



DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

Airport Advertising Program Virtual Outreach Event

Today's Topics:

- Airport Advertising Program Services RFP
- Scope of Services
- Procurement Process
- ACDBE Participation

FRIDAY
DECEMBER 1

Thank You
For
Joining Us





Detroit Metro Airport Airport Advertising Concession Opportunity Outreach

Presented by
Christine Lindenmuth, Director of Concessions
Wayne County Airport Authority

December 1, 2023

Outreach Objective

- Learn About the Upcoming Airport Advertising Concession Opportunity
- Meet the Industry Concessionaires
- Network / Learn About Opportunities to Support DTW's Advertising Program

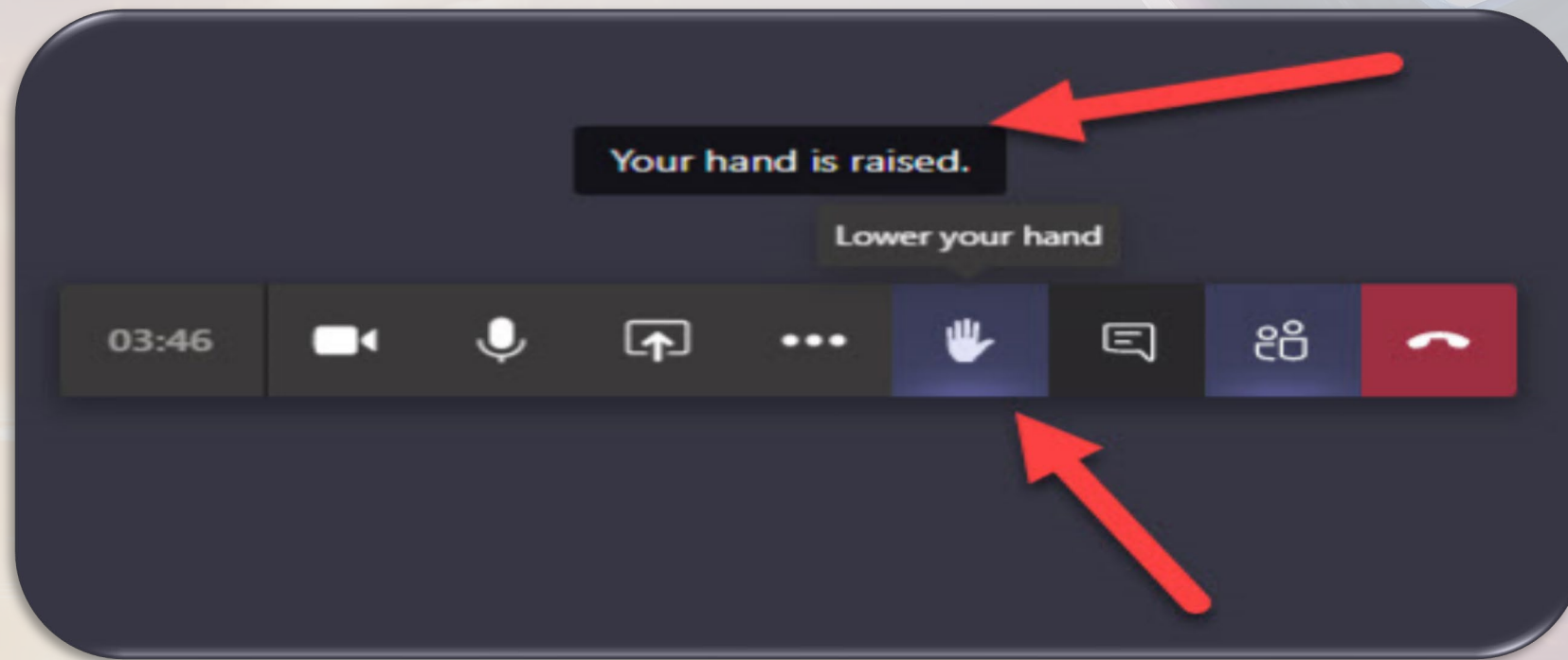
Advertising Vendors

A large commercial airplane is shown in flight, viewed from a low angle, against a dramatic sunset sky with orange and yellow clouds. The plane is white with dark accents and is flying towards the right side of the frame.

- **Clear Channel** – Thaddeus Glenn, Sr., Airport Development Director
- **JCDecaux North America** – Stacey Kodak, Chief Development Officer
- **Lamar Outdoor** – Shauna Forsythe, Director of Business Development

Participant Introductions

- Raise Your Hand
- Introduce Yourself & Firm



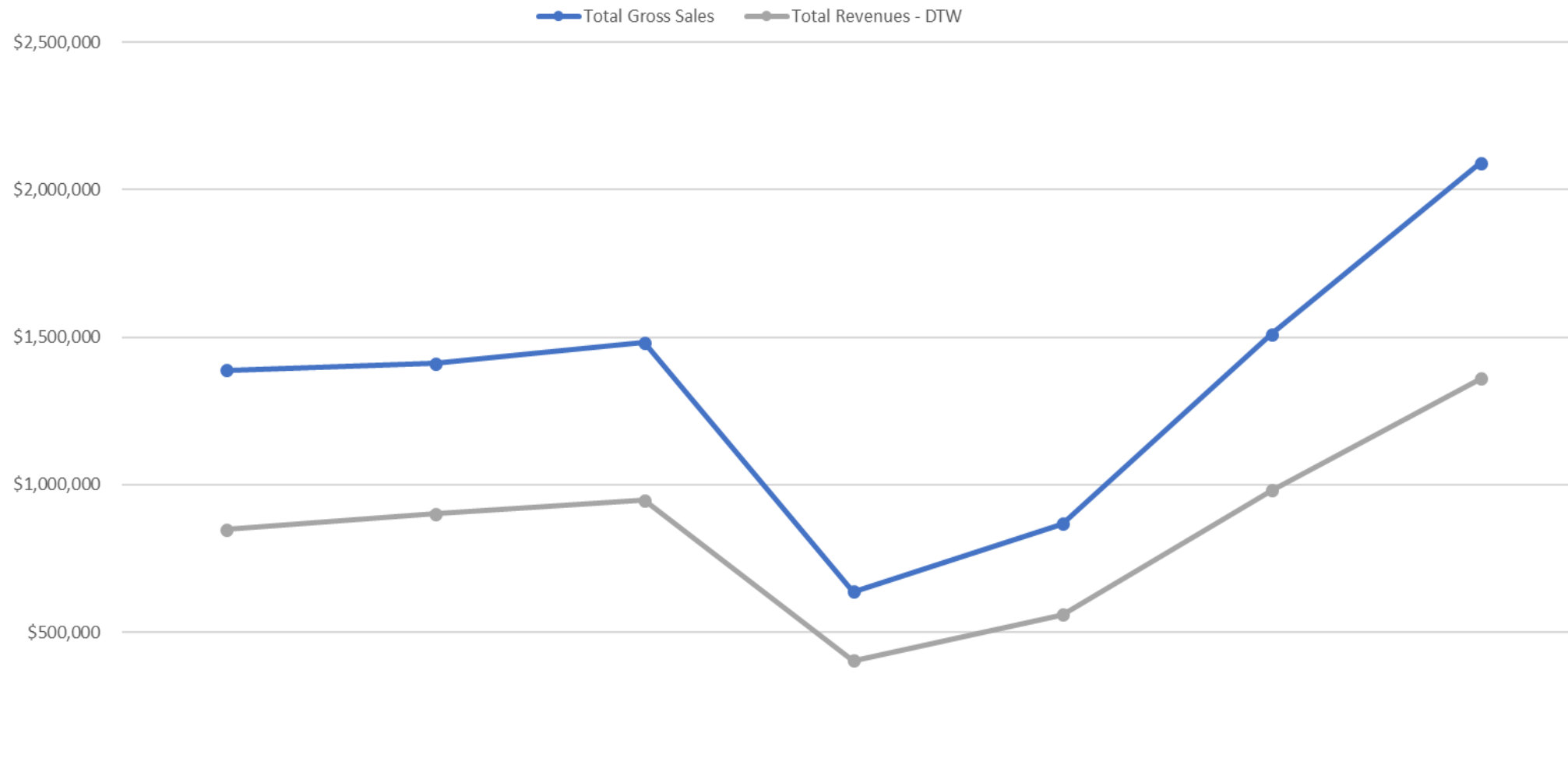
Historical Information



- Current Advertising Concessionaire: Clear Channel
- Concession Agreement in Place Since October 2011
- Agreement Expires September 2024

Historical Sales & Revenue

ADVERTISING PROGRAM



	2017	2018	2019	2020	2021	2022	2023 (YTD October)
Total Gross Sales	\$1,389,010	\$1,411,545	\$1,482,446	\$637,366	\$868,082	\$1,510,630	\$2,091,707
Total Revenues - DTW	\$848,321	\$900,698	\$947,195	\$404,681	\$559,187	\$981,478	\$1,359,240


