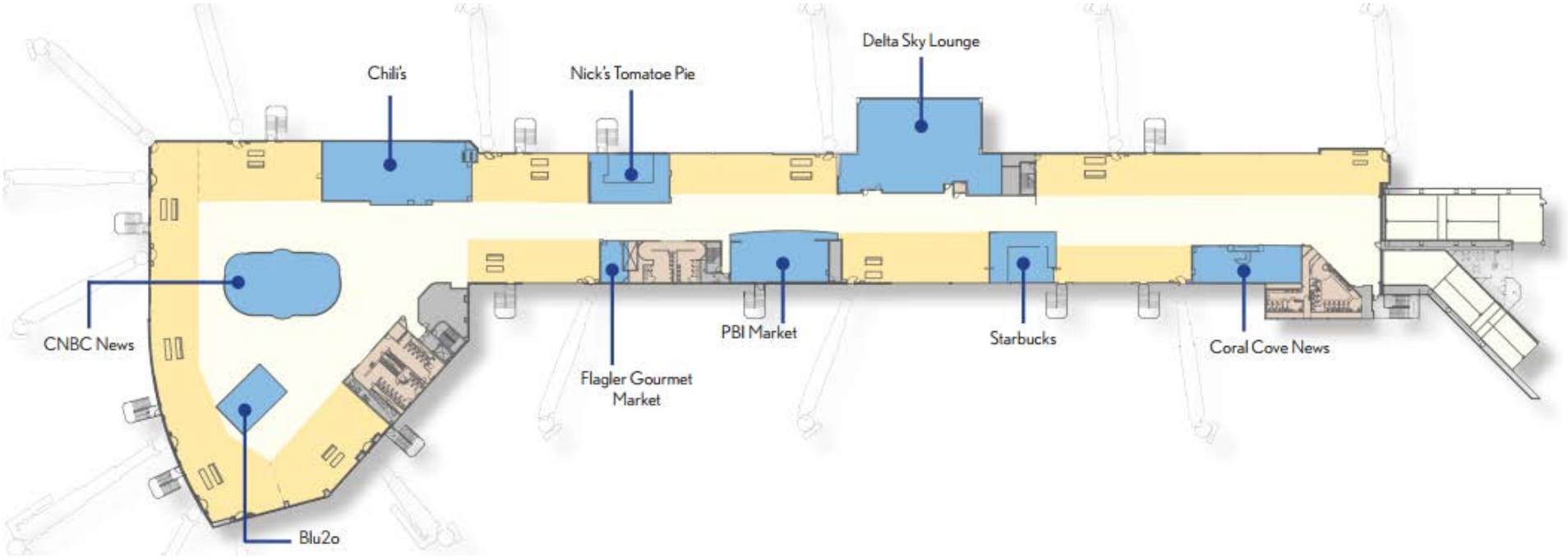


Food Hall *- an upscale culinary destination featuring a collection of small restaurant concepts that offer an assortment of unique food and beverage items, focusing on local and regional concepts and providing a sense of place through innovative design features to create engaging dining experiences, which may include experiential retail space.*

