

Common-Use Lounge RFP Pre-Proposal Conference

#### Introductions

**Omaha Airport Authority** 



Jason Snowden, Chief Commercial Officer



Steve McCoy, Chief Strategy and Technology Officer



Steph Gaston, Procurement Contact



Kevin McIntyre, Project Manager



# **Agenda**

Eppley Airfield Overview
Terminal Modernization Program (TMP)
Omaha-Council Bluffs Metropolitan Area
RFP Information

- Communication Prohibition
- Minimum Qualifications
- Common-Use Lounge Concept
- Key Lease Terms
- Proposal Submittal and Evaluation

**Timeline and Key Dates** 

Why Eppley Airfield?

Questions



# Supporting the OMA Mission, Vision, & Values

#### Mission

To provide **premier customer service** and **airport facilities** through **operational excellence** 

#### Vision

To be the Best Airport in the Midwest

#### Values

Cleanliness

Convenience

**Customer Service** 

Efficiency

**Employee Development** 

Operational Excellence

Professionalism

Safety

Security



#### **Eppley Airfield Overview**



# **Eppley Airfield**

**Medium-Hub Airport in Omaha, Nebraska** 

4

Miles from Downtown Omaha 5.2

Million
Passengers
Served in 2024

7

**Air Carriers** 

34

Non-Stop Destinations