Anticipated Future Program Highlights

- Select an Advertiser that Can Deliver a Valuable and Relevant Sales Program that is Aesthetically Pleasing
- Engage Travelers While Avoiding Visual Clutter and Does Not Interfere with Operations and Passenger Movement
- Invest in New Advertising Displays Throughout the Terminals and Campus
- Install Equipment Under a Transition Plan (Submitted by Proposer)
- Maximize Revenue
- “Less is More” Approach Utilizing Static and Digital Technologies and Interactive Experiential Exhibits Where Appropriate; Showcasing and Integrating Technology in Design and Execution

Anticipated Future Program Highlights

- The Concessionaire Shall Own, Operate, Service and Maintain Advertising Displays
- Most Advertising Displays will be Owned, Installed and Maintained by the Concessionaire; Airport Authority Owned Assets will be Outlined in the RFP
- ACDBE Participation is Encouraged; Particularly in the Areas of Goods and Services Such as: Installation, Equipment, Maintenance, Janitorial, Brokerage Services, Etc.
- Program Shall Provide Opportunities for Local, National and International Companies While Supporting a Sense of Place to DTW and its Surrounding Communities

Anticipated Future Program Highlights



Term:	10 Years
Concession Fee:	The Greater of the Minimum Concession Fee or a Specified Percentage of Gross Sales (as Proposed by successful Concessionaire)
Capital Investment:	Concessionaires Capital Investment in the First 5 Years will be Approximately 70% of the Total Proposed Capital Investment The Remaining Capital Investment will be Expended Through Years 6-10

Anticipated Future Program Highlights

Locations: Base & Supplemental Map will be Provided Following the Event

Base Program: Approved Advertising Locations to be Included in the Future Advertising Program; Proposer's Minimum Concession Fee Shall be based on the Base Program Inventory Only

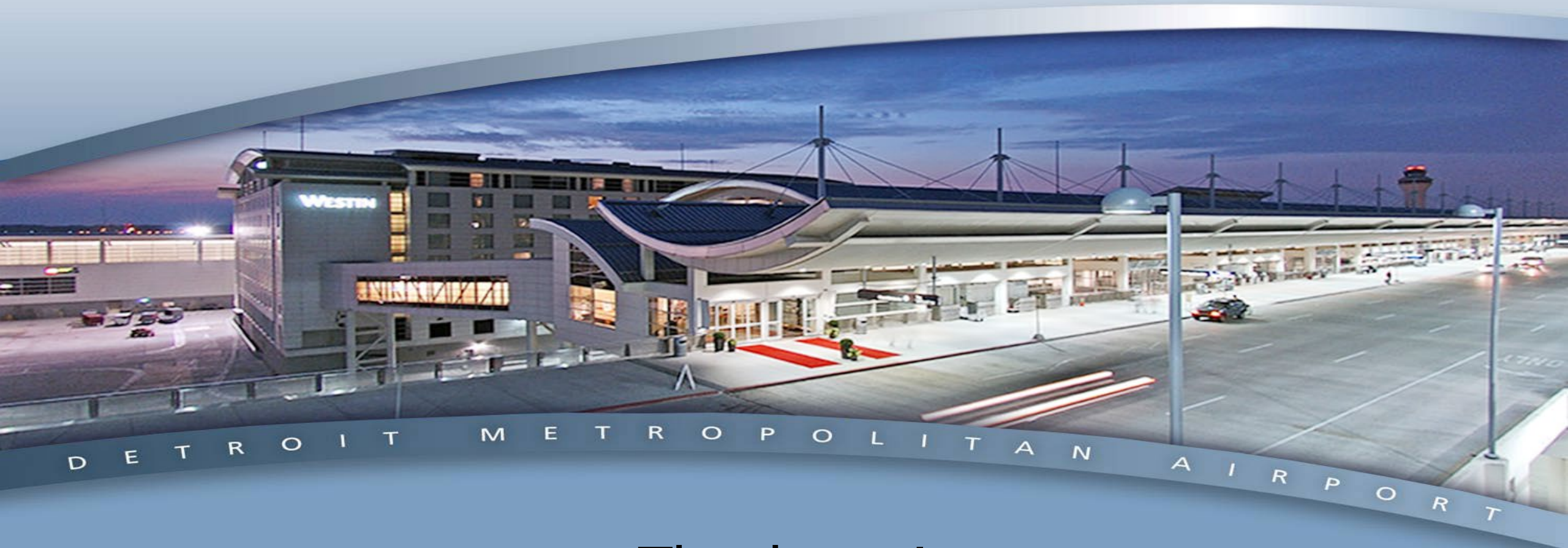
These are approved locations that the WCAA believes will be consistently filled with paid advertising throughout the term of the agreement.

Supplemental Program: Additional Approved Locations that May Develop Over the Term of the Agreement. The Successful Concessionaire Understands that the Locations May Materialize Over the Course and Term of the Agreement.

These are approved locations that the WCAA believes will be periodically filled with paid advertising or sponsorship during the term of the agreement.



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Thank you!



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Procurement Process

Nicole Martin, Director of Procurement
Wayne County Airport Authority

December 1, 2023

Solicitation Type

→ Request for Proposals (RFP)

- Based on Best Value (proposals scored based on a pre-determine weight of criteria)
- Best Value (BV) A procurement method that emphasizes value over high bid. The best value might not be the highest bid. An assessment of the return that can be achieved based on the total life cycle cost of the item; may include an analysis of the functionality of the item; can use cost-benefit analysis to define the best combinations of quality, services, time, and cost considerations over the useful life of the acquired item.

→ Sections to Focus On

- Minimum Qualifications
- Scope of Work
- Required Forms
- ACDBE Requirements
- Insurance
- Form of Agreement (Concessions Specific)
- Deadlines (pre-proposal meeting, question deadline, proposal due date)

Late Submittals will Not be Accepted

→ Questions: Purchasing.Questions@wcaa.us

Evaluation Process



→ Evaluation Committee

→ Voting Members

- At a Minimum, Representatives from Three (3) Separate WCAA Departments

→ Evaluation Criteria

- Established Before Solicitation is Issued
- Listed in Solicitation in Order of Importance
- Committee Establishes Weights Prior to Solicitation Deadline

→ Responsive and Responsible

- Responsive - Meets All Material Requirements of the Solicitation
- Responsible - Meets Minimum Qualifications, Not in Arrears, Default or in Violation of Ethics Ordinance

