



Capacity Building Program Series

Meet the Division Leadership
Revenue Management

Your Passport to Business Connections at DFW

Welcome Remarks

Cathy Jackson

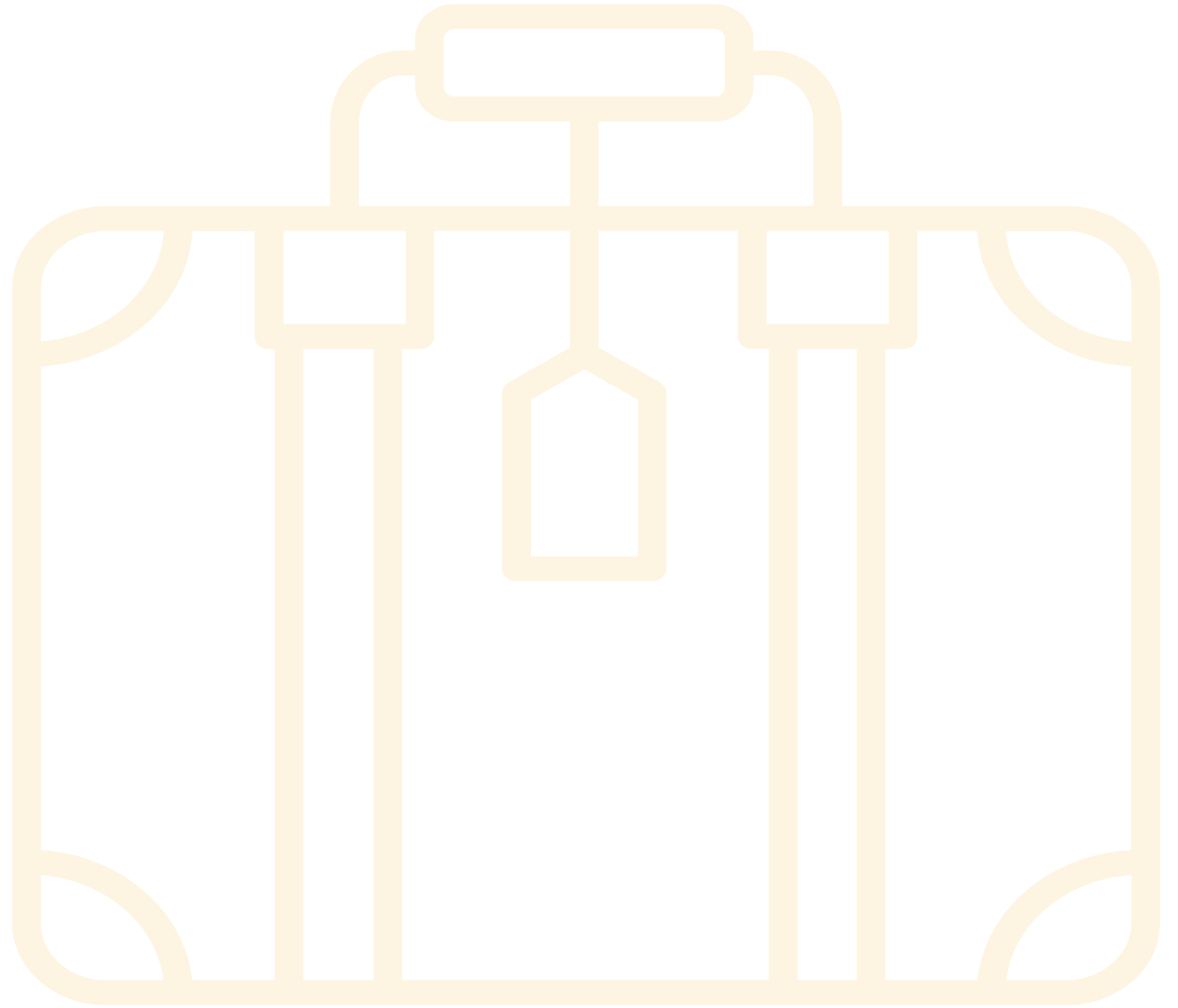
Business Development Manager

Business Diversity & Development Department



Concessions

Cristen Mosley
Concessions Manager



DFW Concessions Team



Zenola Campbell
*Vice President
Concessions*



Cristen Mosley
*Concessions Manager
RFPs and Operations*



Kevin Sewell
*Sr. Project Manager
Design and Construction*



Jennifer Simkins
*Assistant Vice President
Concessions*



Owen Coley
*Concessions Manager
Compliance*



Jill McGrew
*Concessions Manager
Finance and Operations*



Sabrina Khater
*Concessions Manager
Sponsorship and Operations*

MISSION

To **proactively exceed** our customers' expectations with best-in-class shopping, dining and service experiences at the Airport while **increasing revenue** to the Board.

OBJECTIVES

- Maximize **revenue**
- WOW and excite **customers**
- Make DFW the “**Partner** of Choice” for new business & concessionaires
- Provide a **frictionless** experience with customer centric options and designs that add to the customer overall experience



DFW Concessions Program

One of the largest concessions programs in N. America

- Over 200 shops, restaurants, and services
- Generated over \$132.3M in revenue projected in FY25

Rental Car Center

- Generated over \$51.3M in revenue in FY24
- Over 5M passengers projected in FY25





Rental Car Center

Fast Facts

Opened March 26, 2000; the first Consolidated Rental Car Centers in the U. S.

The approximately 200-acre site is located at the south airport entrance offering one-stop shopping from 12 rental car companies.

Over 2,000 ready car spaces on the first floor

A bus fleet of 54 buses with 4 new electric buses.



