

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](mailto: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**



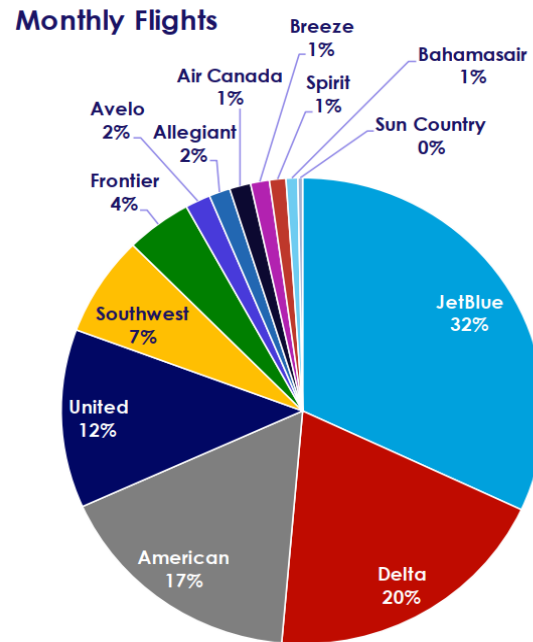




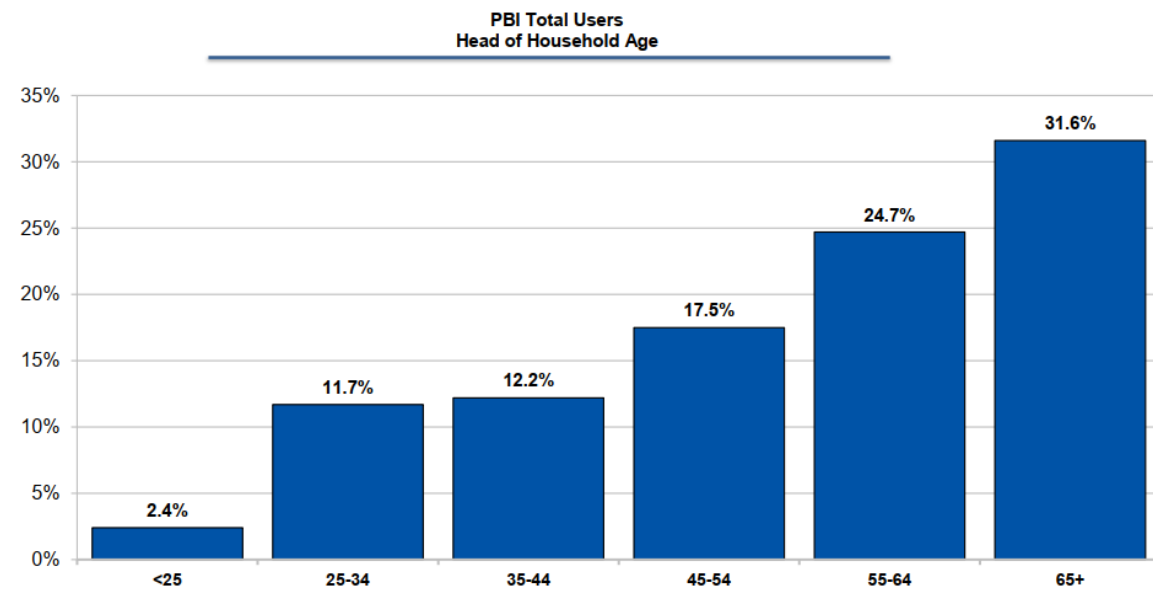
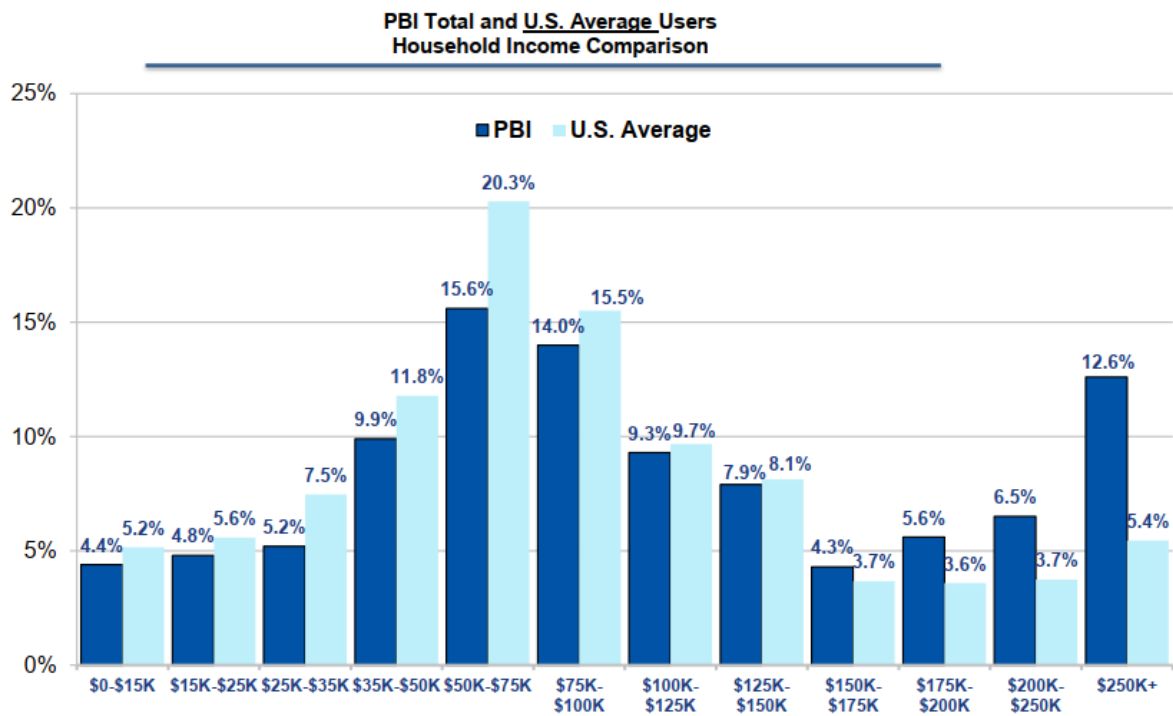
# Airport Background

