

Memorandum



CITY OF DALLAS

DATE January 29, 2018

Honorable Members of the Government Performance & Financial Management
TO Committee: Jennifer S. Gates (Chair), Scott Griggs (Vice Chair), Sandy Greyson, Lee
M. Kleinman, Philip T. Kingston, Tennell Atkins, Kevin Felder

SUBJECT **Dallas Love Field Food & Beverage Concessions Program – Request for Proposal**

This memo serves to inform you of the Department of Aviation's intent to proceed with issuing a Request for Proposal (RFP) for Food and Beverage concessions space at Dallas Love Field. In an effort to provide the highest quality products and services to our customers, the Love Field Concessions Program is undergoing some additional modifications. One of these efforts is the expansion of the Food and Beverage offerings in the terminal. Given the success of Love Field and the dramatic increase in passengers, the airport plans to advertise an RFP in March 2018 and to finalize the process by summer 2018.

In 2015, Aviation department staff provided an update to the City Council on the Love Field Concessions program. The briefing included a review of the RFP process and selection criteria used to evaluate proposals submitted for the program, a performance update, an overview of the impact on operations due to the Wright Amendment repeal, and a review of the concessionaire's request for Street plus 10% pricing.

During the presentation Council indicated a desire for the evaluation criteria for any future RFP's to focus more on brand quality over financial return to the city. As instructed, Staff adjusted the weight of the RFP evaluation criteria. A comparison of the 2011 solicitation versus the 2018 solicitation follows.

Food & Beverage Concessions RFP Evaluation Criteria	2011 RFP Point Value	2018 RFP Point Value
Brands	26	35
Airport Concessions Disadvantaged Business Enterprise Participation	15	15
Operations Plan	12	13
Financial Capability	12	13
Economics/Financial Return to the City	23	12
Experience	12	12
	100	100

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The locations to be advertised and a proposed project timeline in the RFP include:

- 1) One casual dining/bar located in the stem of the terminal building - approximately 1,716 sf - the branded location is intended for a full service, sit-down restaurant and full bar that offers a variety of food items and serving all day parts with carry out and grab and go components.
- 2) Two beverage stations to be located at the ends of the terminal building primarily serving the cluster of gates at each wing - approximately 50 sf – the stations are intended to offer beer and wine, soft drinks, water and assorted drinks, along with a small selection of pre-packaged snacks. Each unit will be required to obtain an alcohol license through the TABC.

Proposed Schedule (To be finalized by the Procurement Services Department)

Issue RFP	March 2018
Proposal Due Date	April 2018
Presentations	May 2018
RFP Reviews/scoring/recommendation	May/June 2018
Brief Council Committee	June 2018
Council Award (pending schedule)	June 2018
Opening	December 2018

Please feel free to contact me or Mark Duebner, Director of Aviation at 214-670-6075 or via email at mark.duebner@dallascityhall.com if you have any questions or concerns.



Jo M. (Jody) Puckett
Assistant City Manager (Interim)

c: Honorable Mayor and Members of the City Council
T.C. Broadnax, City Manager
Larry Casto, City Attorney
Craig D. Kinton, City Auditor
Biliera Johnson, City Secretary (Interim)
Daniel F. Solis, Administrative Judge
Kimberly Bizar Tolbert, Chief of Staff to the City Manager
Majed A. Al-Ghafry, Assistant City Manager

Jon Fortune, Assistant City Manager
Joey Zapata, Assistant City Manager
M. Elizabeth Reich, Chief Financial Officer
Nadia Chandler Hardy, Chief of Community Services
Raquel Favela, Chief of Economic Development & Neighborhood Services
Theresa O'Donnell, Chief of Resilience
Directors and Assistant Directors