

# BUSINESS INFORMATION MEETING

## Terminal 3 North 2 Concourse Concession Opportunities

June 9, 2025



**PHX DVT BYR**

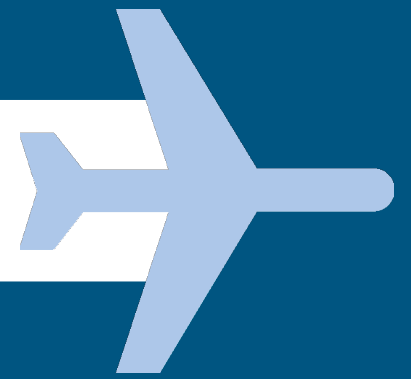
# SUCCESS FOR TODAY'S MEETING

- In this session, your device has automatically been muted.
- Time for questions will be available at the end of the presentation. Please submit your questions using the “chat” feature.
- Better than a screenshot, today's presentation and recording will be available at:



*Everything is subject to change until the Revenue Contract Solicitation (RCS) is released.*

# AGENDA



- Terminal 3 North 2 Concourse (T3N2)
- Concession Opportunities
- Revenue Contract Solicitations (RCS) Details
- Small Business Outreach Requirements
- Gather Feedback
- Questions and Answers

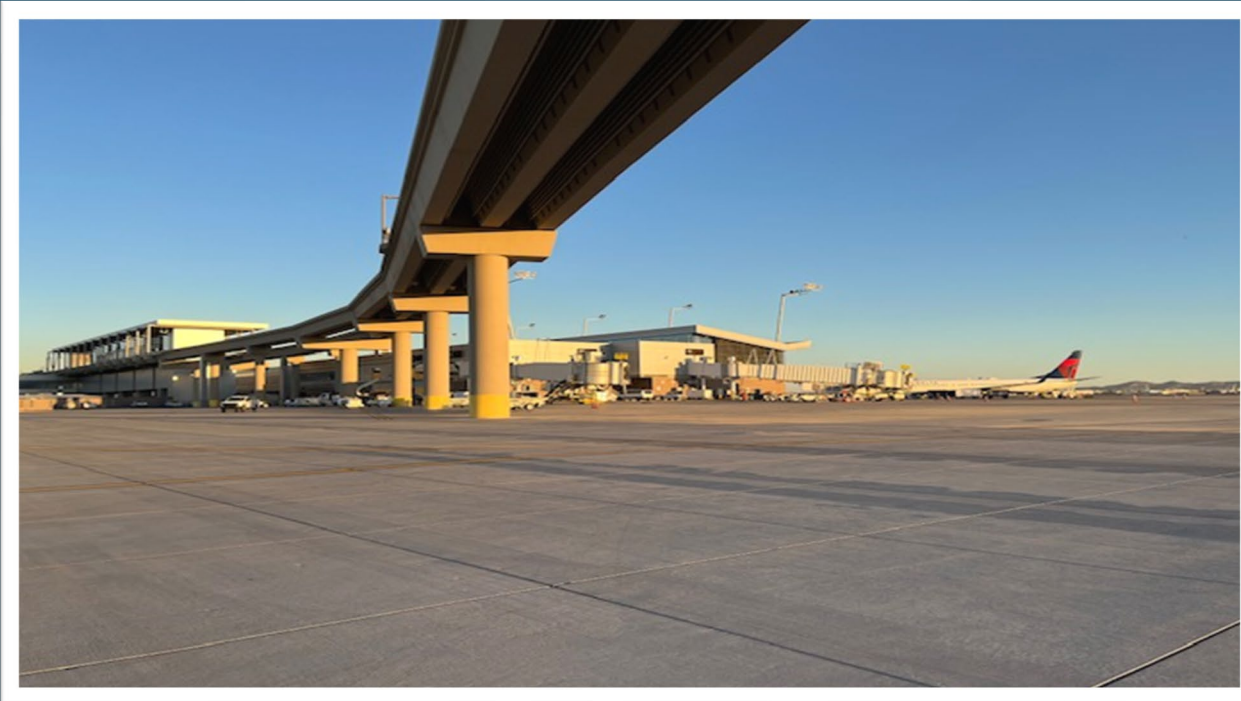


# TERMINAL 3 (T3)

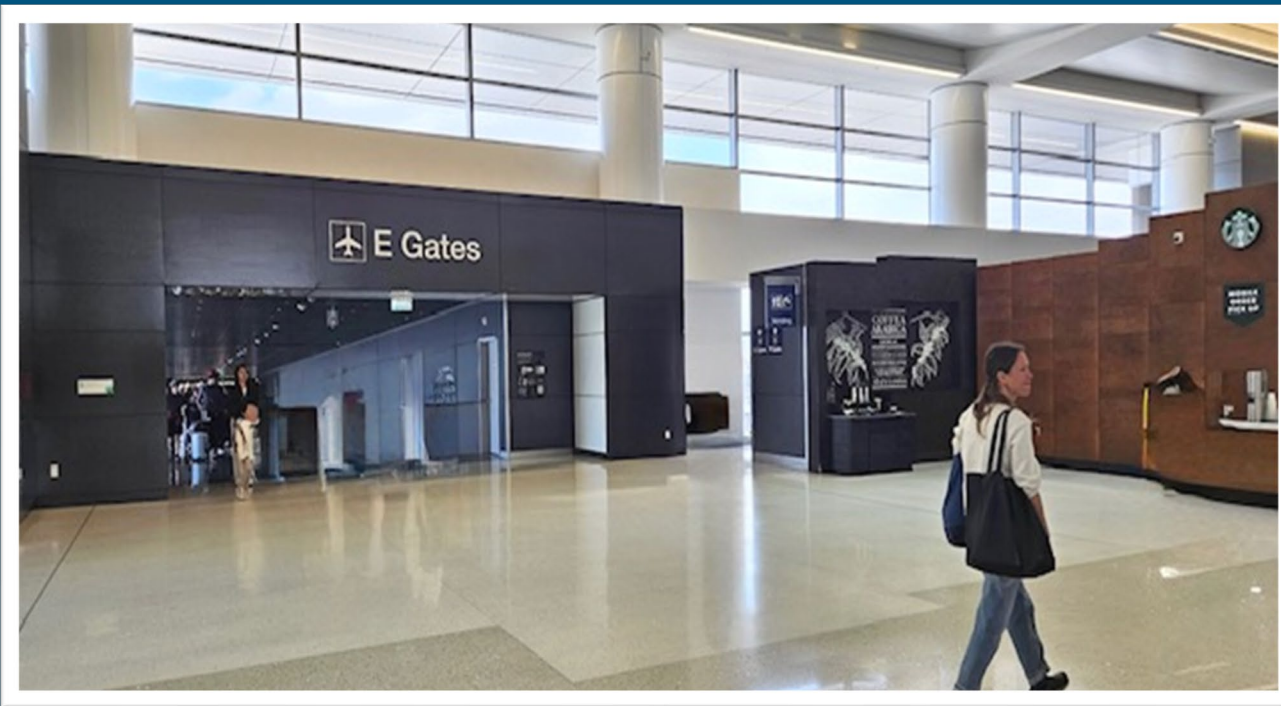
- ▶ Airlines
- ▶ Enplanement Numbers
- ▶ Concession Map