# 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
  - 5<sup>th</sup> Best Domestic Airport  
*Travel & Leisure*
  - 5<sup>th</sup> Best Airport in the US  
*Conde' Nast Traveler*
  - 7<sup>th</sup> Best Medium Airport  
*J.D. Power North America Airport Satisfaction Survey*

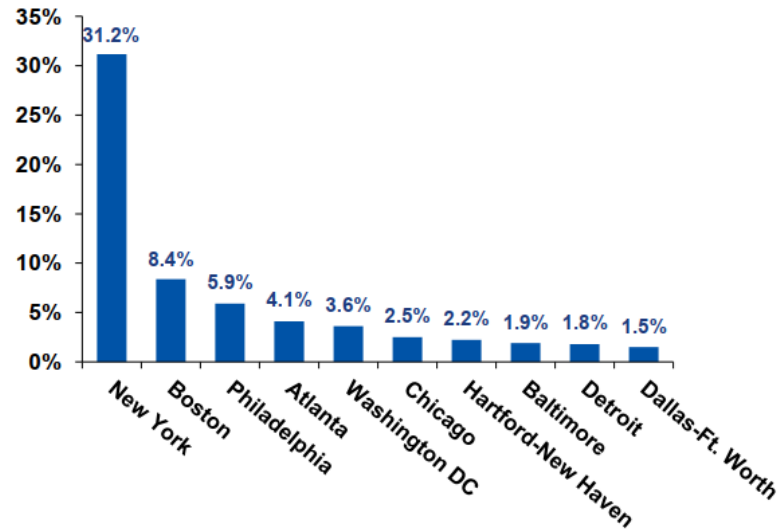


# Passenger Demographics

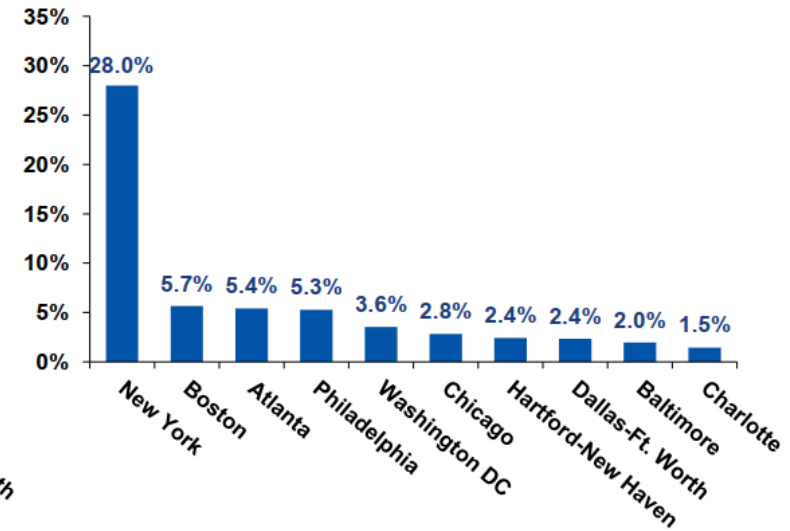