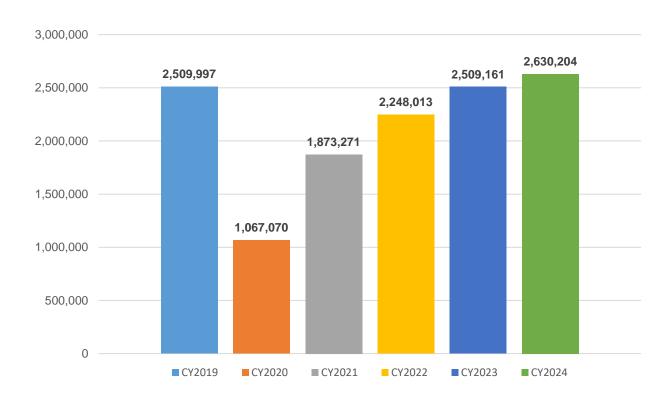


Daily Departures



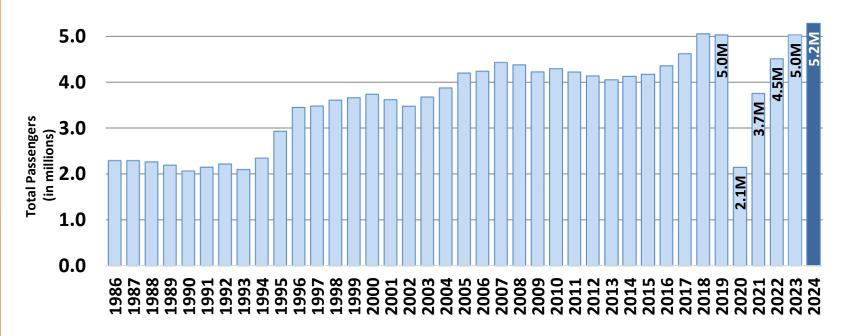


# **Eppley Airfield Annual Enplanements**



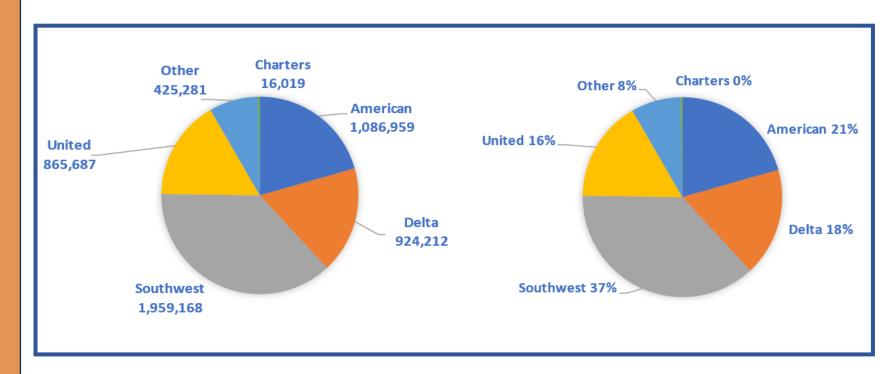


## **Eppley Airfield Total Passengers**



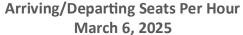


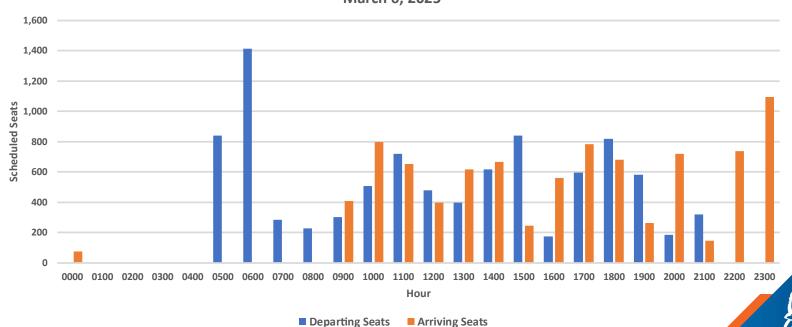
#### **Airline Market Share**





#### **Airline Seats Per Hour**





# **Eppley Airfield**

#### **Former Concession Program**

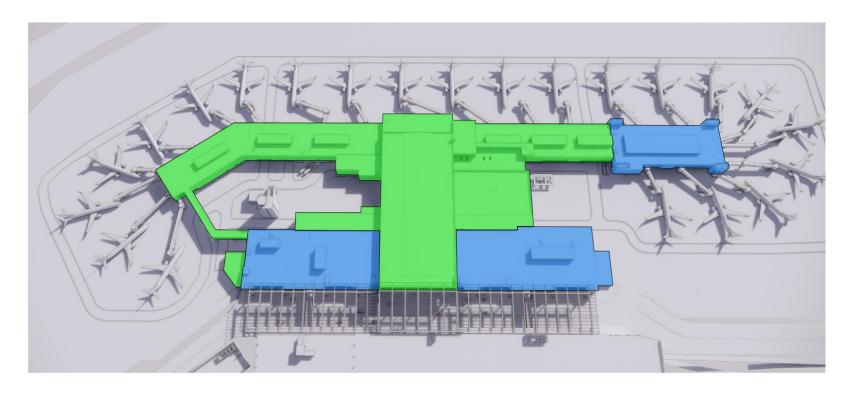
2024 Program Statistics		
Enplanements 2.6 million		
Total Sales	\$21.3 million	
Food Service	\$13.0 million	
Retail	\$8.3 million	
Sales per Enplaned Passenger		
Food Service	\$4.95	
Retail	\$3.15	

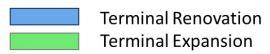


#### **Terminal Modernization Program (TMP)**



#### **TMP Overview**





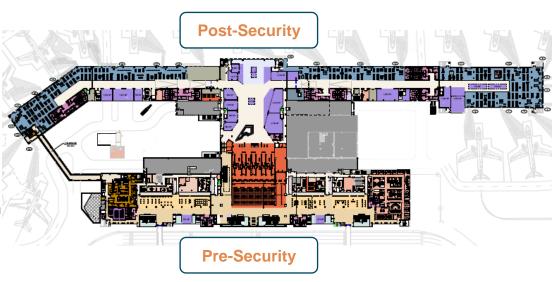


### **Future Eppley Airfield Terminal**

• TMP Budget: \$950m

Planned to support over six
 million total annual passengers

- One centralized security checkpoint
- One contiguous concourse
- 22 gates
- 32,000 square feet of concession space
- Majority of concession space is post-security
- International flight capability
- Construction began in Q1 2024