# T3 AIRLINES

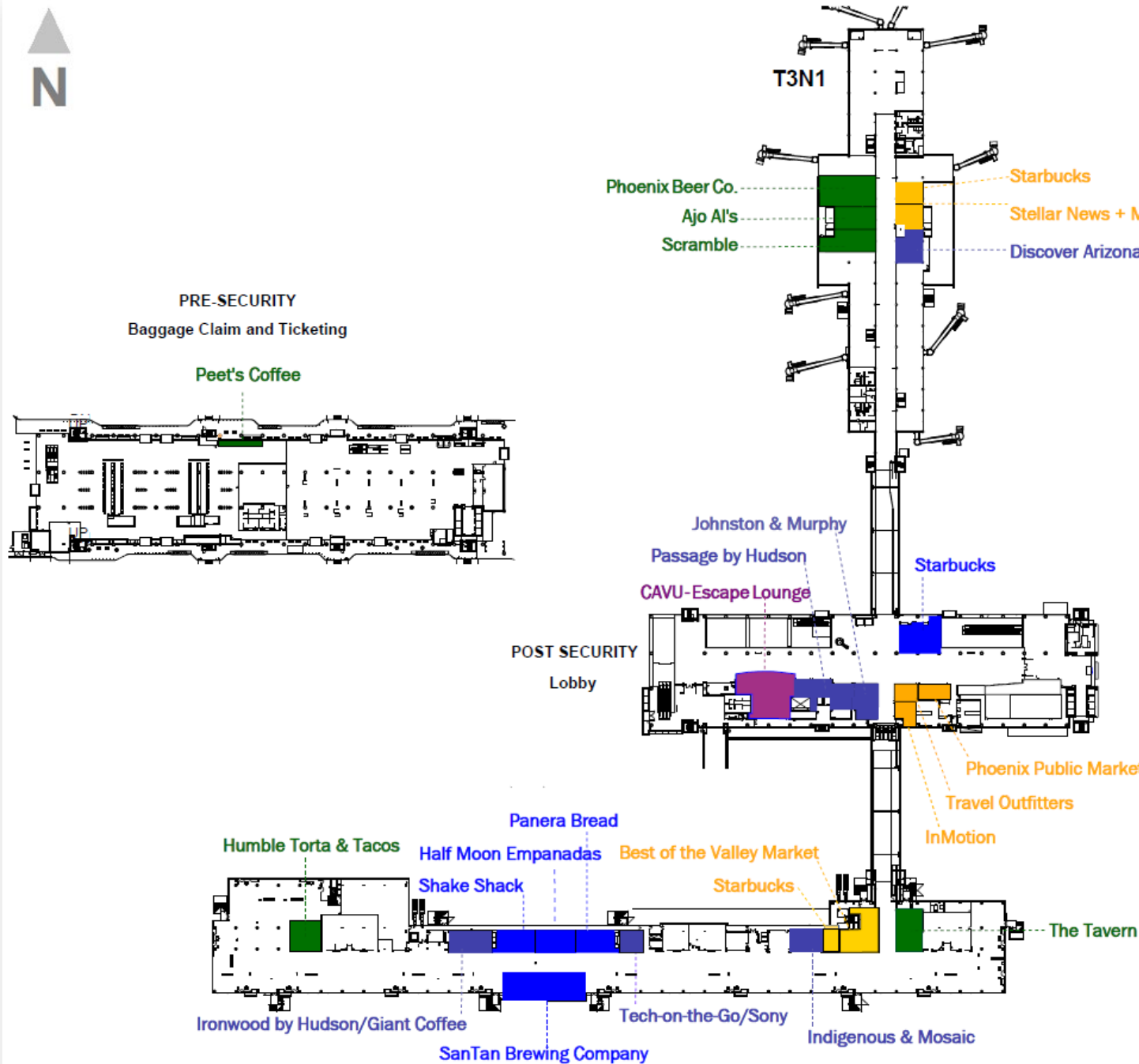
- Advanced Airlines
- Air Canada
- Alaska Airlines
- Allegiant Air
- Breeze Airways
- Delta Airlines
- Denver Air Connection
- Frontier Airlines
- Hawaiian Airlines
- jetBlue Airways
- Porter Airlines
- Southern Airways Express
- Spirit Airlines
- Sun Country
- United Airlines



# TERMINAL 3 ENPLANEMENTS



- 2024: 6.5M
- 2023: 6.3M
- 2022: 5.1M
- 2021: 4.2M



# CURRENT TERMINAL 3 CONCESSION MAP

- 13 F&B Units
- 11 Retail Units
- 1 Passenger Service Unit

[Food & Drinks | Phoenix Sky Harbor International Airport](#)

[Shops | Phoenix Sky Harbor International Airport](#)