# Source of Visitors - Trends

CY 2019



YE February 2022



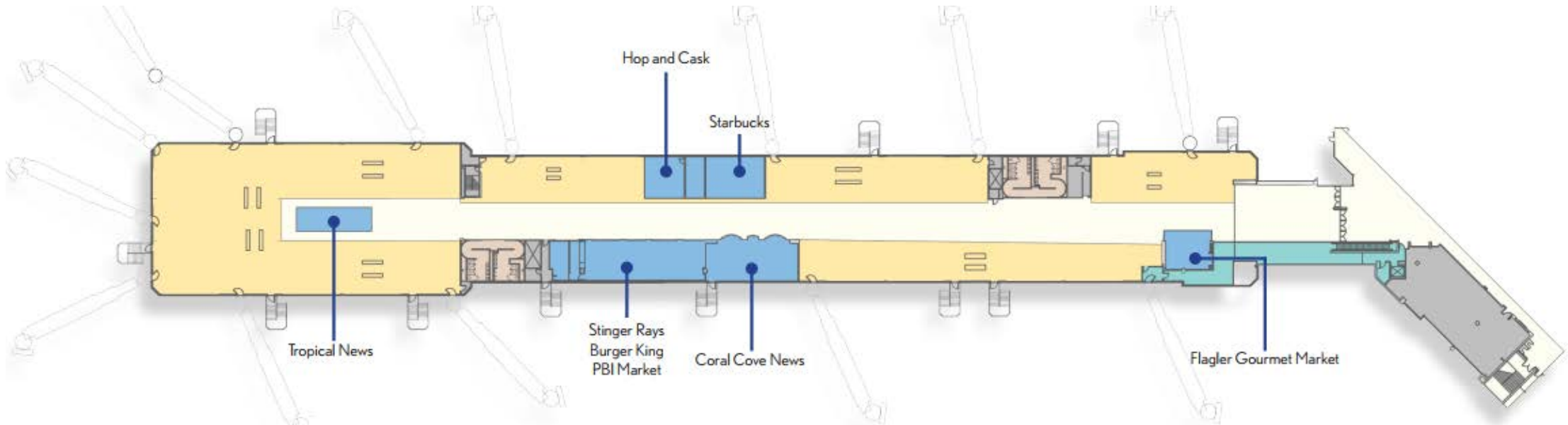
# Existing Concession Program

## Level 2



# Current Condition – Concourse B

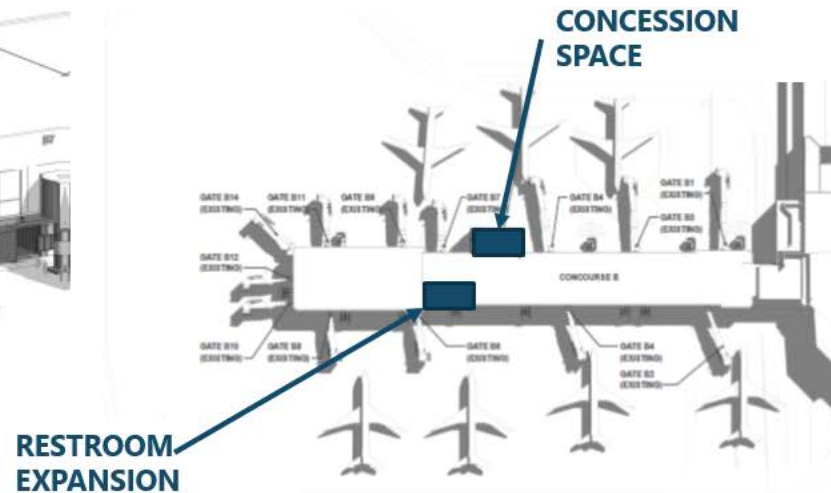
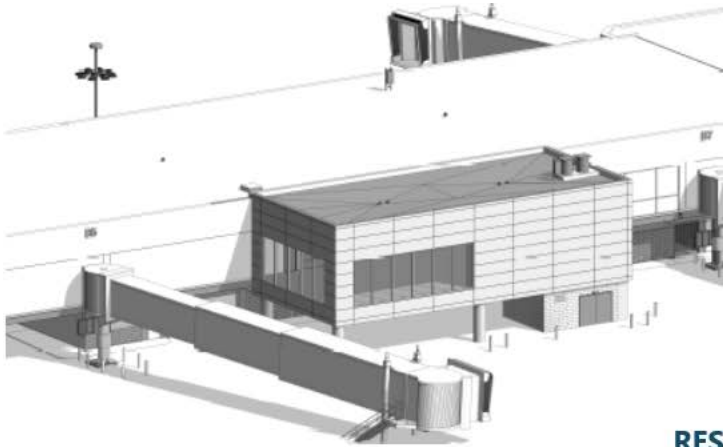
- Concourse B was originally constructed with the PBI Terminal in 1987.