### **TMP Groundbreaking**

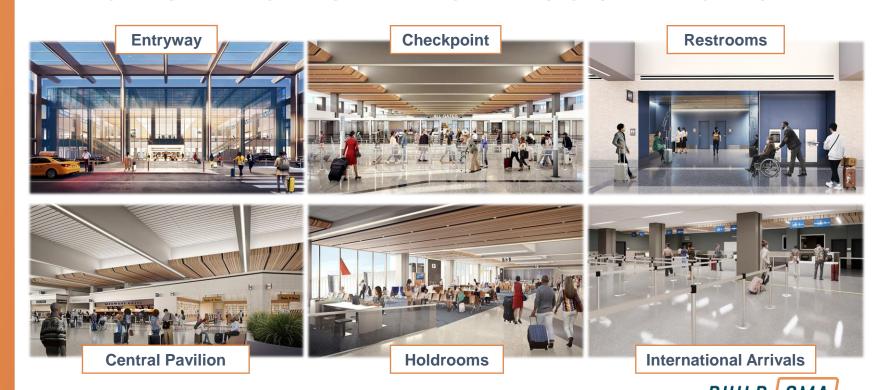
February 20, 2024



The Omaha Airport Authority celebrated the groundbreaking of the Terminal Modernization Project with the Authority Board, the Omaha Mayor, the Nebraska Governor, U.S. Senators, U.S. Representatives, and members of the Design and Construction Team.



#### **End-to-End Terminal Modernization**

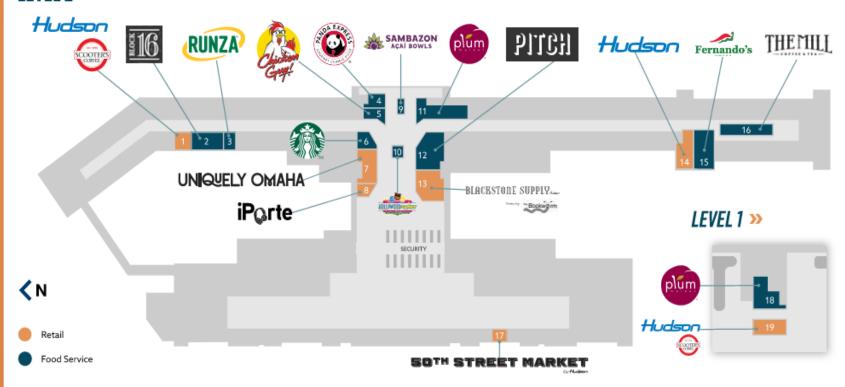


#### **Future Concession Program**



#### **Food Service and Retail Concession Plan**

LEVEL 2 >>>



# **Future Retail Program**









# **Future Food Service Program**









### **Future Concession Concepts**

Operator: Hudson Group Joint Venture

Concept	Location	Sq. Ft.
Hudson with Scooter's Coffee	Pre-Security	746
50 <sup>th</sup> Street Market by Hudson	Pre-Security	680
iPorte	Central Pavilion	654
Uniquely Omaha	Central Pavilion	2,011
Starbucks	Central Pavilion	960
Pitch Pizza	Central Pavilion	3,216
Blackstone Supply by Hudson + The Bookworm	Central Pavilion	2,733
Hudson with Scooter's Coffee	North Concourse	1,057
Hudson	South Concourse	1,561

# **Future Concession Concepts**

Operator: Plum Market Joint Venture

Concept	Location	Sq. Ft.
Plum Market Grab & Go	Pre-Security	935
Panda Express	Central Pavilion	817
Chicken Guy!	Central Pavilion	1,033
Sambazon Acai Bowls	Central Pavilion	414
Plum Market with Bar & Deli	Central Pavilion	2,780
Hollywood Candy	Central Pavilion	316
Runza	North Concourse	782
Block 16	North Concourse	1,909
The Mill Coffee and Tea	South Concourse	1,400
Fernando's Café & Cantina	South Concourse	2,718