→ Scoring

- Based on Evaluation Criteria

→ Interviews/Presentations

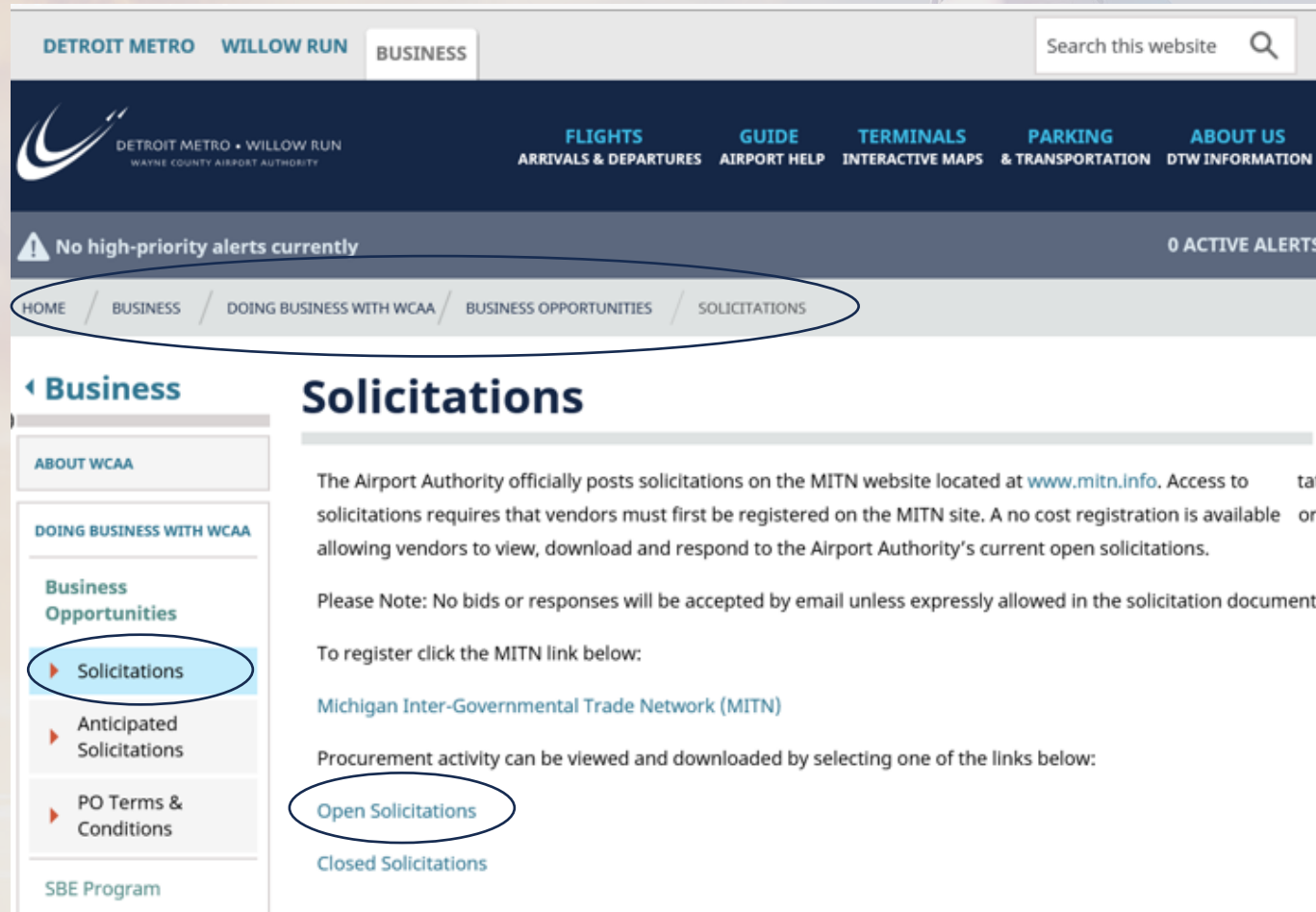
Where to Obtain Solicitation Documents

**Anticipated to be posted
early January 2024**

The screenshot shows the BidNet Direct website interface. At the top, there is a navigation bar with the BidNet DIRECT logo, links for Bids, Participating Agencies, Vendor Packages, Purchasing Groups, and Buyer Solutions, and a prominent orange Vendor Registration button. A search bar with the placeholder text "Enter your business keywords" and a "FIND BIDS" button is located below the navigation. The main content area features a large banner image of a city street with the text "Wayne County Airport Authority" and "Get notified of bid opportunities from Wayne County Airport Authority". Below the banner is a section titled "Wayne County Airport Authority Bid Opportunities" with a MetroAirport.com logo. The text in this section states: "Wayne County Airport Authority's Open and Closed Solicitations are posted below. Please [register](#) or [login](#) to see details of all open opportunities." It also mentions that the authority utilizes the MITN Purchasing Group and provides a link to legacy solicitations from before June 10, 2017. To the right of the main text is a "Register to Bid" box with a "REGISTER NOW" button. At the bottom of the page, there are tabs for "OPEN SOLICITATIONS" and "CLOSED SOLICITATIONS".

Michigan Intergovernmental Trade Network: <https://www.bidnetdirect.com/mitn/wayne-county-airport-authority>

Where to Obtain Solicitation Documents



DETROIT METRO WILLOW RUN BUSINESS

Search this website

DETROIT METRO • WILLOW RUN
WAYNE COUNTY AIRPORT AUTHORITY

FLIGHTS ARRIVALS & DEPARTURES GUIDE AIRPORT HELP TERMINALS INTERACTIVE MAPS PARKING & TRANSPORTATION ABOUT US DTW INFORMATION

No high-priority alerts currently 0 ACTIVE ALERTS

HOME BUSINESS DOING BUSINESS WITH WCAA BUSINESS OPPORTUNITIES SOLICITATIONS

Business Solicitations

ABOUT WCAA

DOING BUSINESS WITH WCAA

Business Opportunities

- Solicitations
- Anticipated Solicitations
- PO Terms & Conditions

SBE Program

The Airport Authority officially posts solicitations on the MITN website located at www.mitn.info. Access to solicitations requires that vendors must first be registered on the MITN site. A no cost registration is available for vendors allowing vendors to view, download and respond to the Airport Authority's current open solicitations.

Please Note: No bids or responses will be accepted by email unless expressly allowed in the solicitation document.

To register click the MITN link below:

[Michigan Inter-Governmental Trade Network \(MITN\)](#)

Procurement activity can be viewed and downloaded by selecting one of the links below:

- [Open Solicitations](#)
- [Closed Solicitations](#)

<https://www.metroairport.com/business/doing-business-wcaa/business-opportunities/solicitations>

Networking



- **Attend Pre-Proposal Meetings**
- **Obtain Sign-in Sheets**
- **Follow-up with Potential Partners**
- **Be Prepared**
 - Why Your Business Would Make a Good Partner?
 - Build Relationships
 - Apply for WCAA SBE Certification

THANK YOU!



Detroit Metro Airport Airport Advertising Concession Opportunity Outreach

ACDBE Program

Victoria Inniss-Edwards, Director of Business Diversity Unit
Peter Hathaway, Business Diversity Manager
Wayne County Airport Authority

December 1, 2023

Airport Concession Disadvantaged Business Enterprise (ACDBE) Program

➤ Airport Concession Disadvantaged Business Enterprise (ACDBE)

WCAA is a recipient of USDOT federal funds. As such WCAA is required to have and monitor an ACDBE Program wherein percentage goals are set to “level the playing field” so that certain ethnic and woman business owners, that are presumptively economically or socially disadvantaged, can participate on contracts.

➤ Michigan Unified Certification Program (MUCP)

- a. Must be certified with Michigan Certifying Agency: Detroit Department of Transportation (DDOT); Michigan Department of Transportation (MDOT); or Wayne County Human Relations.
- b. Already certified as an ACDBE in another State? Contact one of the agencies above for reciprocity certification in Michigan.
- c. The MUCP directory is a list of Michigan-certified DBE and ACDBE firms and is available at www.michigan.gov/mucp

Airport Concession Disadvantaged Business Enterprise (ACDBE) Program

➤ Requirements for ACDBE Participation

- a. Genuine Participation
- b. No Pass-Throughs
- c. Must meet the standard of a “Commercially Useful Function”
- d. Must be a genuine independently owned and operated business

➤ Types of Participation that Count Towards Your Commitment

- a. ACDBE Prime Concessionaire
- b. ACDBE Sub-Concessionaire
- c. ACDBE Supplier
- d. Joint Venture with ACDBE Member(s)

- **Good Faith Efforts-** Adequate documentation that supports an ACDBE commitment is lower than the ACDBE goal despite efforts otherwise.

Link to FAA Guidance on Good Faith Efforts:

[eCFR :: Appendix A to Part 26, Title 49 -- Guidance Concerning Good Faith Efforts](#)

Airport Concession Disadvantaged Business Enterprise (ACDBE) Program

➤ **Examples of Work Types that count as Genuine ACDBE Participation:**

- a. Advertising Sales Support Services
- b. Accounting Services
- c. Legal Services
- d. Installation Services
- e. Cleaning Services
- f. Staffing and Office Support Services

This is by no means a comprehensive or exhaustive list of work types that could be potentially applied to your proposal. WCAA encourages proposers to “think outside the box” as to what goods or services normally required for the operation of a concession could be included in your proposal.

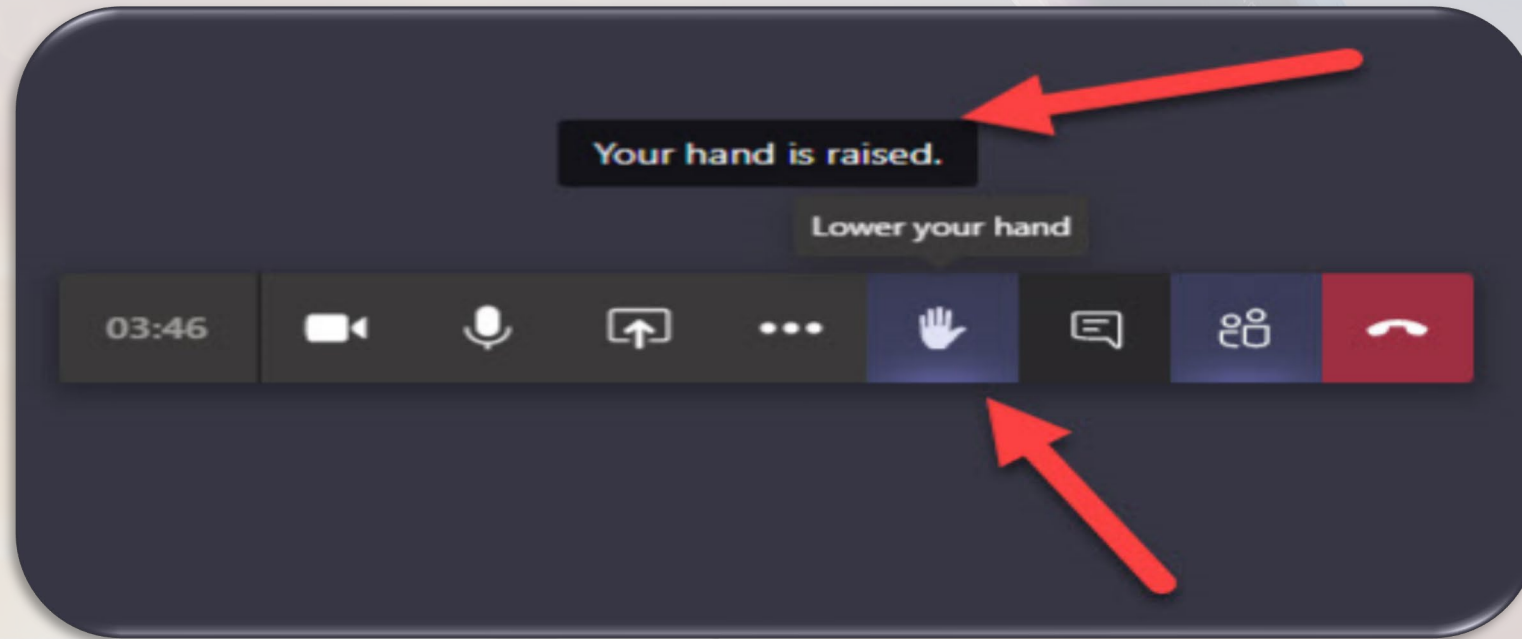
Airport Concession Disadvantaged Business Enterprise (ACDBE) Program