CONCEPT MIX

DOMESTIC & INTERNATIONAL

BENEFITS OF DFW



LOCAL BRANDS

COMMUNITY



CONNECTING
8 **60%**

GRAB & GO
66%

88 M+ PASSENGERS





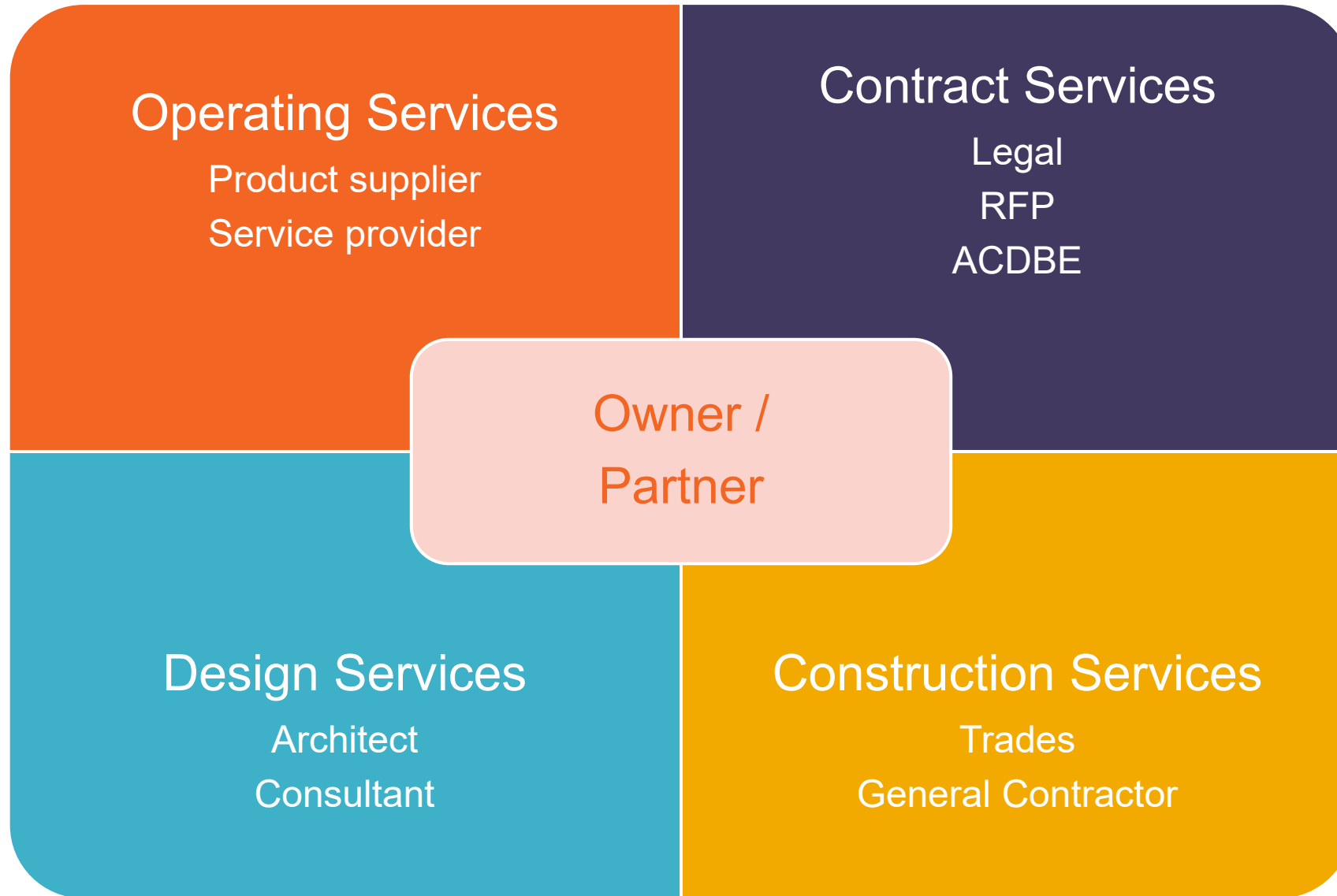
Focused on the Future

DFW is embracing innovation, improving technologies and engaging employees, stakeholders and the community to create a more inclusive and sustainable airport.