### Omaha-Council Bluffs Metropolitan Area



## **Key Characteristics**

#### **OMAHA**

- The largest city in Nebraska
- Home to many attractions, including several universities, unique shopping opportunities, cultural and historical sites, sports venues, a renowned zoo, and a vibrant food scene
- Promotes a business-friendly environment with a low unemployment rate and the headquarters of several Fortune 500 companies

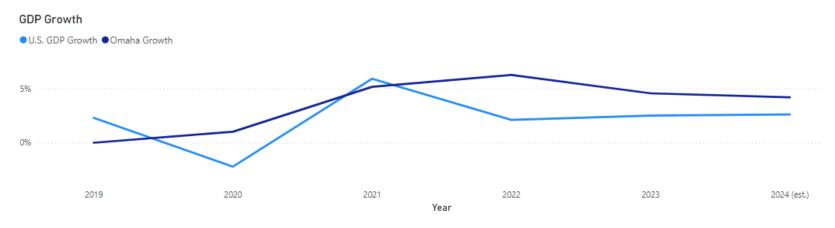
#### **COUNCIL-BLUFFS**

- The tenth largest city in lowa and most populous city in southwest lowa
- Known for its vibrant community, low cost of living, and outdoor activities





### **Local Economy**



U.S. Bureau of Economic Analysis (BEA), GDP by Metropolitan Area Reports

- National GDP growth is projected to remain at approximately 2.5%, meaning Omaha will likely outperform the U.S. average.
- Omaha growth has traditionally outperformed the U.S. growth rate; future large investments, such as the airport expansion and the Mutual of Omaha Tower, demonstrate continued growth.

### **Large Business Presence**

Company	Sector	Notes
Berkshire Hathaway	Finance & Insurance	Fortune 10 company, HQ in Omaha (Warren Buffett's conglomerate)
Union Pacific Railroad	Transportation	Fortune 500, HQ in Omaha; one of the largest railroads in the U.S.
Mutual of Omaha	Insurance	Major expansion underway: new \$600M skyscraper HQ (tallest in Omaha, 2026)
Kiewit Corporation	Construction & Engineering	One of the largest construction firms in North America, HQ in Omaha
Peter Kiewit Foundation	Philanthropy/Education	Major investments in local infrastructure, tech hubs
First National of Nebraska	Banking	Parent of First National Bank Omaha; largest privately-held U.S. bank.
PayPal (large campus)	FinTech	PayPal has a major operational center in Omaha (since 1999)
Google (new data centers)	Tech	\$350M investment in Papillion & Council Bluffs — large expansion (cloud computing)
Facebook / Meta (data center)	Tech	Billion-dollar data center campus in Sarpy County, growing steadily
Amazon	E-commerce & Logistics	Major fulfillment and delivery hubs built recently in Council Bluffs area
Microsoft	Tech	Major datacenter expansion announced near Omaha/Council Bluffs for AI cloud services

BERKSHIRE HATHAWAY INC.













#### **RFP Information**



#### **Communication Prohibition**

The Communication Prohibition prevents any Proposer or its subcontractor(s) or partners, including vendors, service providers, bidders, lobbyists, and consultants and their representative(s), from contacting any of the following individuals and companies regarding this solicitation throughout the procurement process:

- Authority staff and legal counsel, except for communications with the Authority Procurement Contact, which must be provided in written form to ConcessionsRFP@FlyOMA.com
- 2. Members of the Authority Board of Directors
- 3. Consultants retained by the Authority unless otherwise permitted in writing by the Authority

**Exceptions** – unless specifically provided otherwise, the Communications Prohibition does not apply to:

- Oral communications at the Pre-Proposal Conference
- 2. Oral communications during an interview
- 3. The Authority's existing Concessionaires are permitted to communicate directly with the Authority staff but only related to operational or financial issues in their performance of existing duties under existing agreements with the Authority.