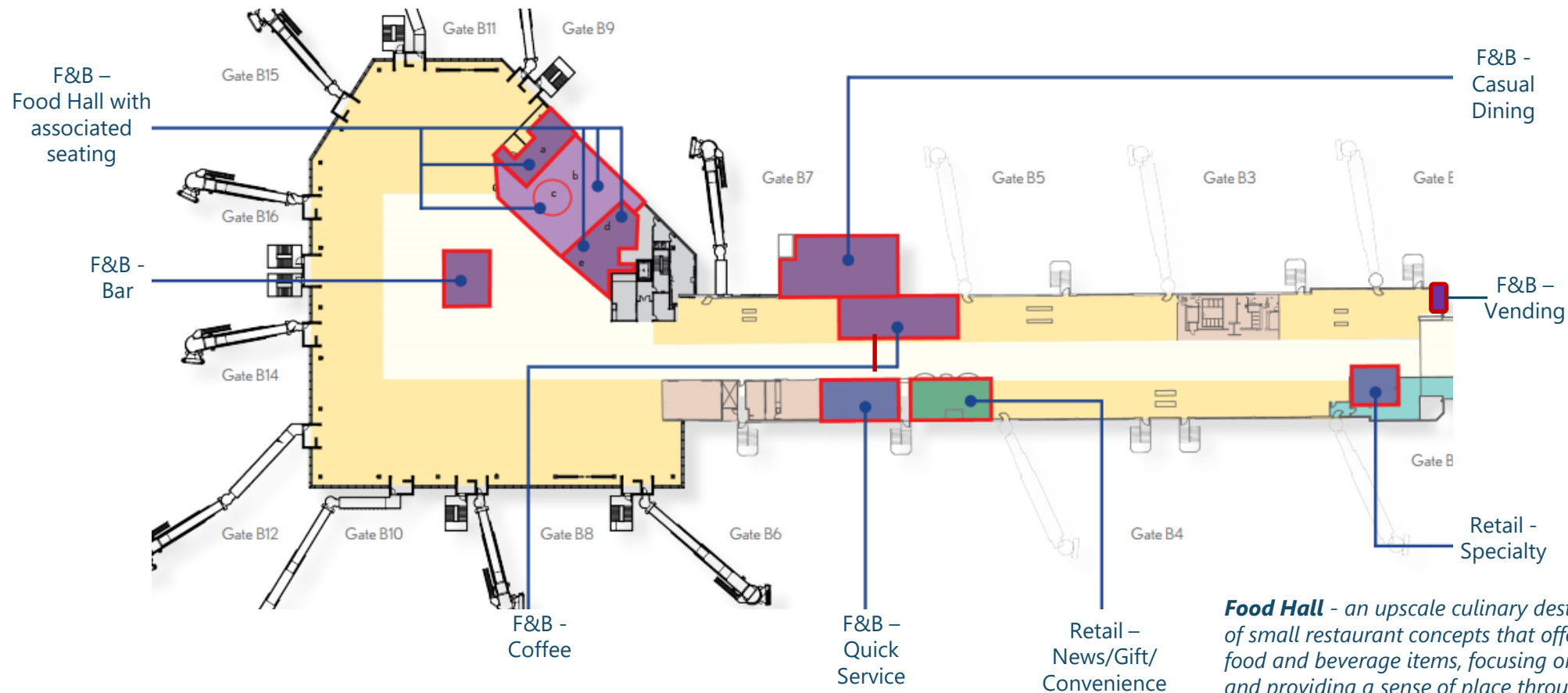


# Phase I - Concourse B Expansion

- 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<sup>1</sup>