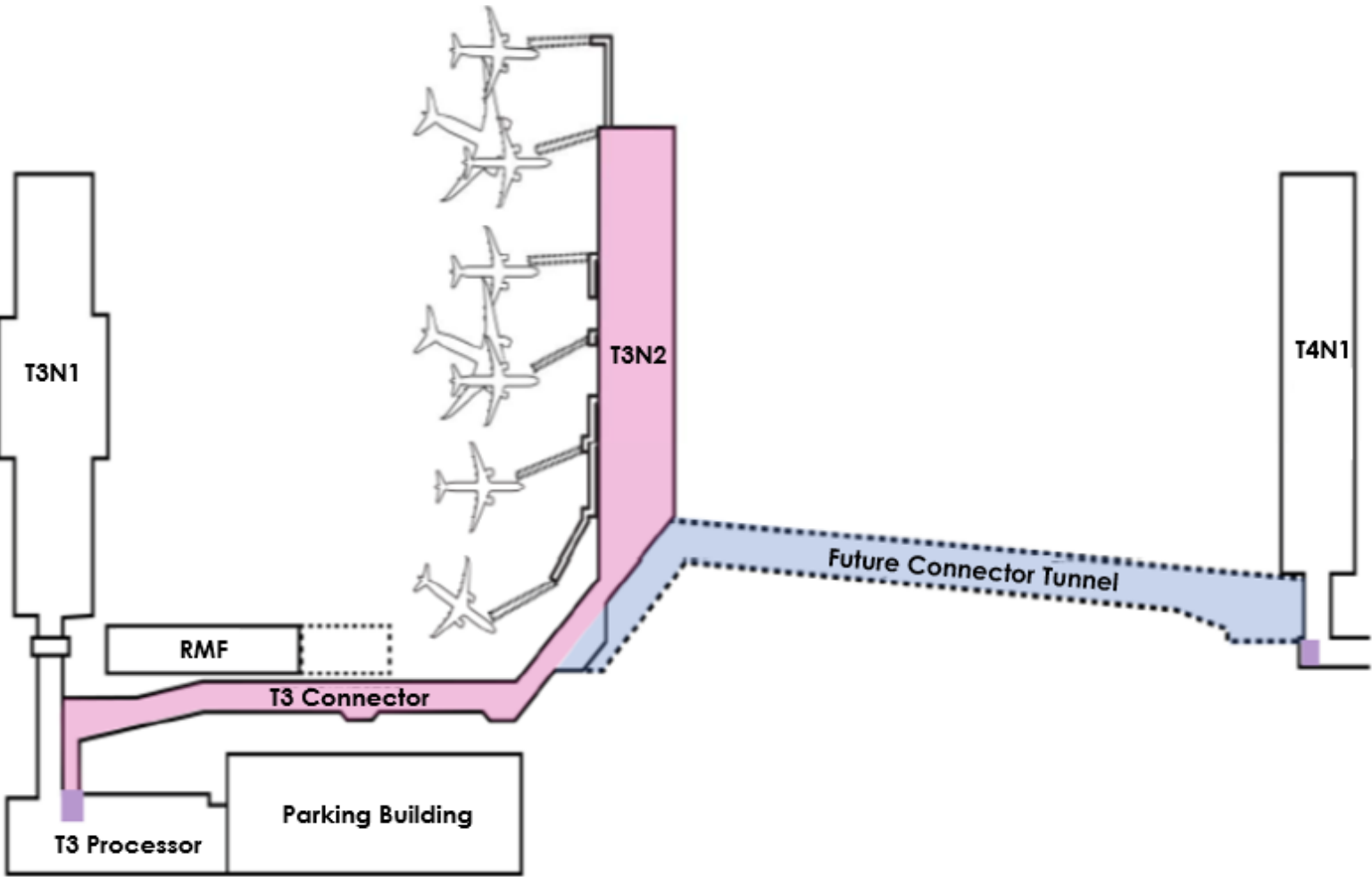




\*Preliminary Concepts

## T3N2 Concessions Programming Objectives

- ✓ Meet the need for 1.5M passenger activity
- ✓ Timeline to coincide with concourse opening



# T3N2 PROJECT OVERVIEW

- ✈ Six Gate Concourse
- ✈ Connectors to T3 and T4

# DESIGN CONCEPT OF CONCOURSE



Airport's perspective is to reflect the natural beauty of Arizona.

Tenant Design Criteria will be available when the RCS is posted.

# UPCOMING REVENUE CONTRACT SOLICITATION

- Contracting Opportunities
- Business Terms
- Airport Concession Program Goals
- Sustainability Initiatives
- Helpful Hints
- Timelines



# SOLICITATION GOALS

- Increase small business participation
- Optimize sales and rental revenues over the term of the Lease
- Provide high quality food & beverage and retail offerings
- Showcase food and beverage offerings that authentically reflect the local community's culinary heritage
- This solicitation opportunity will also include participation in the Aviation Department's sustainability initiatives, airport concession marketing, and customer experience programs



# CONCESSION OPPORTUNITIES



## Food & Beverage Concession Packages

- One full –service restaurant with bar (N2-FB4)
- Two quick-serve restaurants and café bar (N2-FB1 & N2-FB2)
- One coffee café designated for a small business operator (N2-FB3)



## Retail Concession Packages

- One retail convenience, news, and gift store (N2-R2)
- One specialty retail boutique-style store (N2-R1)



# FOOD AND BEVERAGE PACKAGES

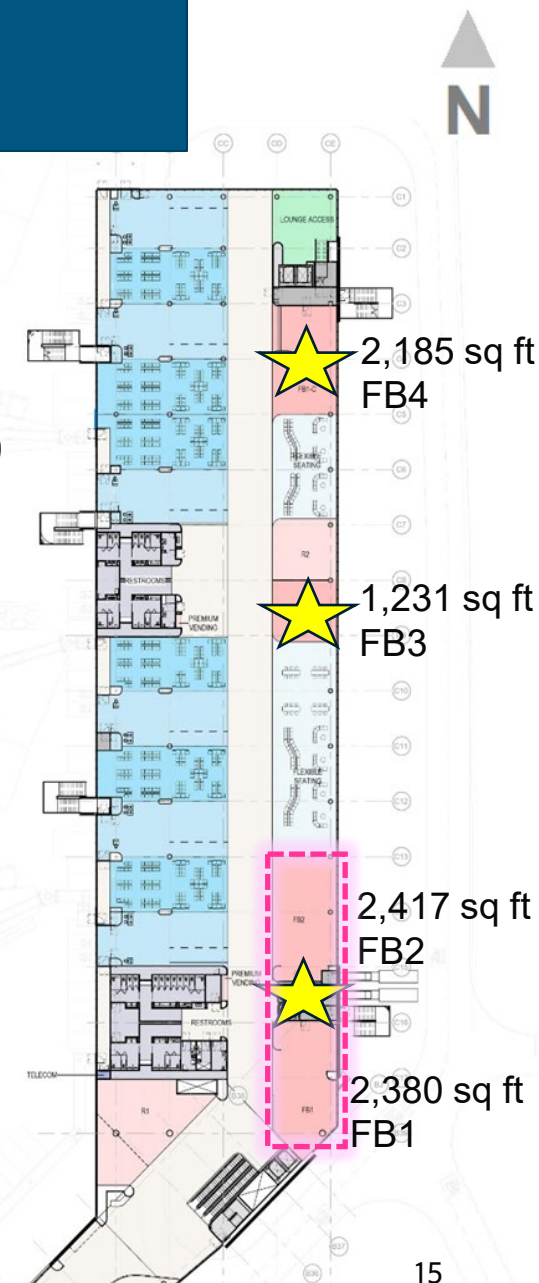
THREE (3) SEPARATE CONTRACTING OPPORTUNITIES

Gina Almaraz, Project Manager



# PROPOSED FOOD AND BEVERAGE

- One (1) Full-Service Restaurant with Bar (N2-FB4);
- One (1) Coffee Café Small Business Only (N2-FB3);
- Two (2) Quick-Serve Restaurants and Café Bar (N2-FB1 & FB2)



\*Preliminary Concepts and Square Footage is subject to change

# FOOD AND BEVERAGE CATEGORIES

## One Full-Service Restaurant with Bar (N2-FB4)

- Table service to customers and served by waitstaff. Restaurant will also have a bar for customers to order alcoholic and non-alcoholic beverages (with the proper liquor licenses).