All written questions are due to the procurement contact by June 20, 2025 to receive an answer from the Authority



#### **Minimum Qualifications**

**RFP INFORMATION** 



#### **Minimum Qualifications**

- Minimum of three-years of successful and relevant experience in the last six years in the marketing, development, operation, and direct management of a common-use lounge in an airport environment generating at least \$1,000,000 in average annual gross receipts per lounge
- Proposing business(es) must be in good standing with the Authority
- Corporate Subsidiary: Parent company must meet minimum qualifications
- Partnership/Joint Venture: Single partner owning 51 percent or more of the partnership/joint venture responsible for concession operations must meet minimum qualifications and experience requirements



# **Common-Use Lounge**

**RFP INFORMATION** 



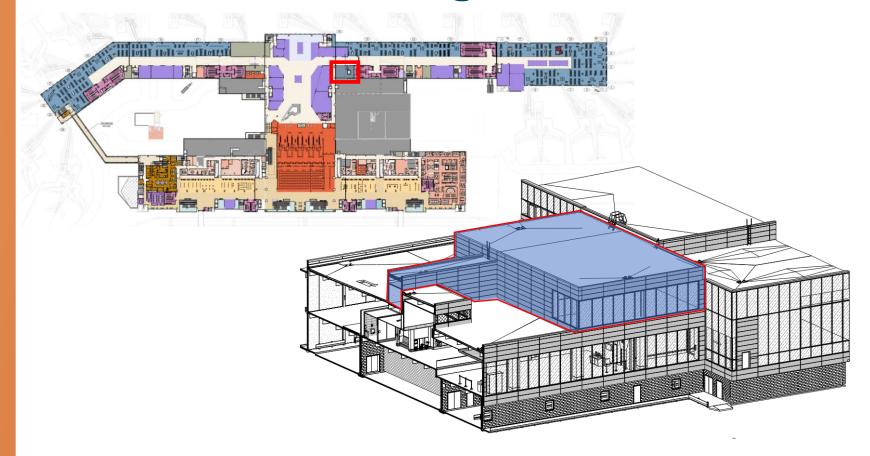


### **Common-Use Lounge**

#### Goals

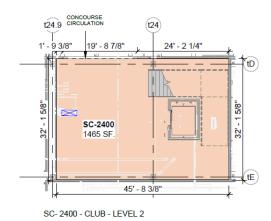
- Upscale common-use lounge for all passengers
- Attractive, complementary design
- Competitive pricing
- Opportunities for local participation
- Premier customer service
- Customer-focused operating hours

# Common-Use Lounge Plan



#### Common-Use Lounge Plan

- Approx. 6,000 square feet on Level 2 and Level 3 in the Central Pavilion
- Entrance lobby on Level 2
- Dedicated elevator and stair



Level 2

Level 3

SC-3030 4512 SF.

29' - 5 3/8"

SC- 3030 - CLUB - LEVEL 3

16' - 1 5/8"

C SC-3010

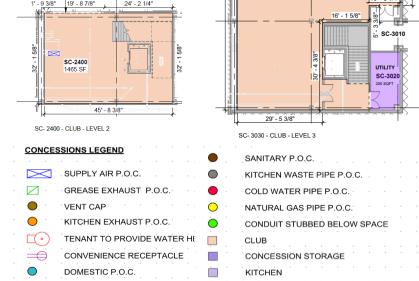
UTILITY

SC-3020

# Common-Use Lounge Plan

#### **Utility Connections**

- Mechanical equipment provided by the Authority
- Utility connections inside and outside the space
- Utility rooms, elevator, stairs



4512 SF

# **Common-Use Lounge Space**







## **Common-Use Lounge**

#### **Required Services and Amenities**

- High quality food and beverages for all day parts as well as all-day snack items
- Food service offerings should include items that address dietary restrictions in a meaningful way.
- Full-service bar
- Contactless ordering and payment options, if applicable
- Complimentary Wi-Fi
- Cable television