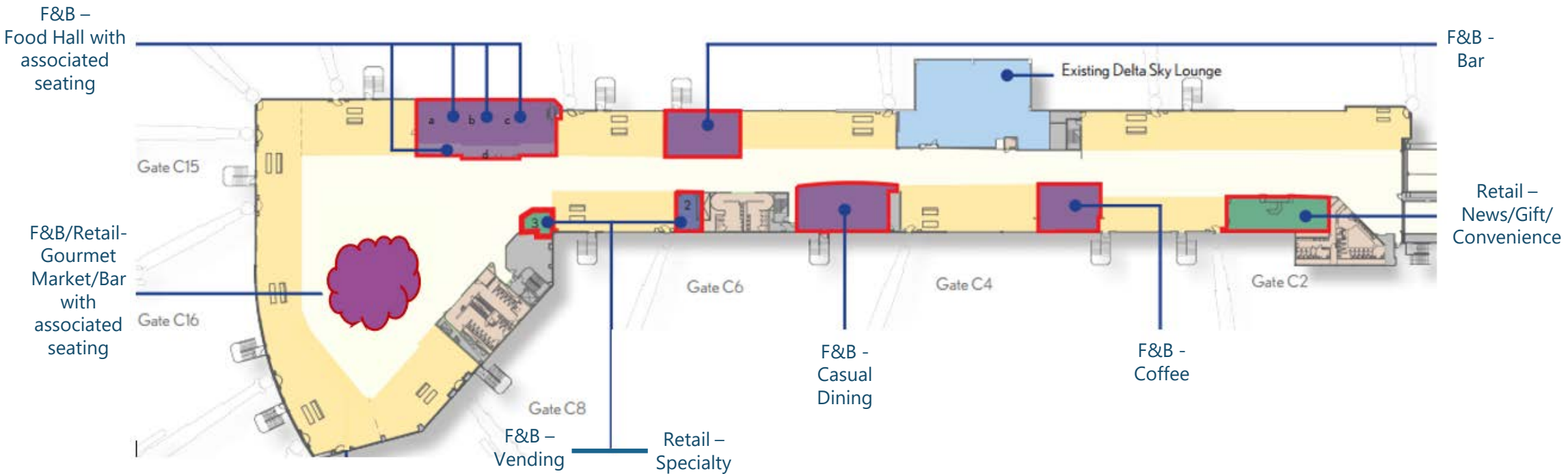
[1]Note – concepts are subject to change in the final RFP.

Future Plans – Concourse B

Current Condition - Concourse C



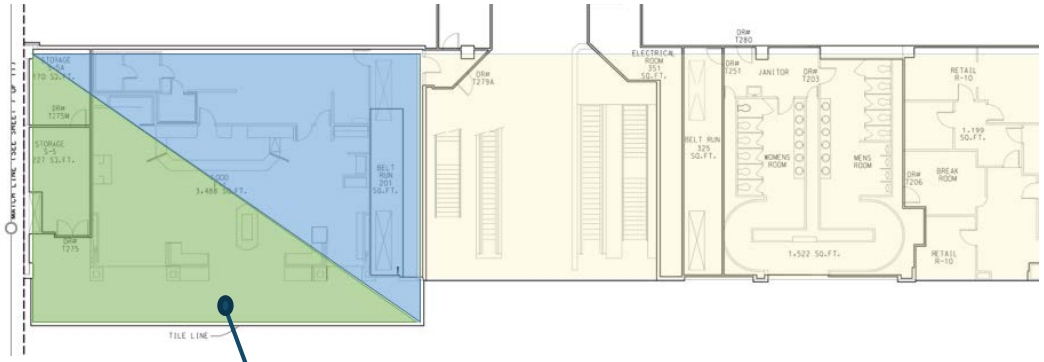
Future Plans – Concourse C[1]



[1]Note – concepts are subject to change in the final RFP.

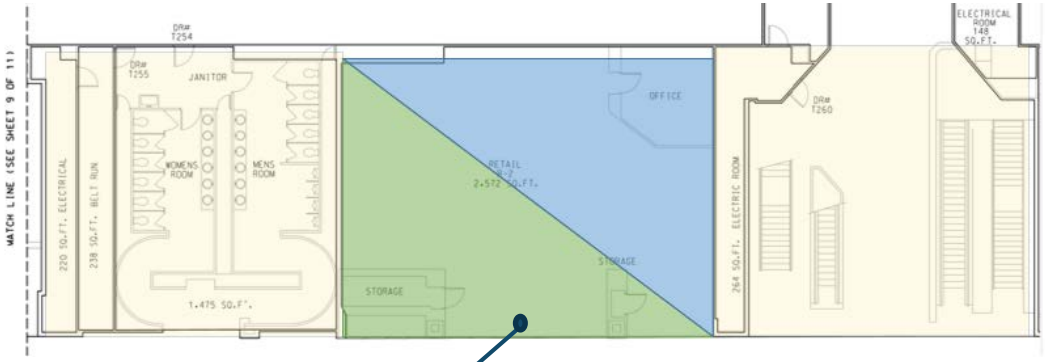
Pre-Security – Main Terminal[1]