For More Information
Call (734) 955-5785

Thank You!

Questions?

- Raise Your Hand





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WAYNE COUNTY AIRPORT AUTHORITY

Airport Advertising
Program
Virtual Outreach Event

For More Information Email:
Purchasing.Questions@wcaa.us

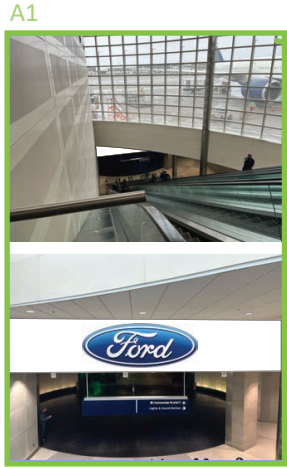
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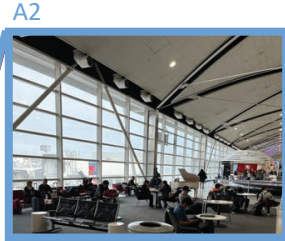


MAP KEY

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- SUPPLEMENTARY PROGRAM



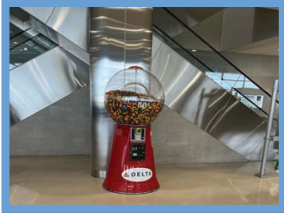
A1
OVERHEAD DEPARTURES SOFFIT TFD OR DIGITAL SCREEN



A2
REPLACE EXISTING SEATING AREA W/ SPONSORED SEATING



A3
KEEP FIDS W/ DEDICATED ONE (1) ADV SCREEN



A5
EXPERIENTIAL BRAND EXHIBIT



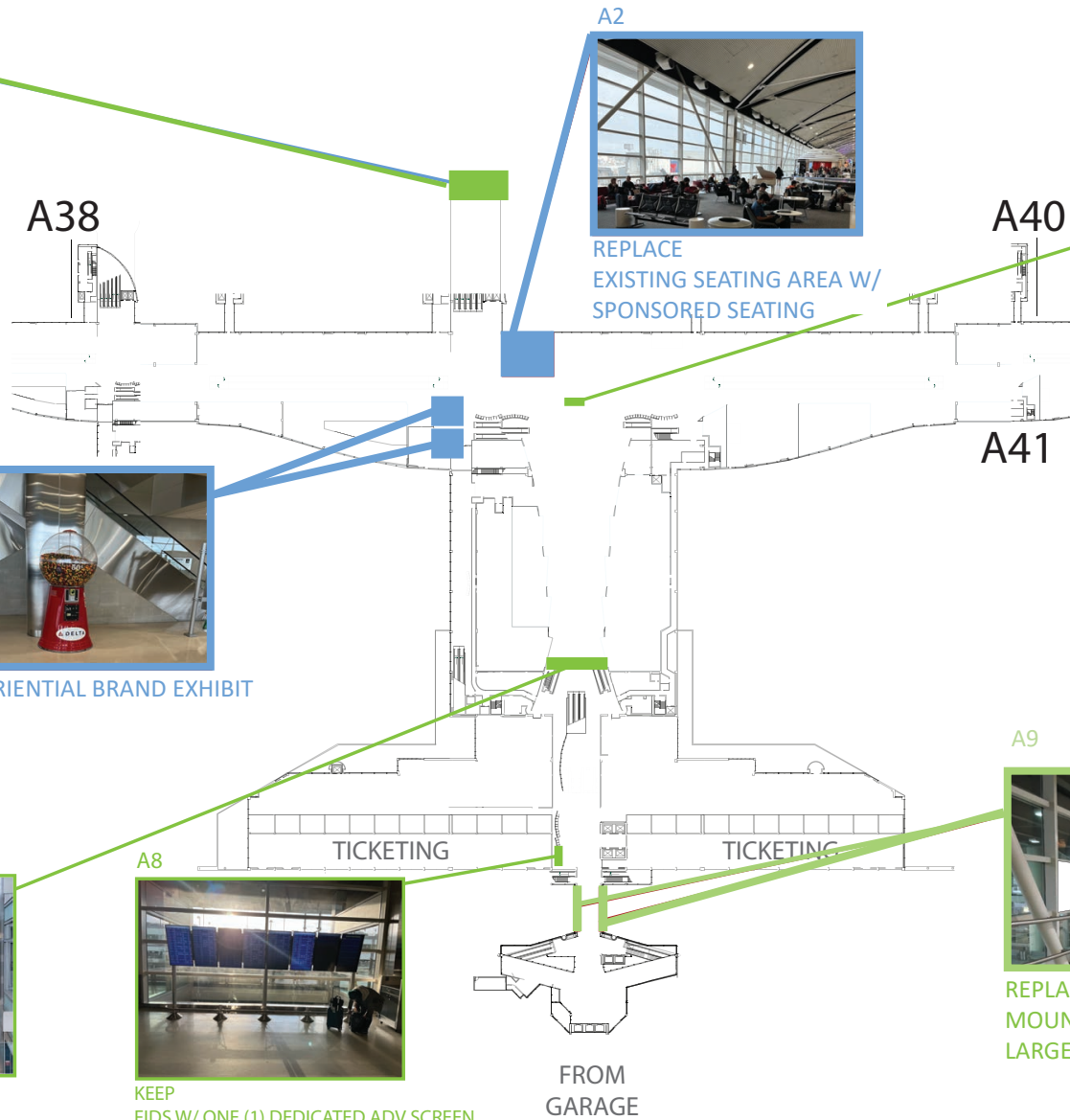
A7
KEEP EXISTING TFD ON SOFFIT ABOVE ARRIVALS ESCALATORS



A8
KEEP FIDS W/ ONE (1) DEDICATED ADV SCREEN



A9
REPLACE EXISTING FLOOR MOUNTED DIORAMA WITH LARGER SINGLE TFDs



McNAMARA TERMINAL: CONCOURSE A

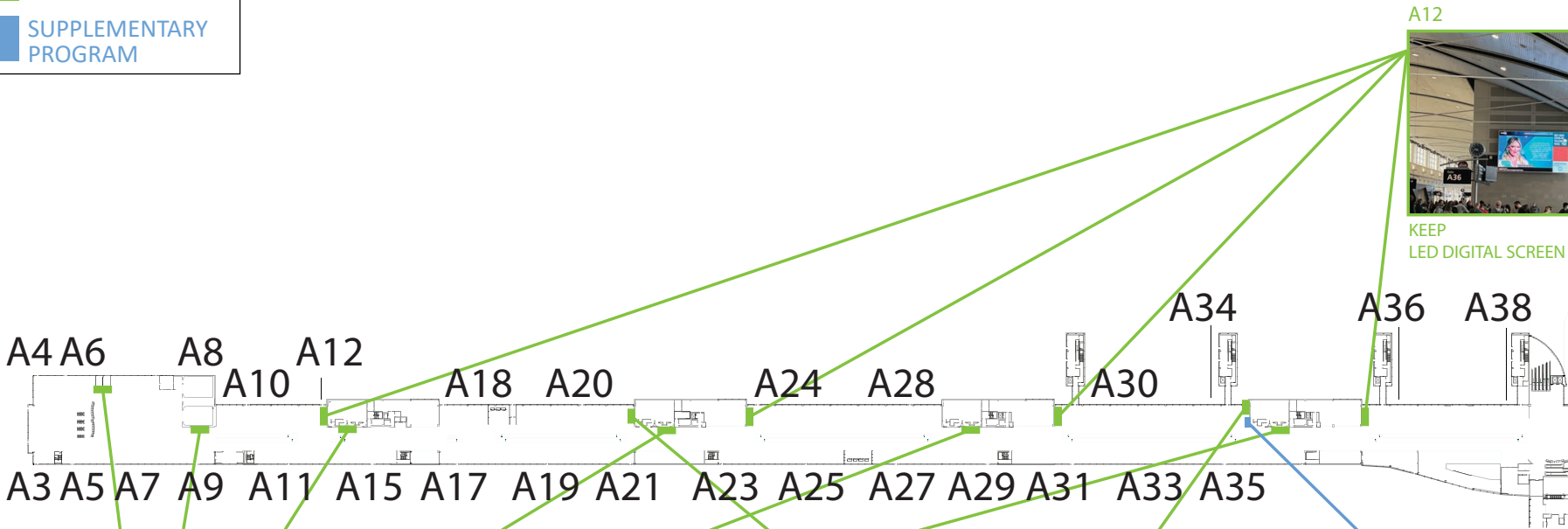


Notes:
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 2. Recommend replacing all TFDs with edge-lit TFDs where possible.



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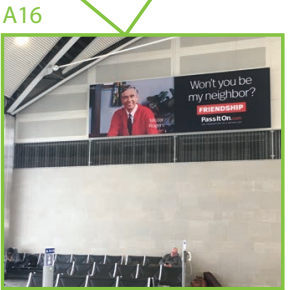
A12
KEEP LED DIGITAL SCREEN