- Complimentary local and national newspapers and periodicals (hard copies and/or digital access)
- A variety of seating options
- Two unisex restrooms
- Charging ports to include at a minimum, electrical outlets and Micro-USB and USB-C ports
- Flight Information Displays (FIDS)

## **Common-Use Lounge**

#### **Optional Services and Amenities**

- Concierge Services
- Additional restroom(s)
- Business center with printing capability
- Individual workspaces
- Relaxation zone
- Quiet space



### **Key Lease Terms**

**RFP INFORMATION** 



#### **Lease Term**

- Commencement Date: The later of:
  - (i) the date on which the Central Pavilion opens for business to the public, which is expected to be on or about November/December 2026;

or

- (ii) the Date of Beneficial Occupancy
- Lease Expiration: The last day of the month in which the tenth anniversary of the Commencement Date occurs, unless terminated earlier

### **Capital Investment**

#### **Leasehold Improvements**

- Selected Proposer will be responsible for the design and complete build-out of the Common Use Lounge in compliance with the minimum initial investment requirements and Tenant Design Guidelines.
- Minimum of \$500 per square foot for the initial build-out of the Common-Use
  Lounge. (This initial minimum investment amount does not represent an actual expected
  cost to design and build out the Leased Premises in accordance with the Authority's
  design and construction guidelines.)
- The **Authority will provide shell conditions**, including framed demising walls, as appropriate, between public areas and the Leased Premises, concrete slab flooring, unfinished ceiling (as needed), elevator, unfinished stairs, and appropriate utility access.
- A minimum of fifteen percent (15.0%) of the Initial Investment Amount shall be invested in the Leased Premises as the Minimum Reinvestment for Midterm Refurbishments no later than June 30, 2032.

#### *Article 9 of the Lease Agreement*

#### **Rent Structure**

Concessionaire will pay to the Authority the greater of the following on a monthly basis:

- Minimum Annual Guarantee (MAG): Minimum amount of rent that will be paid annually
  - MAG will be set by the Authority for the First Calendar Year of the Lease Agreement
  - For the second and subsequent Calendar Years of the Lease Agreement, the MAG will equal the higher of the previous Calendar Year's MAG or 85 percent of the actual rent due and payable for the previous Calendar Year
  - The MAG will never be less than the MAG for the First Full Calendar Year
- <u>Percentage Rent:</u> Rent based on a percentage of Gross Receipts
  - Percentage Rent will be proposed by proposer
  - Proposers may propose a tiered rent structure that increases with the volume of Gross Receipts
  - The Authority expects reasonable offers and is under no obligation to accept the highest financial offer proposed



## **Pricing Policy**

#### **Street Plus 10%**

- Pricing Policy: Concessionaire must comply with the Authority's Pricing Policy as detailed in Exhibit E of the RFP.
- Food and Beverages not included with Admission: Prices of any food and beverages that are not included with admission to the lounge may not exceed the prices charged in comparable businesses within the Omaha MSA for like size and quality products, by more than ten percent (10.0%).
- Price Comparisons: Prior to opening and semi-annually thereafter, provide documentation comparing prices charged in the lounge to prices at the approved comparable outlets, using the Authority's required format
- Admission and Entry Fee Reviews: Authority may require price comparisons of the admission and entry fees, amenities, or services selected by the Authority up to twice per year.
- **Approval for Changes:** All price changes require prior written approval from the Authority before implementation.

## **Exclusive Arrangements**

Proposer and all proposed sub-concessionaires, ACDBEs, and local business operators are not permitted to be a part of any exclusive agreement that seeks to restrict the ability of a sub-concessionaire or operator to participate as a sub-concessionaire, franchisor, licensor, or product vendor, using the same concept/brand or otherwise, with any other Proposer that may submit a Proposal in response to this RFP or any other Airport concession RFP issued by the Authority.

This requirement only pertains to exclusive arrangements between Proposer and any actual or proposed subconcessionaire(s), ACDBEs, or local business operators.