West End – Level 2



F&B/Retail -
Casual Dining
Convenience

East End – Level 2

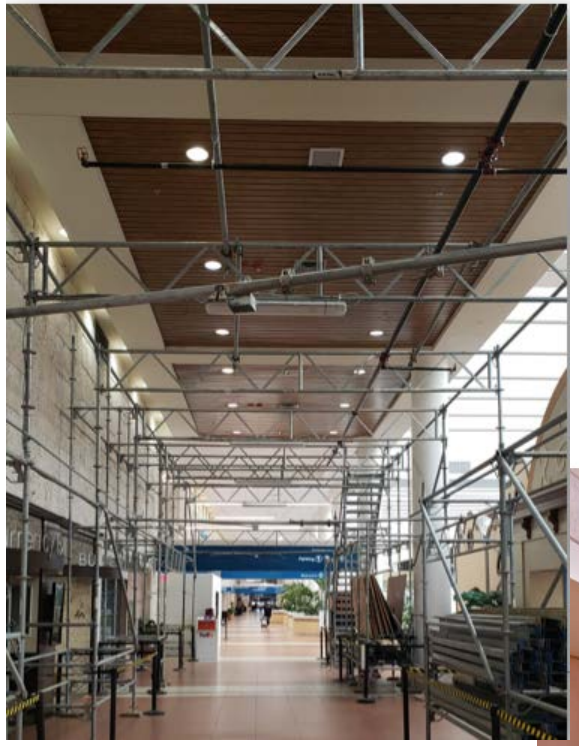


F&B/Retail –
Gourmet Coffee
News/Gift/Convenience

[1]Note – concepts are subject to change in the final RFP.

Terminal Wide Modernization Projects

Before



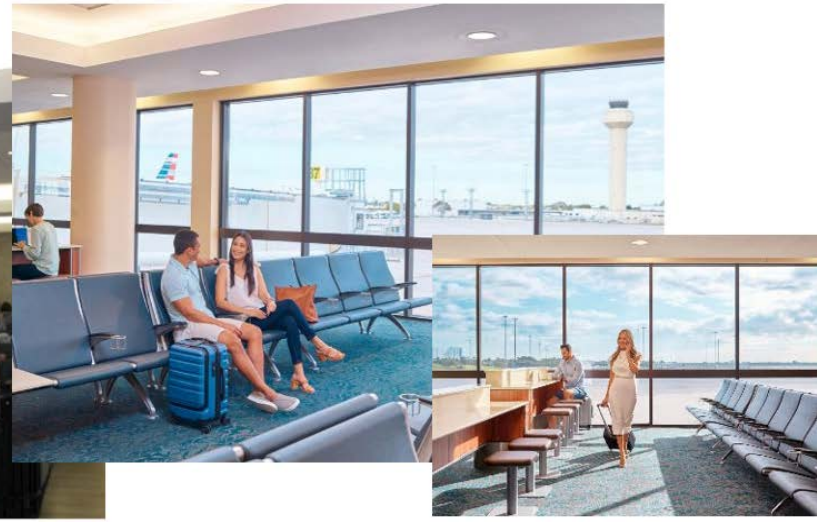
After

Before

After

Before

After



On the Horizon - Main Terminal Modernization

- Connecting Concourses A/B and C through new post-security space
- Creating an expanded common use lounge space within the connector
- Limited concessions due to location
- Providing space for engaging experiences, including rotating art displays