Examples of F&B Categories Only

# FOOD AND BEVERAGE CATEGORIES

## One Coffee Café Small Business Opportunity (N2-FB3)

- Offers an array of coffee and tea selections and the menu items should include options for breakfast and lunch, including various bakery items and snacks.



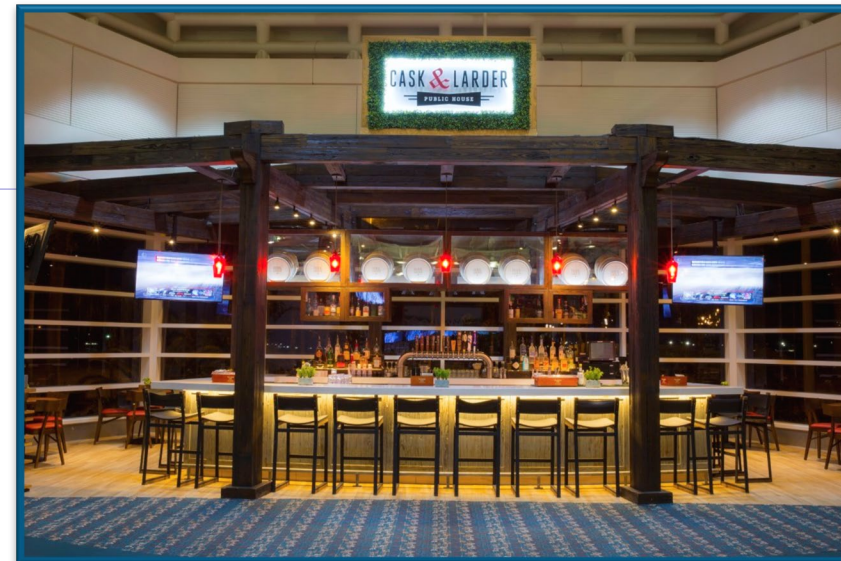
Examples of F&B Categories Only



# FOOD AND BEVERAGE CATEGORIES

## Two Quick-Serve Restaurants and Café Bar (N2-FB1 and N2-FB2)

- The **quick-serve** units may offer counter service or self-service so the customer can pick up their order when the order is ready. Typically, these restaurants cater to faster-paced clientele.
- The **café bar** will offer a full complement of alcoholic beverages in a themed environment. The café bar is expected to offer full or limited food service and serve appetizers, small plates, breakfast items, etc.



Examples of F&B Categories Only



# Food and Beverage Proposed Business Terms

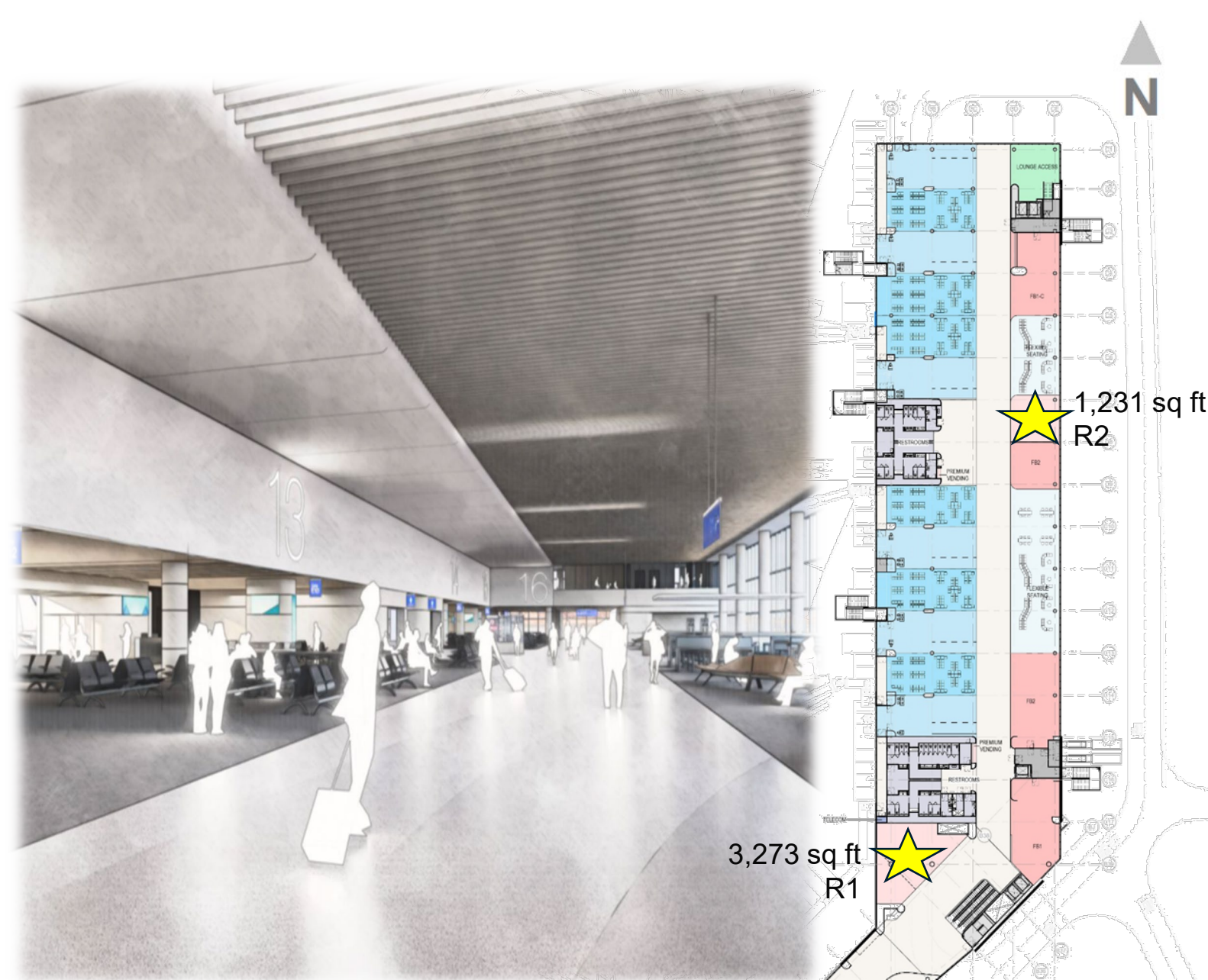
- ▶ Contract Term:
  - ▶ Between 12 -15 years
- ▶ Financial Impact / Rent:
  - ▶ Percentage of Gross Sales
    - ▶ Percentage range will depend on the concession category
    - ▶ Percentage will be finalized upon RCS posting



# RETAIL PACKAGES

TWO (2) SEPARATE CONTRACTING OPPORTUNITIES





# PROPOSED RETAIL CONCESSIONS

- One (1) News, Gift & Convenience, Store (N2-R2);
- One (1) Specialty Boutique-Style Store (N2-R1)

# RETAIL CONCESSION CATEGORIES

## One Retail News, Gift, and Convenience Store (N2-R2)

- Offers essential merchandise that passengers can purchase quickly and efficiently with touchless and contactless check-out capabilities.



