



## **FOOD & BEVERAGE CONCESSION OPPORTUNITY**

### **INVITATION TO PARTICIPATE IN AN OPEN HOUSE DISCUSSION & PRESENTATION**

Two Dates for Your Convenience:

Tuesday, February 6, 2018  
6:00 p.m. to 9:00 p.m.



Wednesday, February 7, 2018  
2:00 p.m. to 5:00 p.m.



Oakland International Airport  
Muir Woods Conference Room – Terminal 1 (2<sup>nd</sup> Floor)

The Port of Oakland will be issuing a Request for Proposals (“RFP”) for all Food & Beverage Concession Units at Oakland International Airport and is inviting restaurant operators, concessionaires, food vendors, and service providers interested in participating in this concession opportunity to meet with Port staff, consultants and each other to discuss and ask questions about the RFP process.

#### **The Current Program:**

21,000± Square Feet in 16 Locations Spread Across Terminals 1 & 2:

- ✈️ Six Bar & Restaurant Units
- ✈️ Five Specialty Coffee Outlets
- ✈️ Two Multi-Concept/Food Courts
- ✈️ Two Quick Serve Restaurants

CY 2016 Financial Performance:

- ✈️ Gross Receipts = \$40.8 Million
- ✈️ Rent Paid to Port = \$5.4 Million





## **The Staff-Recommended Proposed Program:**

### 1. Goals for Proposed Food & Beverage Concessions Program:

- a. Provide mix of local concepts and national brands;
- b. Maximize *Sales per Enplanement* and optimize rental revenues;
- c. Maximize customer service and experience;
- d. Minimize Port's administrative expenses;
- e. Create a *Sense of Place* through creative/unique facility designs;
- f. Promote small and ACDBE businesses by facilitating partnerships with Prime Operators - through joint ventures, subleases, and/or supplier relationships;
- g. Continue existing pricing policy;
- h. Promote environmental stewardship;
- i. Continue labor peace policy; and,
- j. Address future expansion rights.

### 2. Proposed Business Terms:

- a. Two Prime Operators with approximately equal number of spaces/square footage spread throughout Terminals 1 and 2;
  - b. Ten (10) year term;
  - c. Fixed Minimum Annual Guaranteed Rent based on unit size;
  - d. Percentage of Gross Revenue with fixed (not graduated) rates
    - 13% for food, and
    - 16% for alcohol;
  - e. Initial Capital Investment of \$450 per square foot minimum;
  - f. Mid-Term Capital Investment of \$150 per square foot minimum;
  - g. Pricing Policy of "Street + 10%" plus a 2% Benefits Surcharge; and,
  - h. Marketing Fund: 0.5% of Gross Sales.
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3. Proposed Evaluation Criteria:

	Points
Proposed Concepts and Menus	30
Design and Quality of Tenant Improvements, Including Construction Phasing Plan	25
Management and Operations Plan	25
Experience and Qualifications of Proposer And Proposer's Partners (JV and/or subtenants)	10
Proposed Business Plan	10
<b>Total Potential Points</b>	<b>100</b>

4. Proposed Schedule:

<b>Topics</b>	<b>Significant Dates</b>
Community/Concessionaire Outreach Meetings	February 2018
Board Review/Approval of RFP Document	March 2018
RFP Issued	March 2018
Pre-Proposal Meeting	April 2018
Proposals Due to Port	June 2018
Proposer Interviews by Evaluation Panel	Mid August 2018
Proposers Selected by Evaluation Panel	End August 2018
Board Meetings and Contract Awards	End September 2018
Design & Construction Documents	October 2018 – January 2019
Construction of New Units Begins	January 14, 2019
All New Units Open	July 2019



**The Open House will be a forum for:**

- ➔ Review of OAK's proposed Food & Beverage Concessions RFP
- ➔ Learn More About the Unique Aspects of Operating at an Airport
- ➔ Meet & Greet Potential Partners
- ➔ Tour of OAK and location of Food & Beverage Concession Units\*
- ➔ Community Outreach:
  - a. Involve the community in the F&B Concessions Program;
  - b. Inform about unique aspects of operating at an airport (*Concessions 101*);
  - c. Discuss partnering opportunities, e.g. joint ventures and subcontracts;
  - d. Discuss licensing and supplier opportunities;
  - e. Learn about the DBE and/or ACDBE certification process; and,
  - f. Facilitate contacts between prime and small business operators.