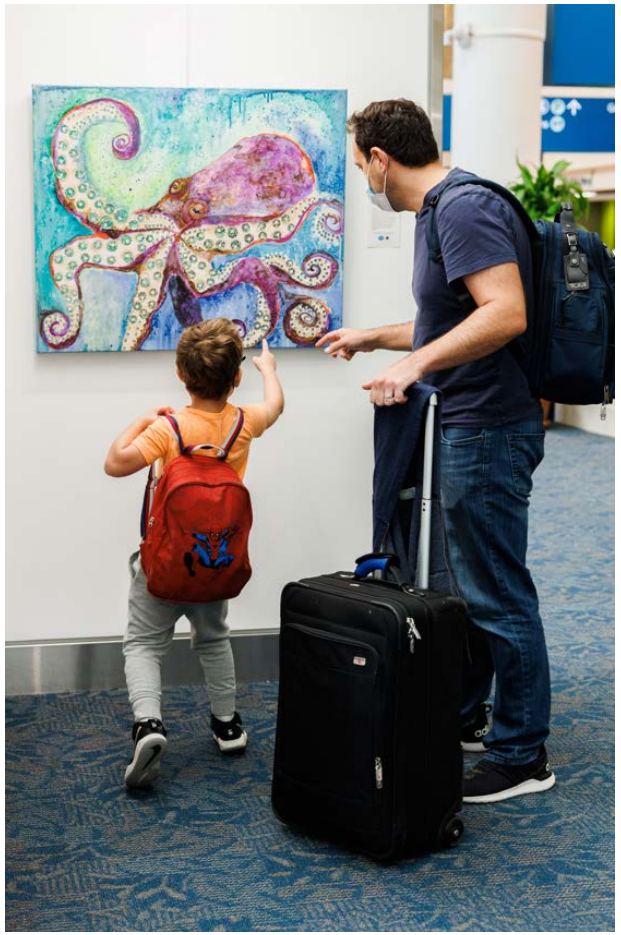
Overview of Concession Opportunities

Upcoming RFP

GOAL: Elevating the Customer Experience

KEYS TO SUCCESS:

- Propose **SOPHISTICATED**, but **NOT EXCLUSIVE**, concepts that provide a sense of place through innovative design features, creating engaging customer experiences.
- Immerse customers in the sights, smells, sounds and tastes of Palm Beach County/South Florida.
- Focus on local, regional, and national concepts for food/beverage.
- **DON'T** propose food and beverage "store" brands/concepts.
- Incorporate local/regional products whenever possible.
- Provide a **VARIETY** of options for all price points, including healthy, kosher and vegan options.
- Include sustainable practices through packaging, reduction of food waste, use of energy efficient appliances, etc…
- Be **CREATIVE** … the revenue is nice, but the goal is to **ELEVATE THE CUSTOMER EXPERIENCE.**