Examples of Retail Categories Only



# RETAIL CONCESSION CATEGORIES

## One Specialty Retail Boutique-Style Store (N2-R1)

- This boutique-style concept is a retail arrangement where a variety of brands and products can be featured in dedicated areas of the store. Proposers should be creative and make the shopping experience more convenient and enjoyable allowing brands to shine in the concession space.



Examples of Retail Categories Only



# Retail

## Proposed Business Terms

- ▶ Contract Term:
  - ▶ Between 10 -12 years
- ▶ Financial Impact / Rent:
  - ▶ Percentage of Gross Sales
    - ▶ Percentage range will depend on the concession category
    - ▶ Percentage will be finalized upon RCS posting



# SOLICITATION DETAILS



# Evaluation Criteria

**Proposed  
Concept(s) and  
Menu /  
Merchandise Plan**

**Tenant Design &  
Quality of the  
Premise**

**Management,  
Marketing,  
Operations,  
Technology Plans**

**Experience &  
Qualifications**

**Business Plan**

# SUSTAINABILITY & GREEN BUSINESS PARTNERS

The program encourages participants to implement sustainable practices.

- Energy efficiency measures
- Waste reduction strategies
- Responsible sourcing practices
- Water conservation efforts



# TIMELINE

Solicitation Issue Date: Summer 2025

Pre-Response Meeting: Fall 2025

Proposal Due Date: TBD 2025

City Council Award: TBD Early 2026

**All RCS dates are subject to change**



# Helpful Hints about the Solicitation Process

## Read

Entire solicitation document including the concession lease agreements and exhibits.

## Attend

Pre-Response meeting  
Monitor questions & submittal deadline

## Addenda

Review all addenda and all Q&As for changes and new information

## Proposal Response

Your Proposal must be Responsive and in City-approved submittal format

*\*On-Time Submission*

*\*Page-Limitation*

*\*Organize information by Tabs, etc.*

# RESOURCES



Airport Statistics:



Aviation Business Website:



Useful Tips:



Aviation Outreach Events:



City Certification and Compliance System:



# SMALL BUSINESS OUTREACH REQUIREMENTS



Jackie Ramirez | Jana Evans | John Yslas



# Join our Aviation Department Interest Email List

## Instructions

Email: [busopps.aviation@phoenix.gov](mailto:busopps.aviation@phoenix.gov)

Include the following information:

- Company Name
- Email address (for notification)
- Identify interested business area(s)  
i.e., Retail, Food & Beverage, Ground  
Transportation

## RESOURCES

Aviation Outreach Events



Aviation Business Website





# SMALL BUSINESS OUTREACH REMINDERS

Phoenix Sky Harbor International Airport **does not set** Race-Conscious Goals

- PSHIA:
  - Utilizes Race-Neutral measures to achieve ACDBE and Small Business Participation.
  - Utilizes a national market for our small business participation.
  - Must report this participation annually to the Federal Aviation Administration (FAA).



# SMALL BUSINESS OUTREACH REMINDERS

- As part of the Outreach Requirement, **all** Respondents **must** conduct outreach to small businesses.
- Besides food and beverage or retail providers, other opportunities to consider could include:
  - Suppliers of products
  - Suppliers of goods and services
  - Uniform services
  - Janitorial services

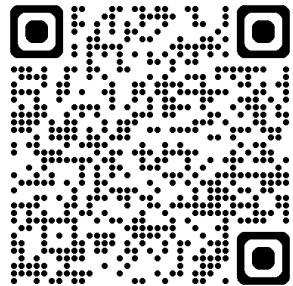
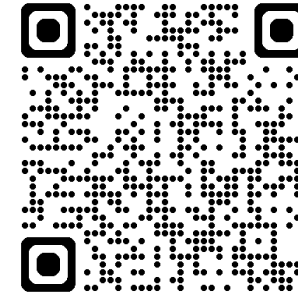


# SMALL BUSINESS DIRECTORIES

## ACDBE, DBE, and Small Business Concerns (SBC)

Use the Arizona Transportation Business Portal (AZ UTRACS)

<https://utracs.azdot.gov/search>



## Small Business Enterprise (SBE)

City of Phoenix Certification & Compliance System

<https://phoenix.diversitycompliance.com>

**Each Respondent's outreach efforts are not restricted to companies registered with the City!**



# SMALL BUSINESS OUTREACH REQUIREMENTS

## FOR THIS CONCESSION SOLICITATION:

At the time of the Revenue Contract Solicitation (RCS) Submittal, *as a matter of responsiveness* **ALL Respondents** MUST complete and submit:

- Form EO1-200 - *Statement of Outreach Commitment*
- Form EO2-200 - *Small Business Outreach Efforts and Participants List*
- Form EO3-200 - *Small Business Utilization Commitment*

These forms will be made available when the solicitation is released.



# SMALL BUSINESS OUTREACH REQUIREMENTS

All Respondents **MUST** fulfill the outreach requirements:

- Failure to provide documentation of required outreach efforts at submission = **REJECTED RESPONSE**
- Outreach efforts to small businesses must be demonstrated by submitting required documentation: Form E01-200; EO2-200 and supporting documentation; and E03-200)

If a Respondent is a:

- **Small business**, the Respondent **MUST** conduct outreach to other small businesses.
- **Joint Venture (JV)**, the Respondent **MUST** conduct outreach to other small businesses that are not already a partner of the JV.

REMEMBER: You must complete outreach requirements even if you are an ACDBE or a Small Business.

**YOU CANNOT OUTREACH TO YOURSELF!**



# SMALL BUSINESS OUTREACH REQUIREMENTS

## Steps to take for Outreach:

1. Identify opportunities for small business participation
2. Conduct outreach for small business participation
3. Evaluate small business participation
4. Tell each small business that responded to the outreach efforts of their selection decision whether or not the small business was selected

**DOCUMENT!!! DOCUMENT!!! DOCUMENT!!!**



# EO2-200 SMALL BUSINESS OUTREACH EFFORTS & PARTICIPANTS LIST

Step 1 – **Identify** businesses and opportunities for small business participation:

- a. Identify the businesses that will be solicited for consideration to perform on this contract.
- b. List the business name, owner, street address, city, state and zip, along with the businesses phone number and an email address.