A17
ADD SPONSORSHIP PET RELIEF AREA



A13
KEEP FIDS W/ ONE (1) DEDICATED ADV SCREEN



A16
KEEP TFD

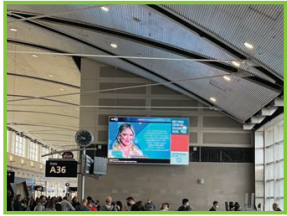


McNAMARA TERMINAL: CONCOURSE A

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A18



KEEP
LED DIGITAL SCREEN



A21

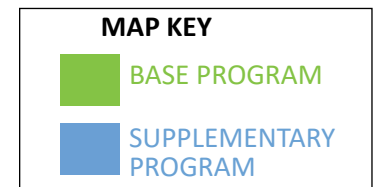


KEEP
FIDS W/ ONE (1) DEDICATED ADV
SCREEN

A22



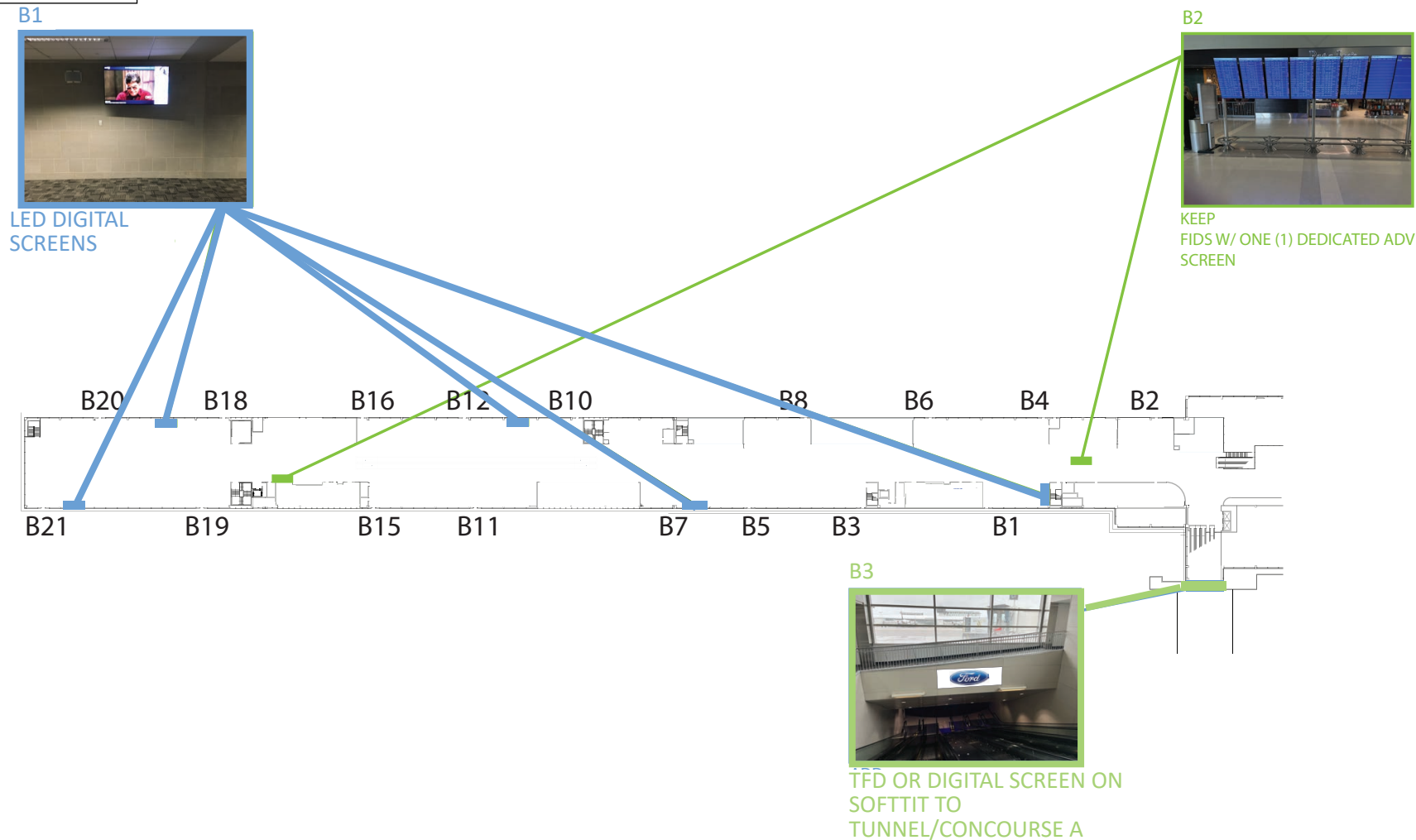
KEEP
TFD



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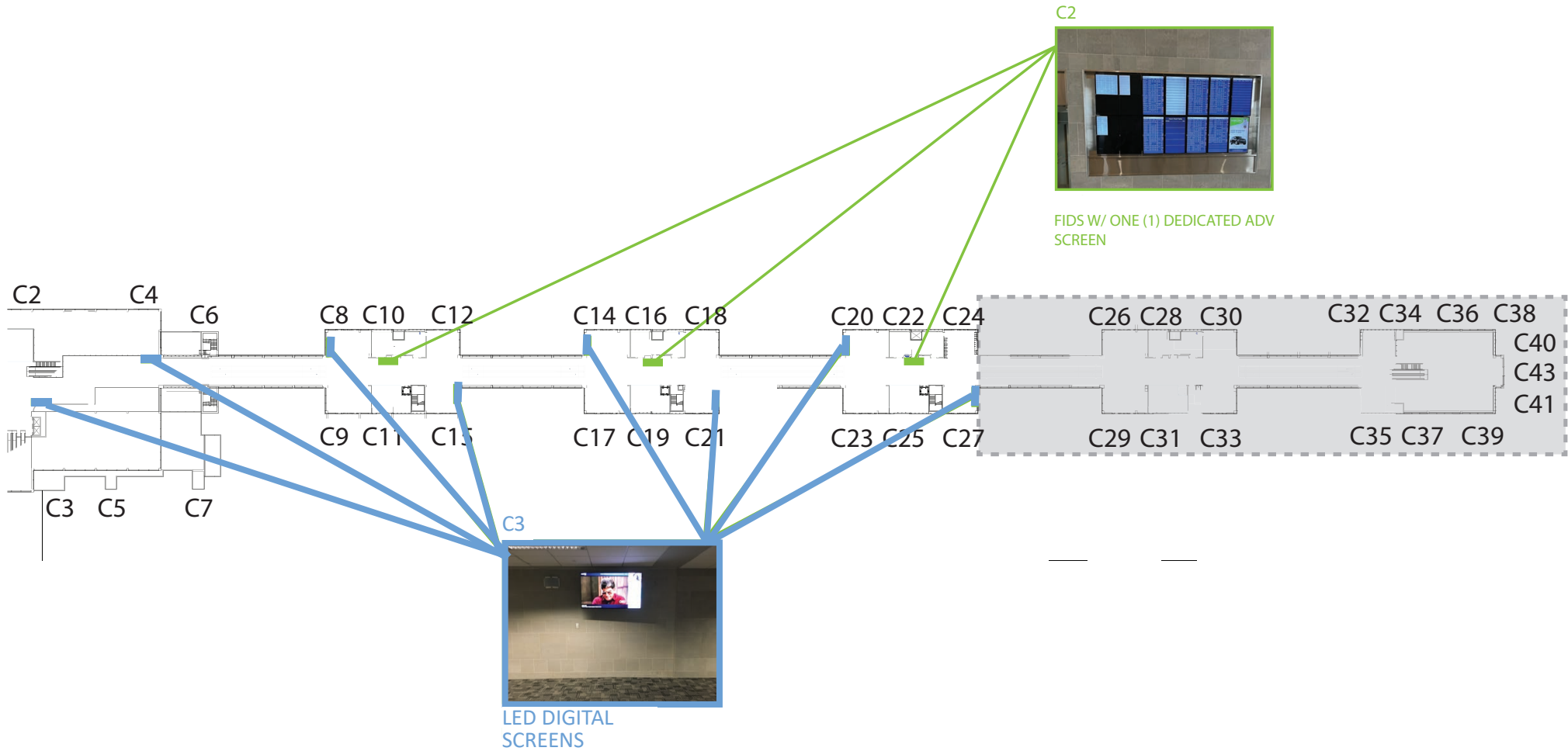