Two Opportunities

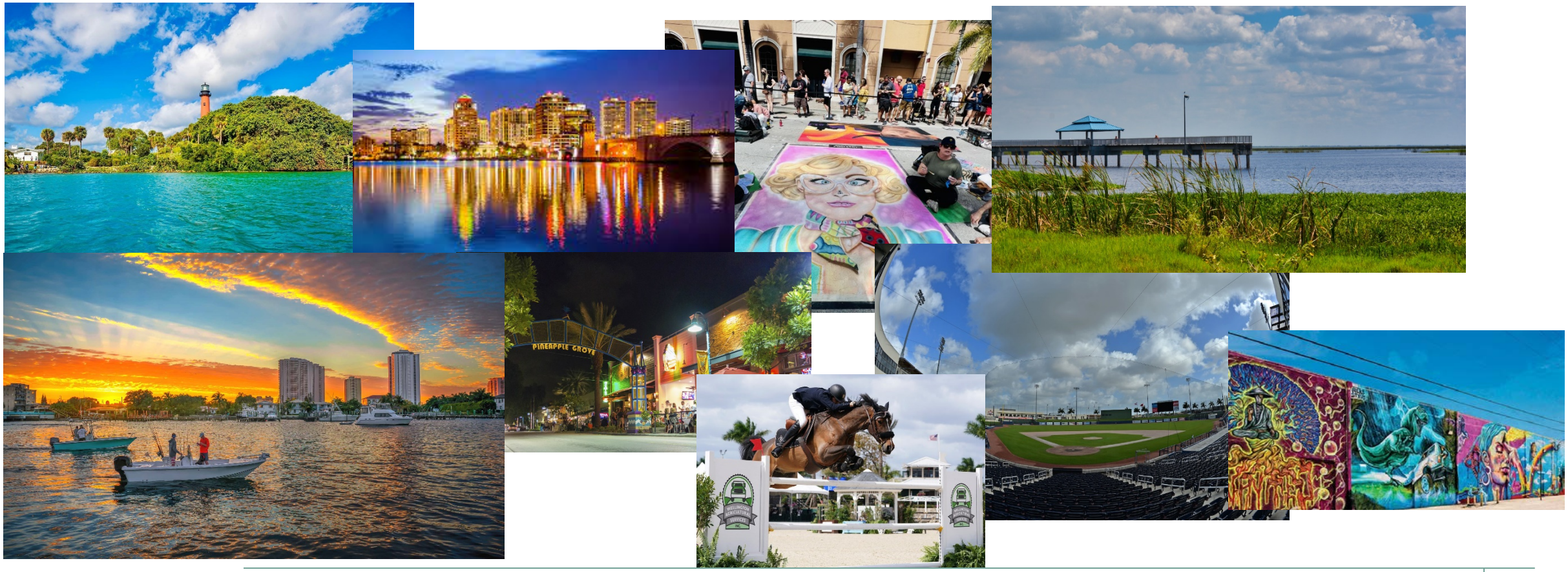
Combined Food, Beverage and Retail

PROPOSERS:

- May propose on both packages, but will not be permitted to be awarded both packages.
  - Each package will include food, beverage, retail and vending opportunities on the concourses and in the main terminal.
- Must have relevant airport experience in order to be considered as a prime concessionaire.
- Should focus on **project approach**, not price.
  - Minimum Annual Guarantee will be fixed.
  - Percentage(s) based on concept will be proposed (based on an established range).
- Should include local/regional partners and products.
- Should propose a reasonable minimum capital expenditure, including mid-term refurbishment, to ensure the program achieves the goals and objectives of the RFP and remains fresh throughout the term of the agreement.
- Should be consistent with the goals and objectives of the RFP to **ELEVATE THE CUSTOMER EXPERIENCE.**

Palm Beach County is More Than Palm Beach!

- https://www.thepalmbeaches.com/cities-beach-towns-palm-beaches
- https://www.palmbeachculture.com/cultural-travel/locations-to-love-5-arts-district-to-explore-in-the-palm-beaches/



Stay Tuned for More Information

Dates are Subject to Change

ANTICIPATED SCHEDULE

Date	Activity
March 6, 2023	ACDBE Virtual Workshop
May/June 2023	RFP Issuance
August 2023	Proposals Due
September 2023	Selection Committee
October 2023	Board Approval

How Should I Prepare?

- Register as a vendor on the PBC Vendor Self-service Website: https://pbcvssp.co.palm-beach.fl.us/webapp/vssp/AltSelfService
- Monitor the PBI Website for more information: https://www.pbia.org/business/bids/
- Attend the Airport Concession Disadvantaged Business Enterprise (ACDBE) Virtual Workshop on March 6th
- Become ACDBE Certified: https://www.pbia.org/business/-business-dbe/
- Learn about what Palm Beach County has to offer: https://www.thepalmbeaches.com/
- Send your contact information to: properties@pbia.org
- Build your team, including local partners

Your Chat Questions Answered!

Submit written follow-up questions to: properties@pbia.org