IDENTIFY								
Small Business Name and dba (if applicable)	Small Business Owner Name	Street Address	Street Address (Line 2)	City	State	ZIP Code	Phone Number	Email Address
Firm 1								
Firm 2								
Firm 3								

**a**

**b**



# EO2-200 SMALL BUSINESS OUTREACH EFFORTS & PARTICIPANTS LIST

Step 1 – (continued) **Identify** businesses and opportunities for small business participation:

- c. Indicate the demographics of the business owner, using the drop-down lists (Columns J and K - race and gender)
- d. Using the drop-down lists, identify size standards and other information for the business (Columns L and M - Age of the Firm and Annual Gross Receipts; the Number of Employees is a free-form fillable column)
- e. Using the drop-down lists, indicate if the business is Certified as an Airport Concession Disadvantaged Business Enterprise (ACDBE), a Small Business Element (SBE) or if the business is not certified (Column O).

IDENTIFY					
Race of Majority Owner (Column J)	Sex of Majority Owner (Column K)	Age of Firm (Column L)	Annual Gross Receipts (Column M)	Number of Employees (Column N)	ACDBE or SBE Status (Column O)
Firm #1	▼	▼	▼	▼	▼
Firm #2	<b>c</b> ▼	<b>d</b> ▼	▼	▼	<b>e</b> ▼
Firm #3	▼	▼	▼	▼	▼

INDICATES A DROP DOWN BOX



# EO2-200 SMALL BUSINESS OUTREACH EFFORTS & PARTICIPANTS LIST

Step 2 – **Conduct** outreach for small business participation:

- a. List the North American Industry Classification System (NAICS) codes for the Proposed Scopes of Work that the business will be performing on this contract.

DO NOT LIST NAICS codes for business operations that they will not be providing.

- b. Use the drop-down list to indicate how you solicited the business and provide additional information if necessary.

CONDUCT		
NAICS Code(s) of Scope(s) Proposed (If multiple, add all)	Solicitation Method	Solicitation Method Other Information (Name of event, newspaper, etc.)
Firm #1	▼	
Firm #2	▼	
Firm #3	▼	

*Note: In the original image, the first column is highlighted with a red border and labeled 'a', and the second and third columns are labeled 'b'.*



# EO2-200 SMALL BUSINESS OUTREACH EFFORTS & PARTICIPANTS LIST

Step 3 – **Evaluate** the business to determine if they will be selected to participate on this contract with or for your business.

- a. Use the drop-down list to indicate your selection decision for the firm (Column S).
- b. If you do not select the business, explain why you did not select it to participate on this contract (Column T).

<b>EVALUATE</b>	
<b>Selection Decision</b> (Column S)	<b>Selection Decision Explanation (Why Not?)</b> (Column T)
Firm #1	
Firm #2	
Firm #3	

The table is a grid for evaluating firms. The header row is labeled 'EVALUATE' and has two columns: 'Selection Decision (Column S)' and 'Selection Decision Explanation (Why Not?) (Column T)'. The rows are labeled 'Firm #1', 'Firm #2', and 'Firm #3'. In the 'Firm #2' row, the 'Selection Decision' cell contains a large letter 'a' and a downward-pointing triangle, indicating a dropdown menu. In the 'Firm #2' row, the 'Selection Decision Explanation' cell contains a large letter 'b', indicating where an explanation should be provided.



# EO2-200 SMALL BUSINESS OUTREACH EFFORTS & PARTICIPANTS LIST

Step 4 – **Tell** the business if they have been selected to participate on this contract with or for your business.

- a. Under Final Solicitation Outcome Communication, use the drop-down list to indicate how you communicated with the business, your decision (Column U).
- b. Finally, indicate who you notified of the solicitation decision (Column V).

<b>TELL</b>	
<b>Final Solicitation Outcome Communication</b> (Column U)	<b>Who was Notified? (Name)</b> (Column V)
Firm #1	
Firm #2	
Firm #3	

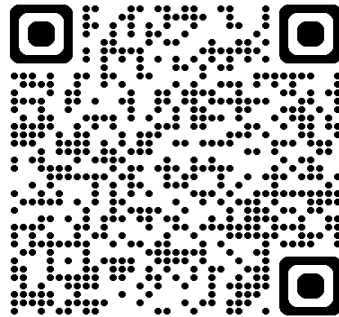
The table above is a visual representation of the data entry process. The 'Final Solicitation Outcome Communication' column (Column U) is highlighted with a red border and contains a large letter 'a' in the Firm #2 row, with a downward-pointing triangle indicating a drop-down menu. The 'Who was Notified? (Name)' column (Column V) contains a large letter 'b' in the Firm #2 row.



# SMALL BUSINESS PARTICIPATION REQUIREMENTS

All Successful Respondents **must fulfill** ACDBE Program Requirements, and shall:

- Comply with Airport ACDBE Program Plan and 49 CFR Parts 23 and 26
- Track and report **all ACDBE** and **small business participation** that occurs as a result of:
  - \* *Contracts*
  - \* *Goods/services*
  - \* *Procurements*
  - \* *Or other arrangements involving sub-tier participation*
  - \* *Purchase Orders*
- Enter data and supporting documentation monthly into the Phoenix Certification and Compliance System at: <https://phoenix.diversitycompliance.com>



# SMALL BUSINESS OUTREACH REQUIREMENTS

## Annual Small Business Participation Plan (SBPP)

- The Successful Respondent must submit an annual SBPP each year, on the anniversary date of their contract execution date.
- The SBPP will detail the Successful Respondent's continuing commitment to outreach to ACDBEs and small businesses.
- In advance of the contract anniversary date, EOD will send the SBPP template to the Successful Respondent for completion.



# SMALL BUSINESS CERTIFICATION

## Programs offered by the City of Phoenix: Federal vs Local

### Airport Concessions DBE (ACDBE) and Disadvantaged Business Enterprise (DBE)

- Federal program (Part 23 & Part 26)
- USDOT-funded contracts administered by the City or its subrecipients (surrounding cities, Valley Metro and statewide)
- Firms located throughout the United States that completed the AC/DBE process with the UCP



### Small Business Enterprise (SBE)

- Local program (Phoenix City Code Chapter 18, Article VI)
- Opportunities to do business with the City of Phoenix
- Applicable to procurement and contracting that occurs using City funds
- Only available to firms with a primary or principal location in Maricopa County



### Benefits to Small Businesses

- Opportunity to participate in the City's concessions program.
- AC/D/SBEs are eligible to bid on procurement or general services contracts reserved for competition among certified firms.
- Exposure for additional business opportunities through listing in on-line certification directory.
- Private sector firms, as well as other government agencies, offer opportunities to certified firms.