Community Outreach



How To Do Business with DFW



Traditional

- Build-out costs
- Rent
- Employee costs
- Insurance

OPERATIONAL DIFFERENCES

Airport

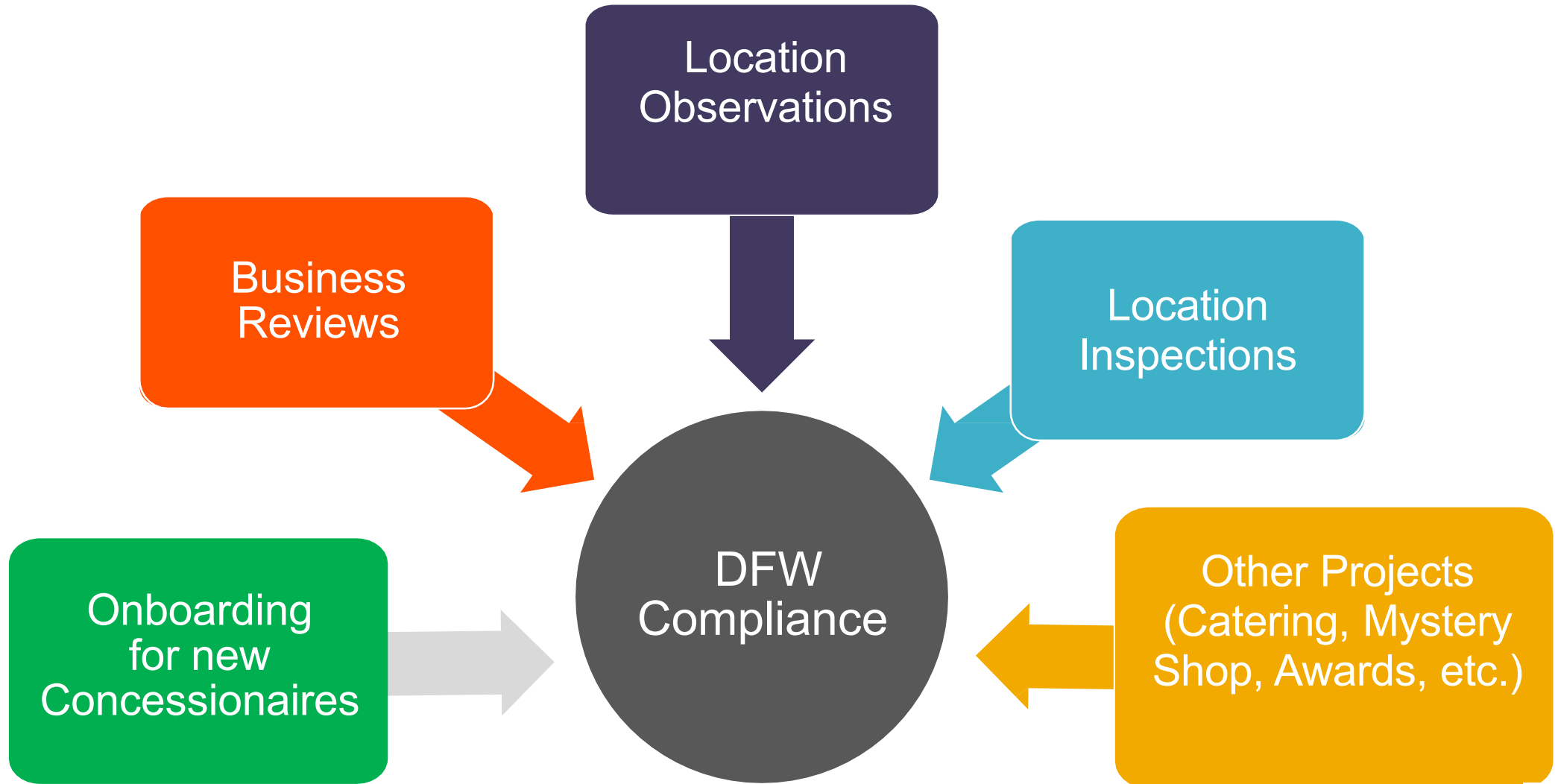
- Build-out 20% - 40% higher
- Project 250-350 days
- TSA security requirements
- Product distribution
- Off-hours operations
- Flight Banking
- Gate Utilization
- Operation & Maintenance Fees
- Surety bonds

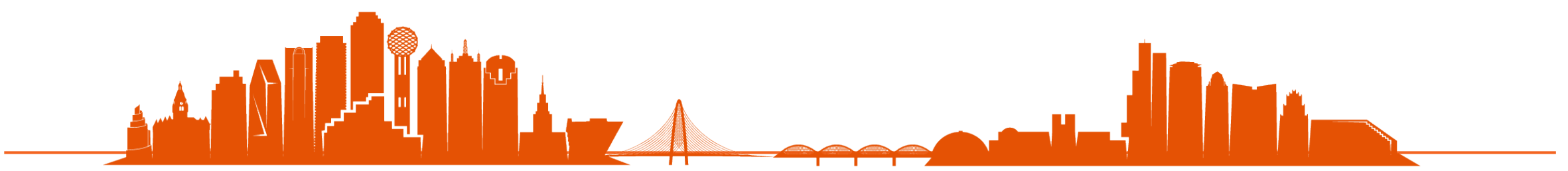


OPERATIONAL FOCUS



Comprehensive Scope of Compliance





RFP Strategy Statement

Provide opportunities for ownership by creating a variety of packages across concession categories for **new entrants** and **existing concessionaires** to generate **gross receipts** while enhancing the customer experience and benefiting the community.