**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.

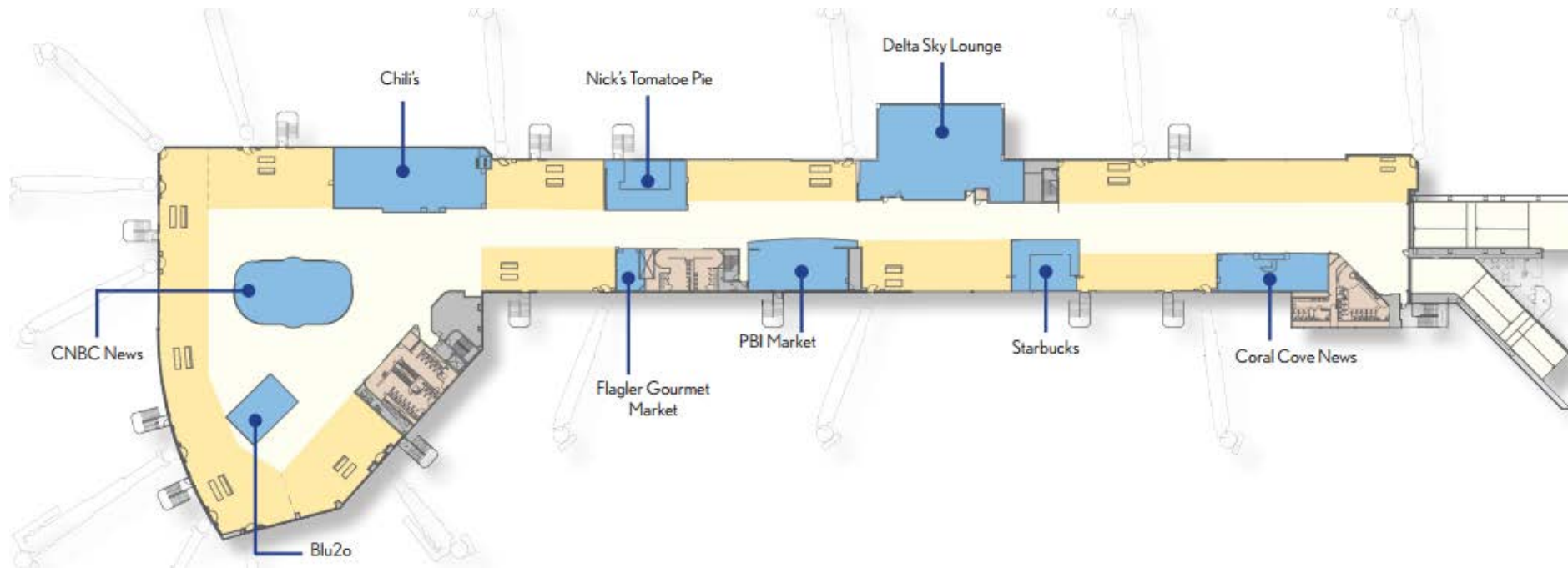
<sup>1</sup>Note – concepts are subject to change in the final RFP.