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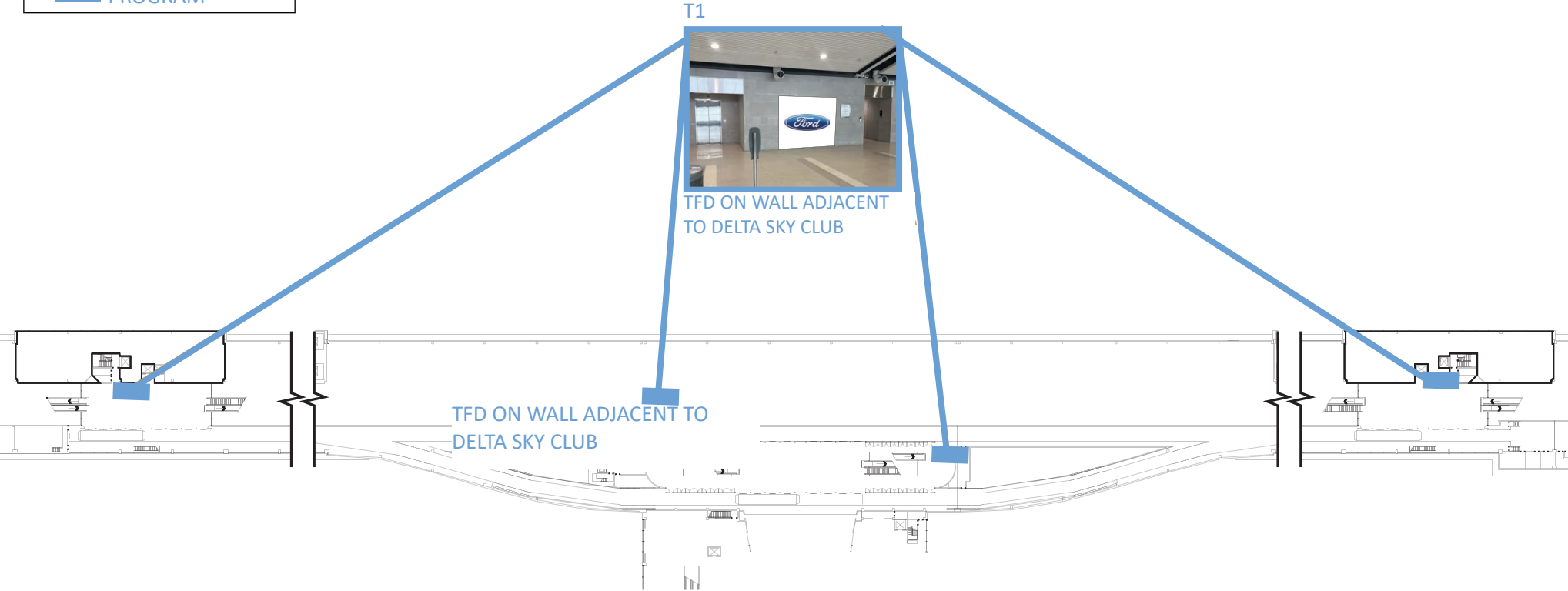
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McNAMARA TERMINAL: NORTH & SOUTH TRAM STATION

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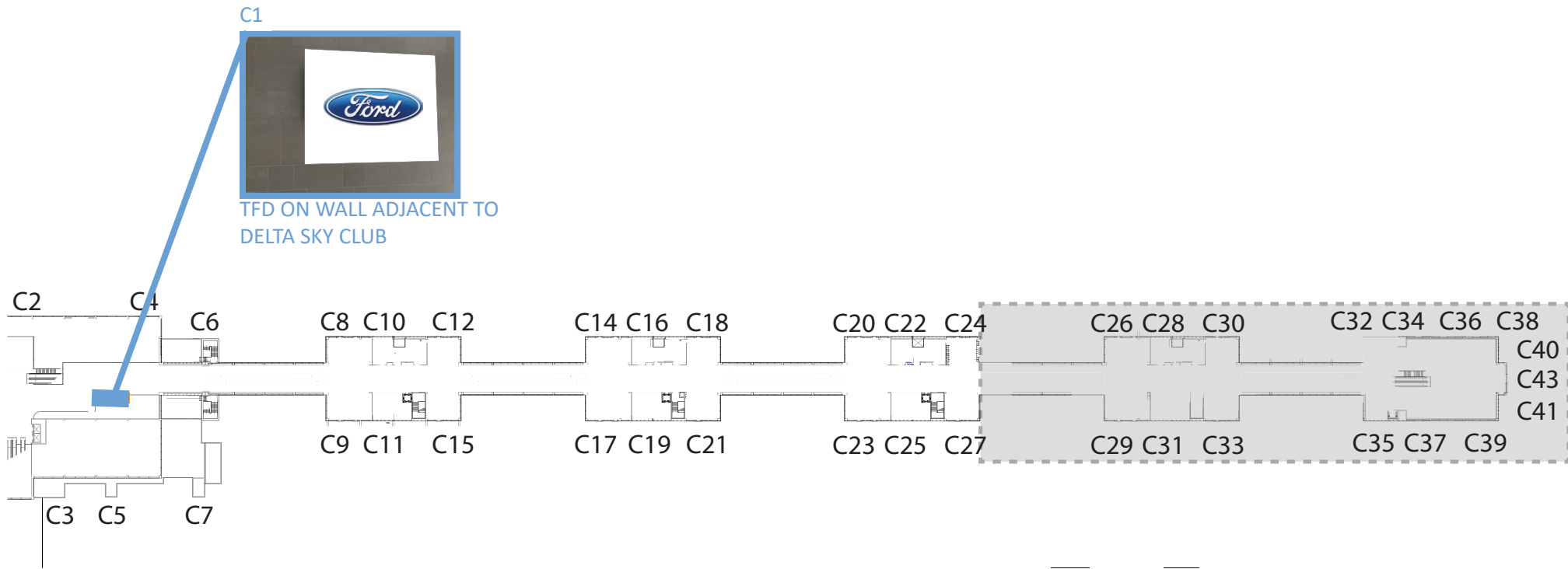


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 **SUPPLEMENTARY PROGRAM**

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McNAMARA TERMINAL: CONCOURSE C