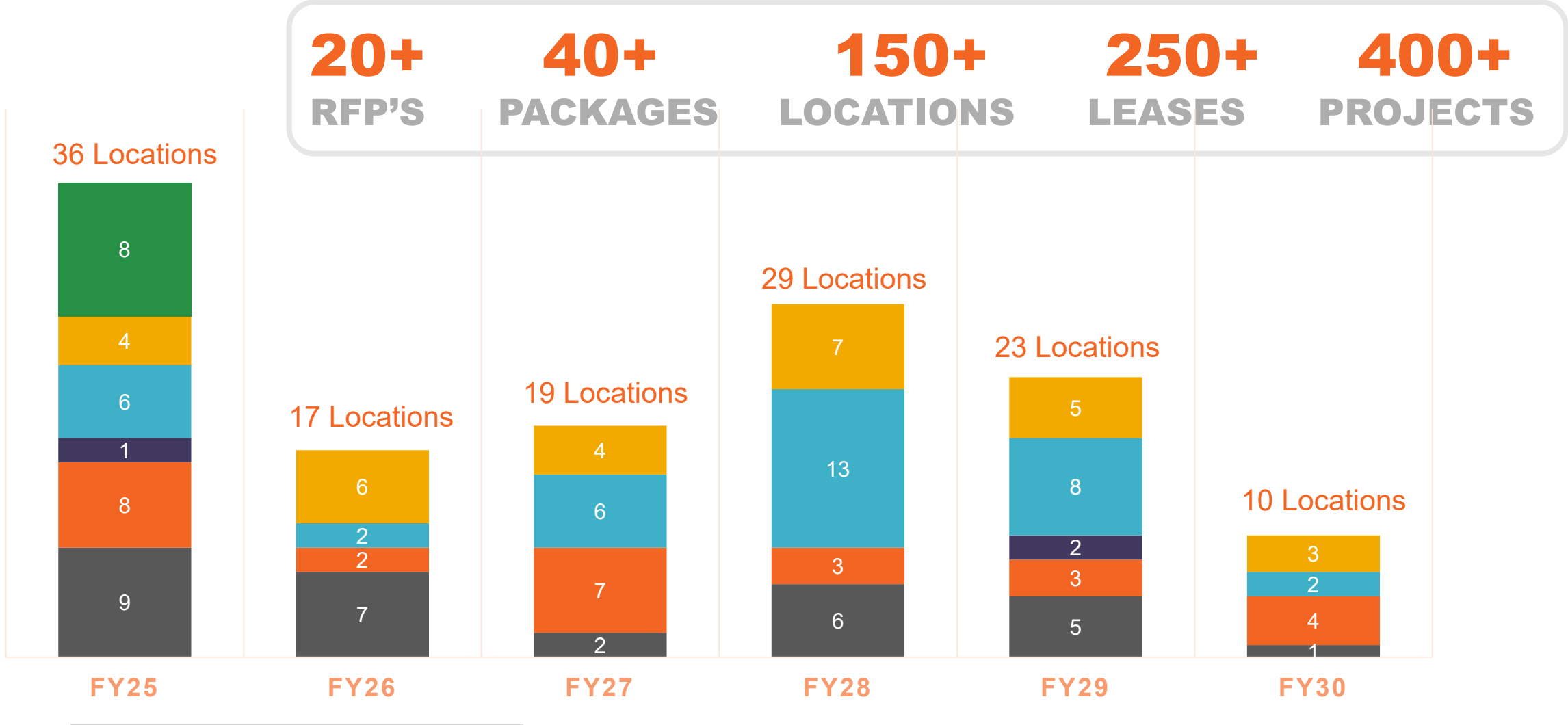
Opportunities for:
Prime
JV
Sublease
SBEC



Packages:
Large
Medium
Small

Concessions Projects

5-Year Plan



RFP Scoring Criteria



Concept



Operations



Customer Experience



Community Impact



Employee Engagement



Rent



Partnership Focus

- Customer Experience
 - Improved Speed of Service
 - Continue Mastering the Basics
- Innovation
 - Mobile Ordering
 - POS Integration
- Sustainability
 - Waste Reduction/Recycling
 - Food Donation
- Operational Efficiency
 - Best Practices for AOA/Docks/Storage
 - Staffing and Training
- Community Engagement
 - Mentorship Program