**REMEMBER CERTIFICATION IS NOT A  
GUARANTEE OF WORK!**



# SMALL BUSINESS CERTIFICATION

## Where to apply

City of Phoenix Certification & Compliance System  
<https://phoenix.diversitycompliance.com/>



## Contact Us

EOD – Business Relations Division  
Certification Section  
602-262-6790  
[brd.certification@phoenix.gov](mailto:brd.certification@phoenix.gov)



*Creating an inclusive & equitable environment where everyone is valued.*



# EOD SMALL BUSINESS SUPPORT CONTACTS

For additional information, please contact the Equal Opportunity Department - Business Relations Division

**Certification Team:** 602-262-6790

Via email: [brd.certification@phoenix.gov](mailto:brd.certification@phoenix.gov)



**Compliance Team:** 602-495-0887

Via email: [brd.compliance@phoenix.gov](mailto:brd.compliance@phoenix.gov)

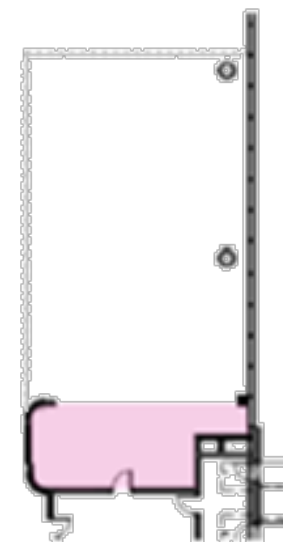
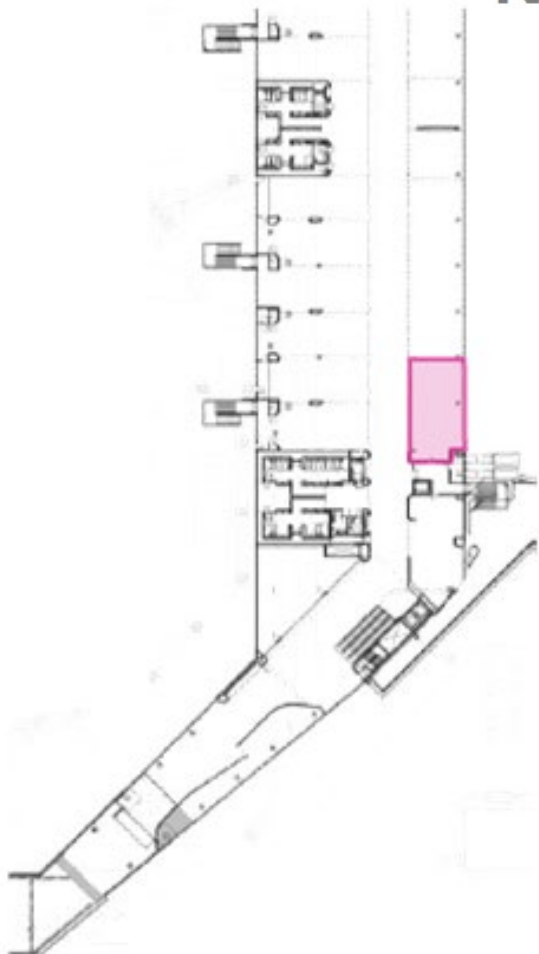


# TERMINAL 3 NORTH 2 CONCOURSE DESIGN FEEDBACK



# FB2 – BACK OF HOUSE DESIGN OPTION 1

CAFÉ BAR

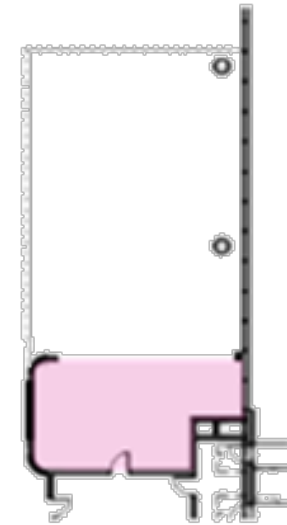
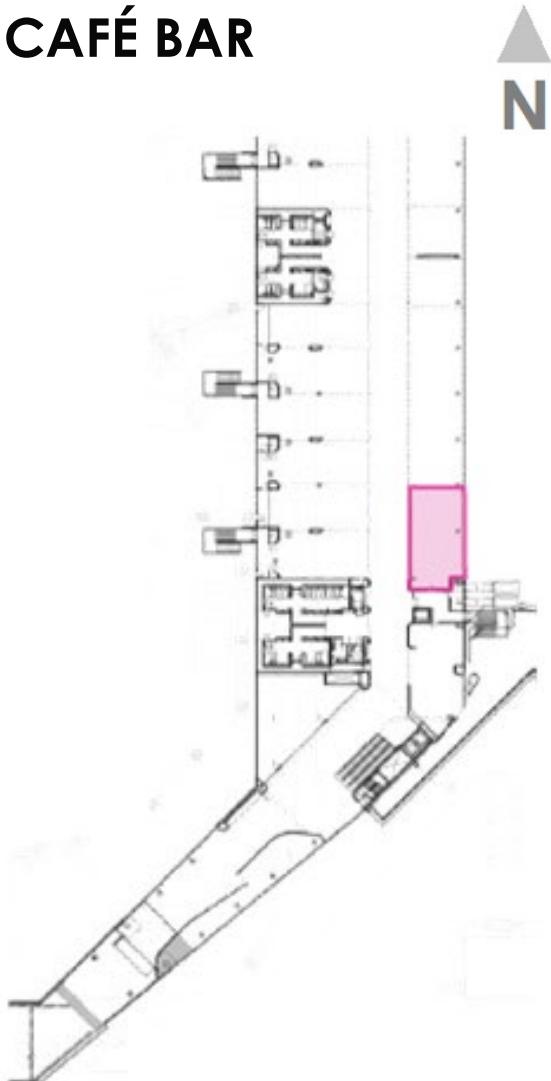


Tenant BOH Space - 447 SF

*\*The design of T3N2 is subject to change. Feedback will be considered but may not be incorporated in the final design based on feasibility and project requirements.*