\*See the next page for information that must be provided for anyone interested in the optional terminal tour



**Please feel free to share this Invitation! For more information, plan to attend one of the two Open House Sessions where additional details will be shared. In the interim, interested parties may contact:**

Lila Zinn – Contract Compliance  
Social Responsibility Division  
Port of Oakland  
[lzinn@portoakland.com](mailto:lzinn@portoakland.com)

Brandon J. Mark –Manager  
Aviation Properties Department  
Oakland International Airport  
[bmark@portoakland.com](mailto:bmark@portoakland.com)

## **PLEASE RSVP TO ATTEND!**

All Interested Parties planning to attend the Open House must RSVP with your name, names of others who may attend with you, company name and contact information to [concessions@portoakland.com](mailto:concessions@portoakland.com).

Parking will be validated. Please park in the hourly OAK lot, bring the ticket with you to the Open House and remember to have it validated.

## **OPTIONAL TERMINAL TOUR**

\*Anyone interested in an optional Tour of OAK and locations of Food & Beverage Concession Units must email to [concessions@portoakland.com](mailto:concessions@portoakland.com) the following information by no later than Thursday, February 1, 2018:

- Full Name as Shown on government-issued ID
  - Date of Birth
  - Copy or clear photograph of Driver's License or Passport
  - Participants who do not provide this information will not be permitted to tour the secured areas of Terminals 1 and 2.
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## History

The Port of Oakland was established in 1927 and oversees the Oakland seaport, Oakland International Airport (OAK), Commercial Real Estate, and 20 miles of waterfront. The Oakland seaport is one of the top ten busiest container ports in the U.S. The Port's real estate includes commercial developments such as Jack London Square and hundreds of acres of public parks and conservation areas. Through Port operations and those of its tenants and users, the Port supports nearly 70,000 jobs in the region and over 800,000 jobs across the United States. The Port is an independent department of the City of Oakland.

OAK has served the air travel and air cargo needs of the Bay Area for 90+ years. In 1927, work crews at Oakland Municipal Airport (now the North Field at OAK), constructed what was then the world's longest runway, a 7,020-foot long strip that served as the takeoff point for the first trans-Pacific flight from the U.S. mainland to Hawaii. Famous aviators frequented OAK, including Charles A. Lindbergh, Amelia Earhart, Lester Maitland, and Albert Hegenberger. OAK was also the West Coast terminus for United Airlines' newly introduced service to New York in 1937; DC-3s carried 14 passengers and made the trip in 15 hours and 20 minutes, with three stops. In 1962, Terminal 1 and Runway 12-30 (formerly 11-29) were opened to accommodate growth and technological advancements in the aviation industry. A second eight-gate terminal (Terminal 2) was opened in 1985 and was expanded to a total of 13 passenger gates in 2007.

### Oakland International Airport Today

OAK is the fourth busiest airport in California and the second busiest in the San Francisco Bay Area. The Airport facilities are located on approximately 2,600 acres of land, and include terminals, airfield, parking, air cargo, corporate and general aviation, and maintenance facilities. Serving over 12 million travelers annually with over 300 daily passenger and cargo flights, OAK is the closest airport to the region's top business and tourism venues. Oakland's air service roster to over 50 destinations is scheduled on 13 different airline brands – seven of which operate with OAK as their sole gateway into the San Francisco Bay region. OAK's passenger traffic has increased every month since December 2013 and is expected to exceed 13 million for all of 2017 while international passenger volume is up over 150% from last year.