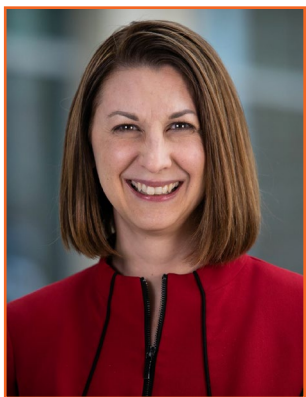
Customer Experience

Sharon McCloskey

Vice President



Meet the Customer Experience Leadership Team



Megan Bozarth

Assistant Vice President,
Customer Programs



Sharon McCloskey

Vice President



Isai Velazquez

Assistant Vice President,
Terminal Experience



Coleman Patton

Senior Manager,
Contract Management



John Han

Senior Manager,
Insights & Analytics

Customer Experience Key Themes at DFW

Stress and Friction Elimination



Stress Less

Create Purposeful Connections



Connect More

Customer Experience Fun Facts

36 Contracts

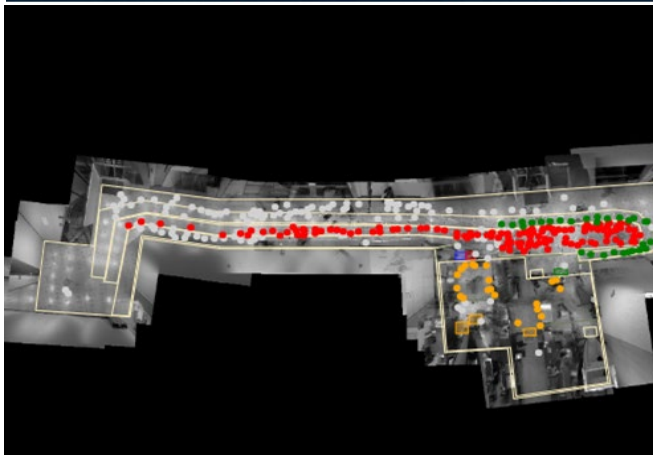
\$67M
Annual Contract
Payments

\$37M
Paid to DSMWBEs
(55%)



Consumer Insights and Advanced Analytics

- Traveler intercepts, online surveys and qualitative studies
 - ✓ Leveraging a variety of insights tools, CX surveys more than 20,000 customers annually to understand their travel preferences, needs & behaviors
- Industrial Engineering and Data Analytics
 - ✓ CX utilizes analytics tools and industrial engineering principles to increase efficiencies in the customer journey by moving them through terminal spaces more quickly



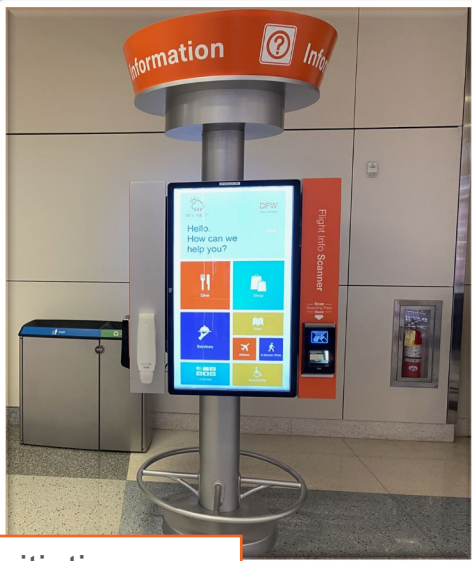


Terminal Experience

- Airport Customer Experience Specialists (ACES) within the Terminal Experience teams support day of operations.
- Terminal Operations consists of:
 - Protecting customer core needs
 - Engaging customers with assistance,
 - Supporting carriers, federal agencies, and tenants,
 - Using tools to predict and alleviate congestion
 - Partnering with contractors and departments to keep facilities clean and working.