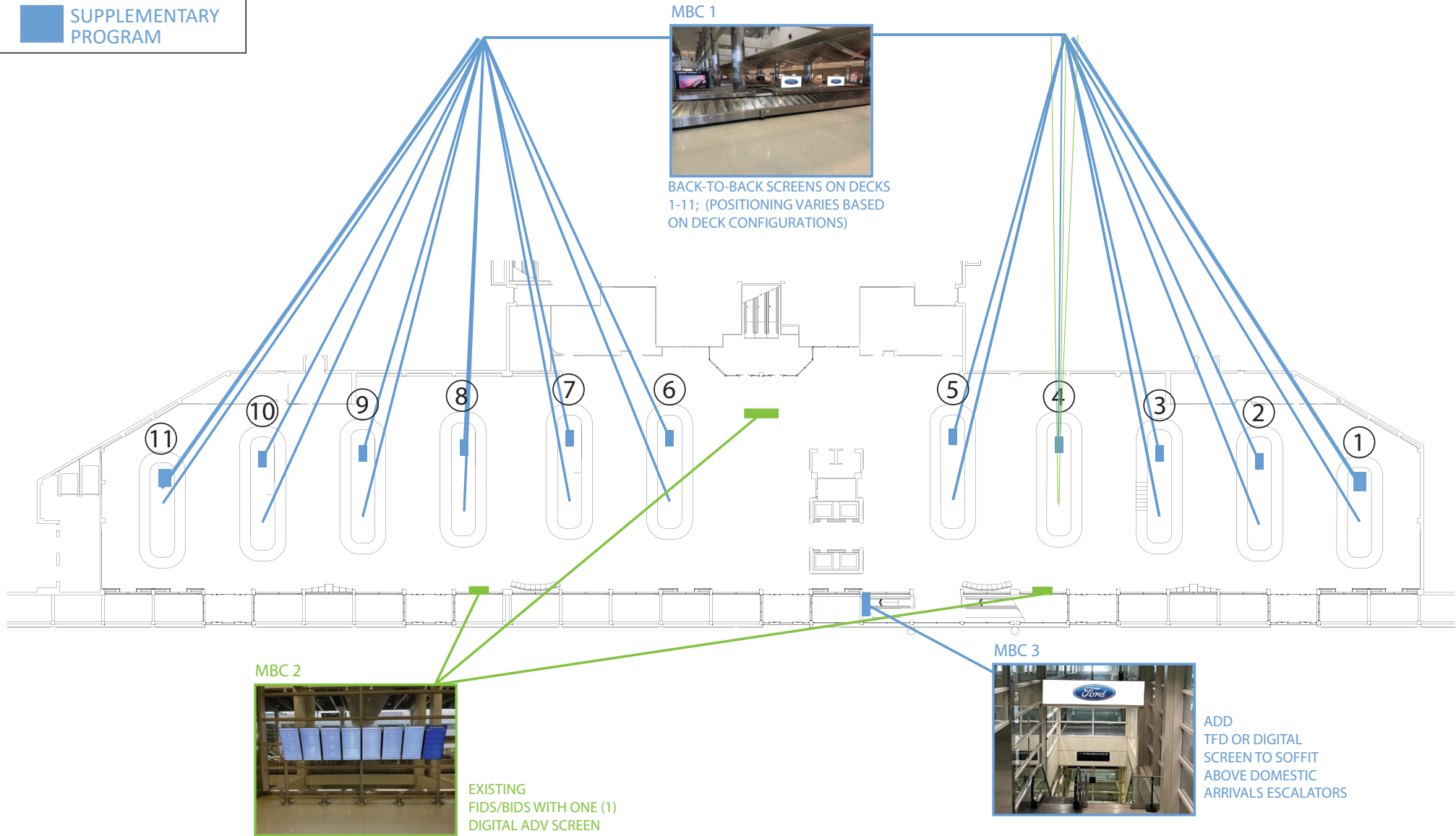
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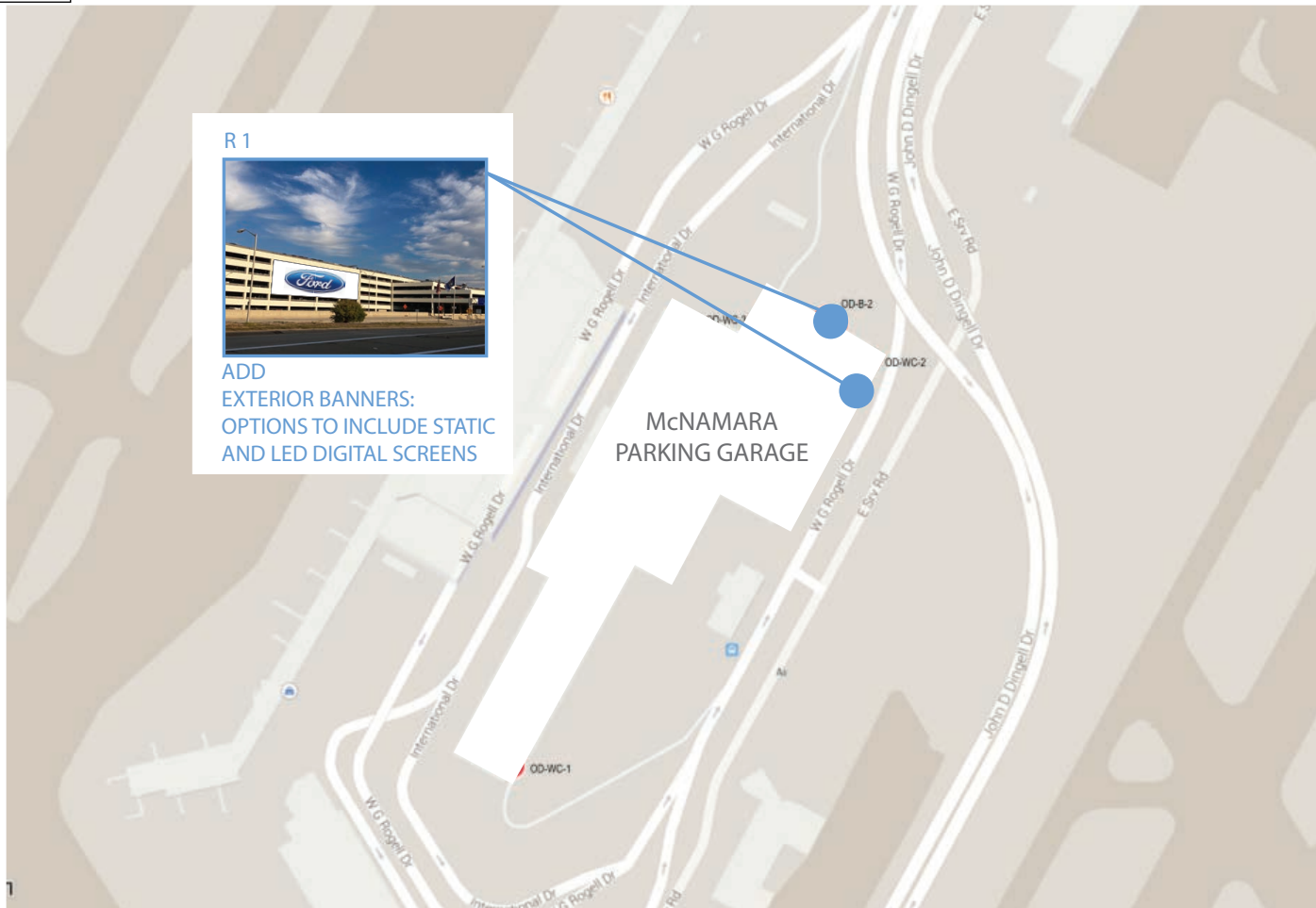
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WAYNE COUNTY AIRPORT AUTHORITY

CAMPUS

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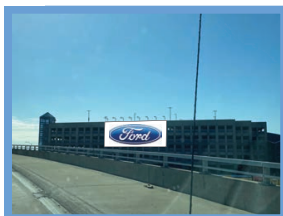


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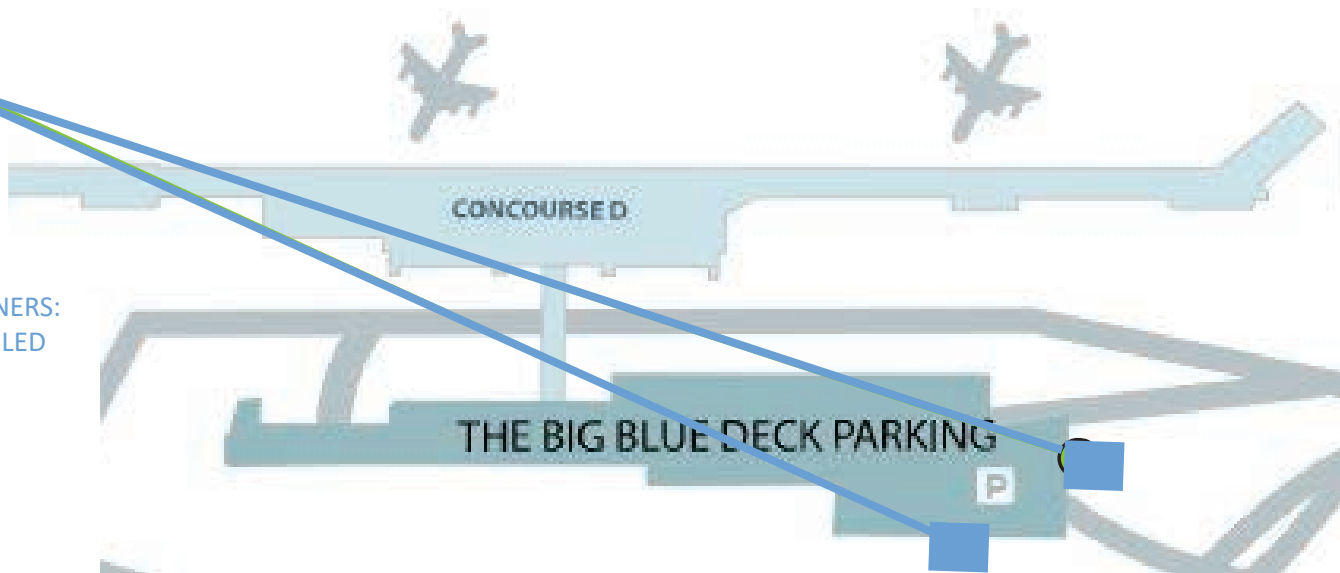
-  BASE PROGRAM
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R2