# Future Plans – Concourse B

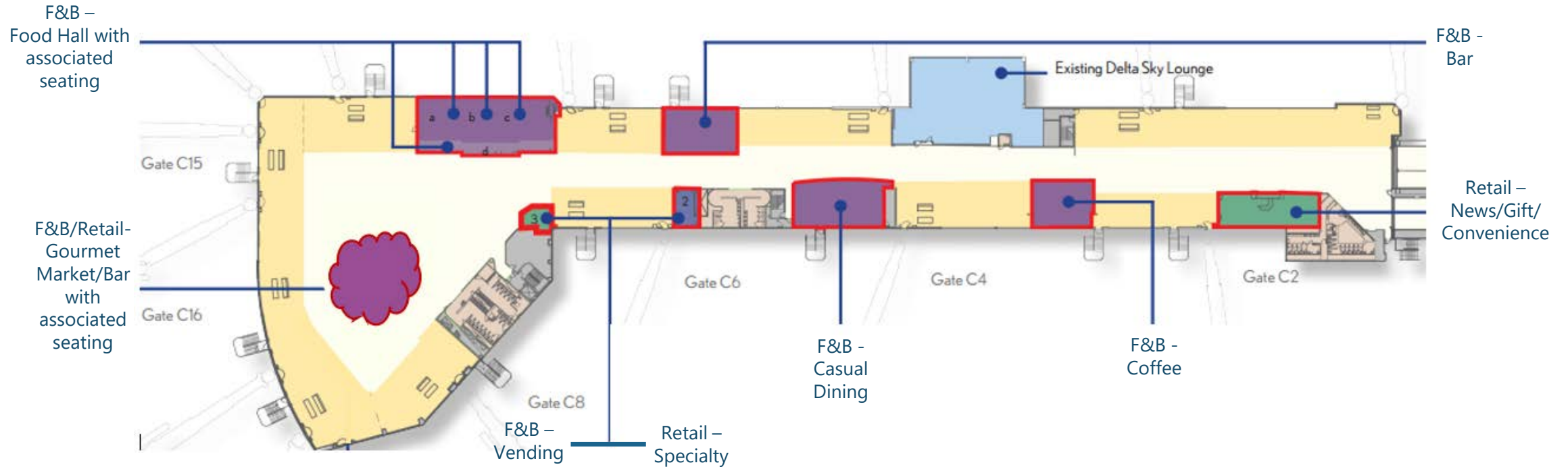




# Current Condition - Concourse C



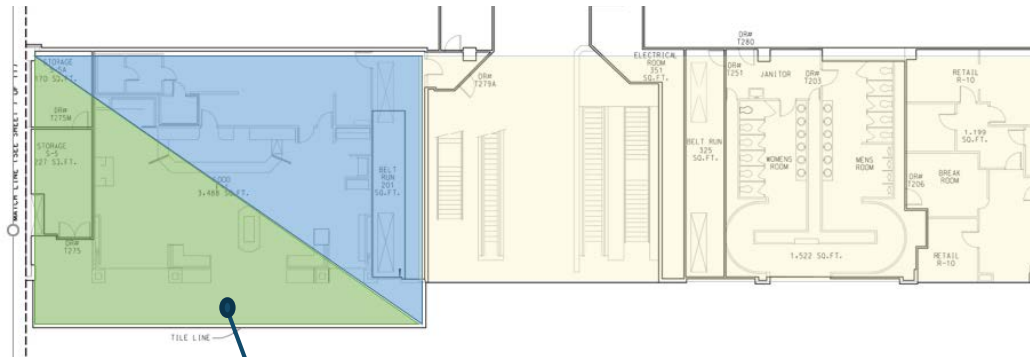
# Future Plans – Concourse C<sup>1</sup>



<sup>1</sup>Note – concepts are subject to change in the final RFP.

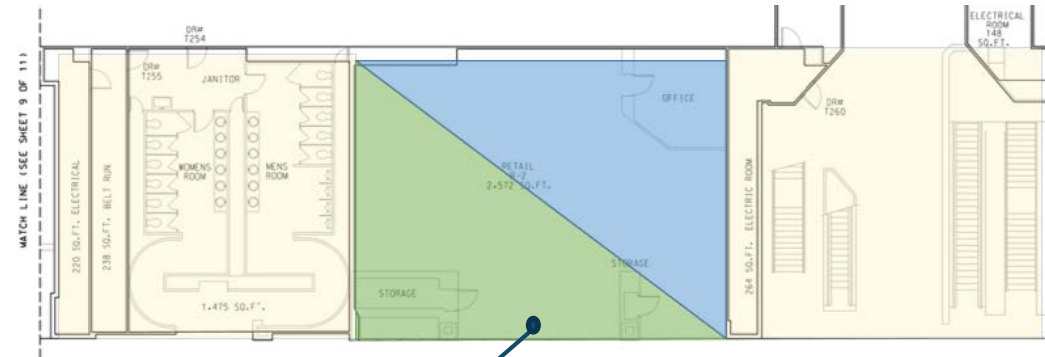
# Pre-Security – Main Terminal<sup>1</sup>

## West End – Level 2



F&B/Retail -  
Casual Dining  
Convenience

## East End – Level 2



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

<sup>1</sup>Note – concepts are subject to change in the final RFP.