Customer Programs and Contract Management



Technology Initiatives



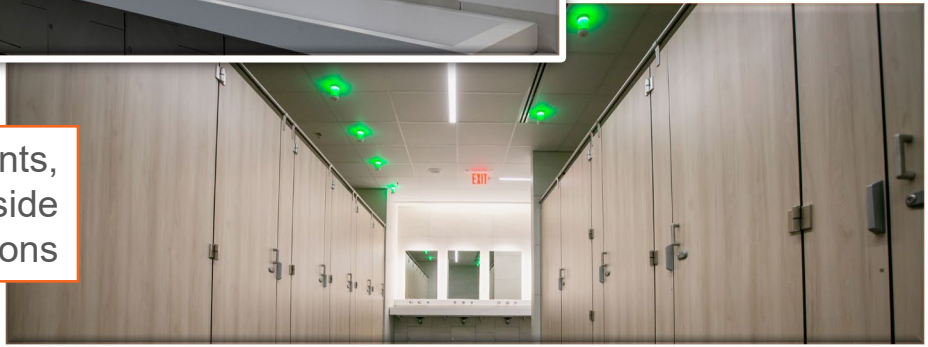
Ambassador
Volunteer
Program
Management



Contract Management
and Optimization



Facility Improvements,
such as Airside
Restroom Renovations



Types of Contracts in CX



Custodial Services



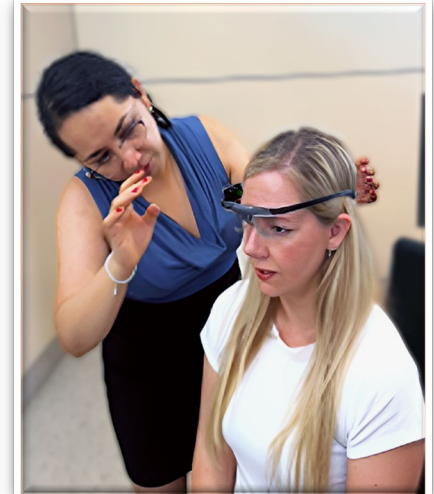
Janitorial Supplies



Customs Support, Wheelchair, and Dock Services



Market Research and Data Collection Services



Upcoming Business Opportunities: Exciting Custodial Services Solicitations

Janitorial Supplies



Bid Released

Escalator Cleaning



Solicitation in
Q3 2025

Custodial Services: Terminal B



Solicitation in
Q2 2026

Custodial Services: Terminal F



Solicitation in
Q3 2026

Custodial Services: Terminal E



Solicitation in
Q4 2026



CX Partnership Expectations

- Adopt DFW's Vision, Mission and Beliefs.
- Create moments of WOW
- Have strong leadership teams
- Bring your success to DFW
- Propose ideas with the potential to be operationally efficient and reduce costs.



TRANSPORTATION BUSINESS UNIT

Dean Ahmad

Vice President

Overview

Raymond Mensah, **AVP**
TRANSPORTATION



Contract Bussing

Airside Bussing

TBU Projects

Ground Transportation Ops

Landside Operations



Dean Ahmad
VP

Chris Bailey, **AVP**
PARKING BUSINESS



Parking Operations

Employee Parking

Process Improvement

Transportation Systems

Transportation Business

TBU Strategic Vision

Team Members & Customers

Relationships

Professional Development

Business Development

Workforce Planning



Technology

Facility Enhancement

Operational Efficiency

Innovation



Employee
Engagement

Customer
Experience
Focused

Accountability

Mission

Striving for exceptional customer and team member experience through leadership, engagement, innovation, and analytics. Every Day.

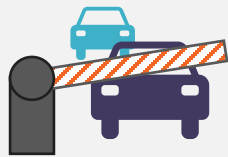
BY THE NUMBERS

Fiscal Year 2024

Plaza Traffic

23.5M

exiting
vehicles



Ground Transportation

231K

taxi trips



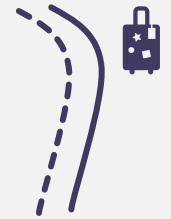
6.5M

TNC trips

Curbside Management

4.2 miles

of linear
curbside



17.3M

vehicles utilize
curbside



Airside Bussing



357K

passengers

4,027

total
operations



Landside Bussing

204 buses



15.4M

bus
passengers

9.1M

miles
driven



366

trips around
the earth

Public Parking

36K parking spaces



Types of Purchases

Products

- **Equipment**
 - Vehicles
 - Curbside Enhancements
 - Benches and trash cans
 - Sweepers
 - Golfcarts
 - Valet Equipment
 - Booths and Podiums
 - Booths with Awning
 - Heavy Outdoor Mats
 - Custom Uniforms