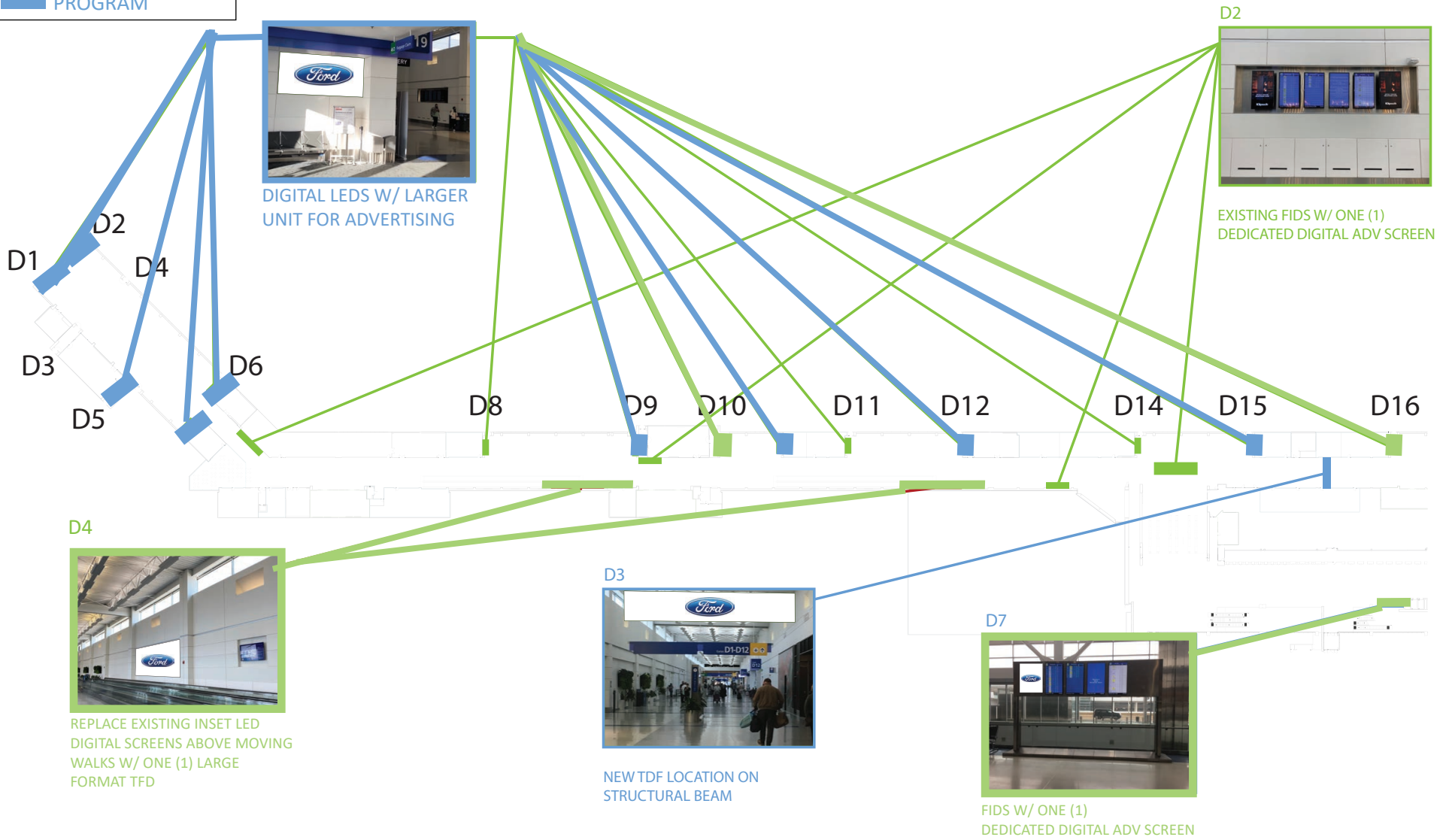
EXISTING EXTERIOR BANNERS:
OPTION TO CONVERT TO LED
DIGITAL SCREENS



MAP KEY

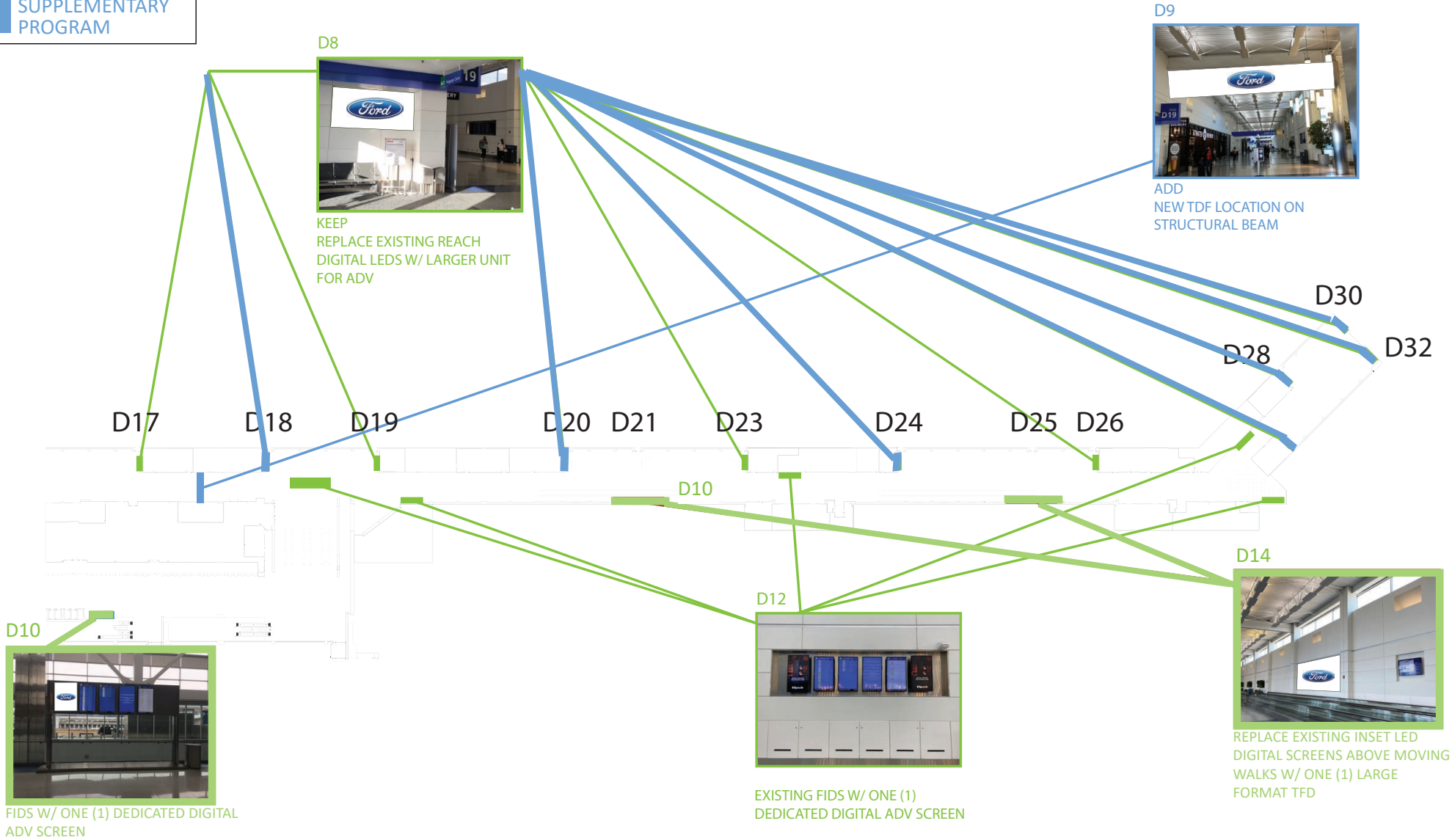
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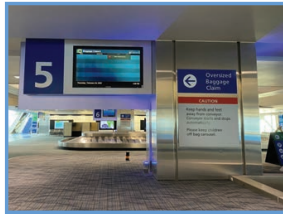
MAP KEY

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NBC-1



ONE PAIR OF SCREENS
BACK-TO-BACK ON CAROUSEL DECKS