# Terminal Wide Modernization Projects

Before



After



Before



After



After

Before



# 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







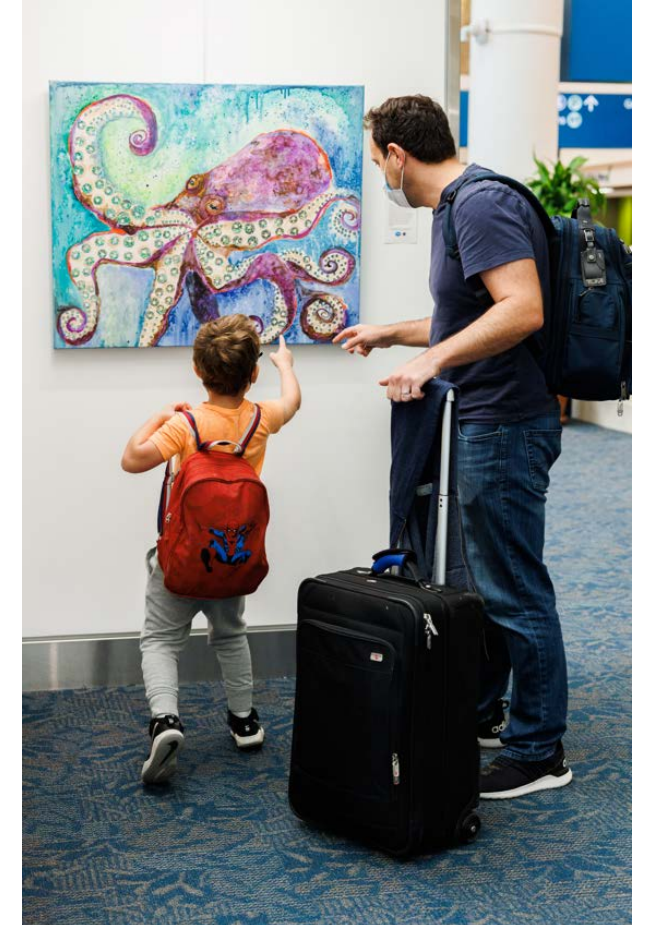
# Overview of Concession Opportunities

# 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

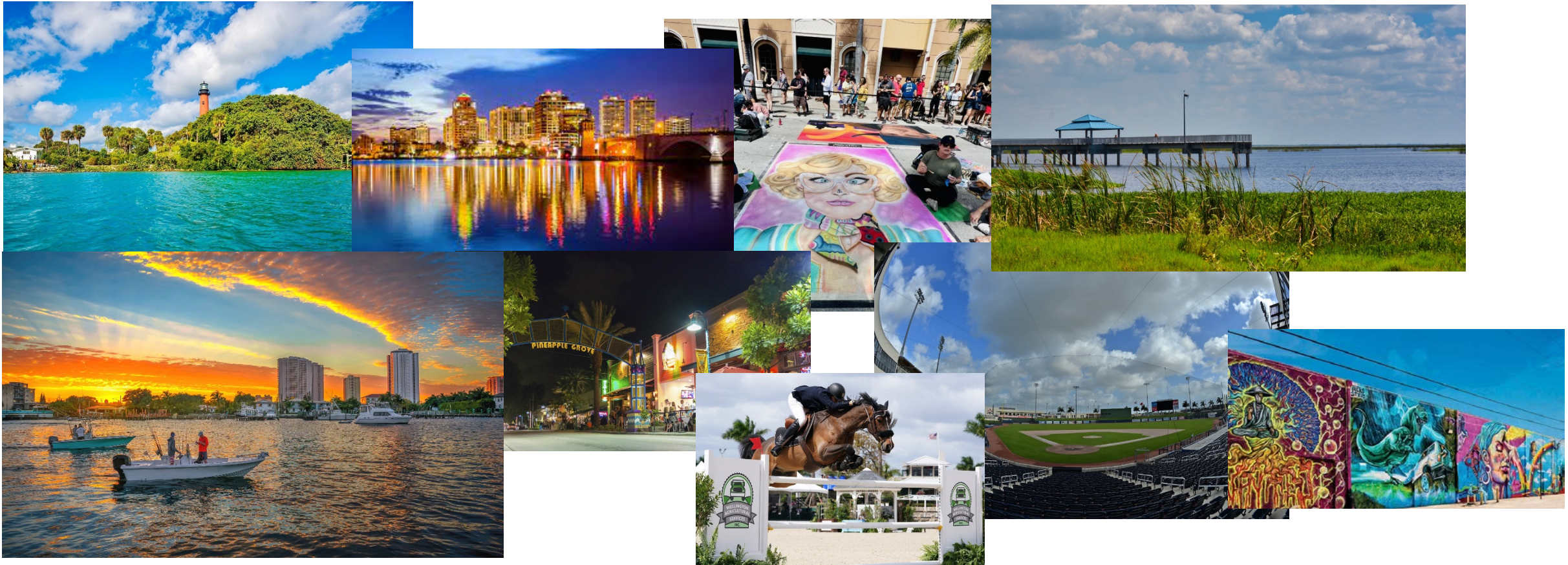
### PROPOSERS:

- 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

<u>Date</u>	<u>Activity</u>
March 6, 2023	ACDBE <u>Virtual</u> 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](mailto:properties@pbia.org)
- Build your team, including local partners



# Your Chat Questions Answered!

Submit written follow-up questions to: [properties@pbia.org](mailto:properties@pbia.org)