Services

- **Transportation Management / Dispatching**
 - Full Size Buses and Shuttles
- **Power Washing**
 - Curbside / Terminal Garages
- **Renovations / Painting**
 - Painting – Indoor / Outdoor
 - Renovations of Office Space
- **Training Services**
 - Professional Development

Doing Business with DFW

Cathy Jackson
Business Development Manager
Business Diversity & Development Department

Doing Business with DFW Airport

Important Facts to Know and Understand
www.dfairport.com

Do Your Homework

Who is DFW?
Are we a prospective client?
Do we utilize your product or service?
How do we procure your product or service?

Check out Resources at www.dfairport.com

Supplier Registration
View Solicitation Schedule
Insurance/Bonding – ROCIP 2.0
Capacity Building Program Series

Learn About Business Diversity

M/WBE Local Program
ACDBE & DBE Federal Programs
Relevant Market Area
D/M/WBE Certification

Study the Bid/Proposal Process

Understand Procurement Method, Requirements & Deadlines
Attend Pre-Bid & Proposal Events
Network

Dallas Fort Worth International Airport 2025 Buying Plan



At DFW, we recognize that suppliers play a critical role in the Airport's ability to ensure the timely availability of quality supplies, materials, equipment, technology, construction, and professional services in support of the Airport's operational and administrative functions as well as its revenue-generating initiatives.

What's included:

- Forecast of opportunities to help businesses plan responses
- List of projected contracts for all DFW Airport departments
- Upcoming contract details: Project Description, Contract Type, Estimated Amount, Term, and Advertisement Dates
- Information on how to register to receive notifications of business opportunities and submit bids and proposals electronically
- Resources and opportunities for Doing Business with DFW Airport



What is Bonfire?

- An eProcurement platform used by the public sector to streamline the solicitation process.
- Once registered, Vendors can view and download proposals from any organization's Bonfire Portal.
- Vendors can submit bids/proposals online.
- No more in-person bid/proposal submissions.


VENDOR REGISTRATION

- Registration for [DFW's Bonfire Portal](#) is quick, easy and free.
- Once registered, you will be able to create submissions for the Open Public Opportunities.
- In addition to general organizational information, you will be able to:
 - Select commodity codes
 - Upload documents (i.e. insurance or MWBE certifications)

Portal Log in

Procurement Portal
Gisela Peters cloud DEMO

Log in Open Public Opportunities Past Public Opportunities

 **Register as a Vendor**


ORGANIZATION NAME


FIRST NAME LAST NAME

EMAIL EMAIL (AGAIN)

PASSWORD PASSWORD (AGAIN)

Create account »

 **Log in with your Bonfire Account**
[Show account login screen »](#)

 **Need Help?**
[Contact Bonfire Support here »](#)

SAVE THE DATE



Success through Opportunities Access & Resources

A Business Diversity and Development Conference

Wednesday, May 21, 2025

1 – 6:00 p.m.

Hurst Conference Center
1601 Campus Drive, Hurst, TX 76054

- DESIGN & CONSTRUCTION
- RETAIL, FOOD & BEVERAGE
- GOODS & SERVICES



DFW

Agenda

- Doing Business with DFW
- Keynote Speaker
- Breakout Sessions
- Matchmaking Roundtables by Industry
- Closing Reception saluting Small Business Month



DFW

Meet the Division Leadership at DFW

CAPACITY BUILDING PROGRAM **2025 Series**



Registration required.
Visit the Business Diversity &
Development website to register!
dfwairport.com/bdd

APRIL

Infrastructure & Development, April 9

Coffee with BDDD, MWBE Program Compliance, April 23

MAY

Revenue Management, May 7

SOAR Conference, May 21

JUNE

Coffee with BDDD, MWBE Program Compliance, June 4

Finance & Information Technology, June 18

JULY

Administration & Innovation, July 9

Operations, July 16

Thank you