# FB2 – BACK OF HOUSE DESIGN OPTION 2

## CAFÉ BAR



Tenant BOH Space - 624 SF

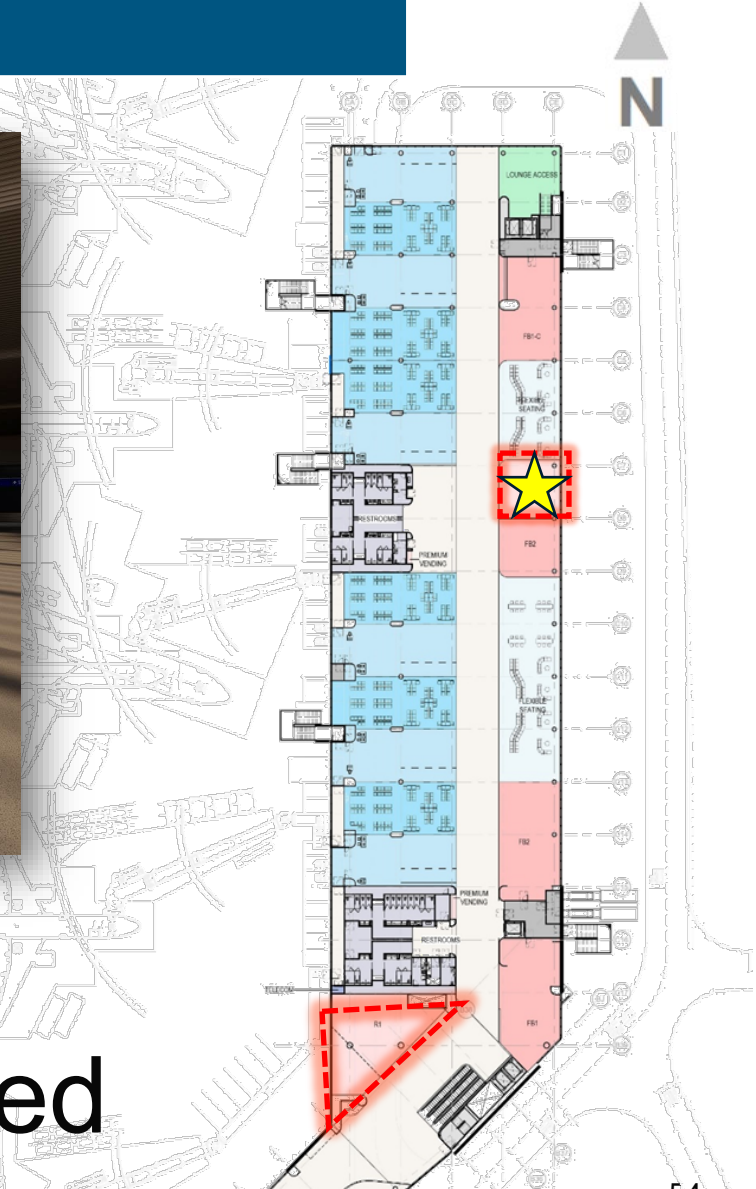
# RETAIL LOCATIONS



- News, Gift, and Convenience
- Specialty Retail Boutique-Styled



# RETAIL LOCATIONS

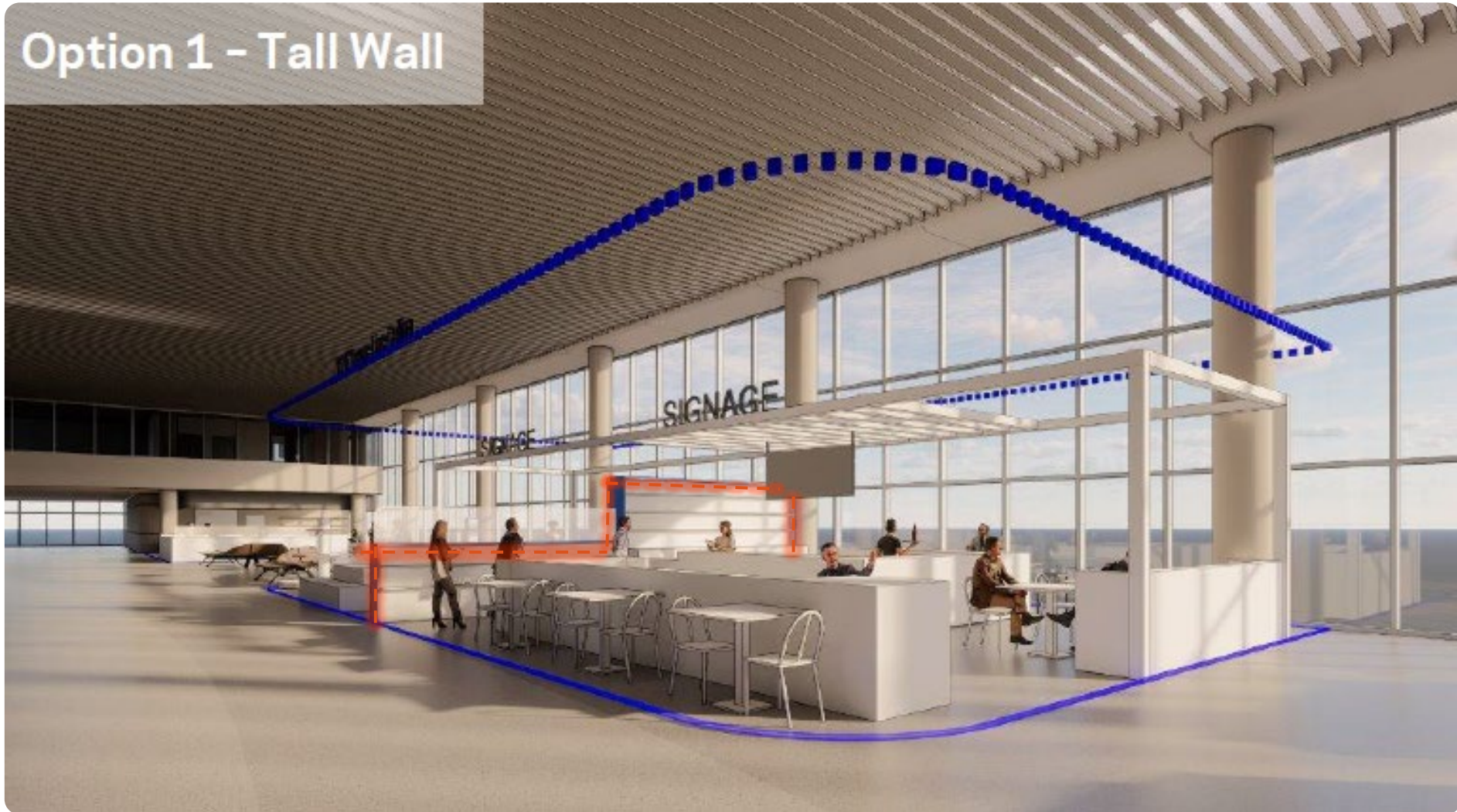


- News, Gift, and Convenience
- Specialty Retail Boutique-Styled



# R2 / FB3 DIVIDING WALL

Option 1 - Tall Wall



# R2 / FB3 DIVIDING WALL

Option 2 - Low Wall



# QUESTIONS?

Please enter any questions you have into the chat box.



***PHX DVT BYR***

# Have More Questions? Contact Us

[busopps.aviation@phoenix.gov](mailto:busopps.aviation@phoenix.gov)



***PHX DVT BYR***