This requirement does not restrict Proposer's right to enter into or maintain exclusive joint venture partnerships, exclusive franchise or licensing arrangements with national brands, nor shall it prohibit Proposer from requiring that proposed sub-concessionaires, ACDBEs, or local business operators enter into appropriate nondisclosure agreements governing proprietary information.





### **Lounge Operations**

- Open 365 days per year
- Concessionaire must operate the concession in accordance with the flight schedules
- Minimum Hours of Operation: 4:00 a.m. to 8:00 p.m.
  - Hours must adjust to accommodate flight delays
- No portion of the Common-Use Lounge facilities shall be blocked off or closed at any time during the designated minimum hours of operation.
- Concessionaire agrees to fully comply with and participate in the sustainability policies and practices implemented by the Authority from time to time
- Security regulations and employee background checks
  - All airside employees pass through the security checkpoint



### **Proposal Submittal and Evaluation**

**RFP INFORMATION** 



## **RFP Submittal Requirements**

Proposer shall submit **one original, printed copy** of the Proposal signed by an authorized official **and an electronic PDF copy** of the Proposal on a flash drive in accordance with the details outlined in **Section 6 of the RFP**.

#### **Proposal Sections**

- 1. Cover Letter, Covenant to Execute Lease, and Proposal Checklist
- 2. Proposer's Background, Experience, and Financial Capability
- 3. Concept Development
- 4. Design, Materials and Capital Investments
- 5. Management, Staffing, Training and Incentives
- 6. Operations, Maintenance, and Environmental Sustainability
- 7. Design and Construction Schedule
- 8. Financial Projections and Financial Offer
- 9. Marketing, Promotions, and Customer Service Plan
- 10. ACDBE Participation
- 11. Proposal Guarantee
- 12. Acknowledgement of Addenda
- 13. Certification and Execution

#### **Evaluation Process**

#### Proposals will be evaluated based on the following criteria:

- Proposer's Background, Experience, and Financial Capability
- Concept Development
- Design, Materials, and Capital Investment
- Management, Staffing, Training, and Incentives
- Operations, Maintenance, and Environmental Sustainability
- Design and Construction Schedule
- Financial Projections and Financial Offer
- Marketing, Promotions, and Customer Service Plan

The listed evaluation criteria are not of equal value or decision weight

#### **Solicitation Protocol**

- All correspondence with the Authority, including Proposals in response to the RFP, will become public records under the Nebraska Public Records Act
- The Authority will not disclose any part of any Proposal prior to award recommendation
- Common-use lounge leases are not binding until approved by the Authority and executed by the CEO
- Communication Prohibition
  - Prospective proposers are not to discuss the RFP with any Authority employee, Board member, or anyone associated with an Authority employee or Board member
  - Questions or concerns may only be addressed to the Procurement Contact assigned to this RFP

### **Timeline and Key Dates**



## **RFP Timeline and Key Dates**

Task	Prospective Date(s)
RFP Issued	May 7, 2025
Pre-Proposal Conference and Tour	May 21, 2025
RFP Question Deadline	June 20, 2025
Proposal Due Date	August 5, 2025
Proposer Interviews, if necessary	September 8-9, 2025
Notice of Intent to Award	October 2025
Lease Agreement Signed by Selected Proposer	October 2025
Build-Out Schedule	Summer/Fall 2026
Open Common-Use Lounge*	Late 2026/Early2027

BUILD OMA

<sup>\*</sup> Opening shall be the later of the date on which the Central Pavilion opens for business to the public or the Date of Beneficial Occupancy

### Why Eppley Airfield?



## Why Eppley Airfield?



**Become part of the OMA Community!** 

- 1 Service
  Great opportunity to serve the traveling public
- 2 Market
  Strong corporate, health,
  and education market

3 Environment
Operate in a vibrant and dynamic environment

# Questions?

Thank you for participating!

Submit all questions in writing to email: ConcessionsRFP@FlyOMA.com



# **Site Tour**



#### **Site Tour**



#### Safety Recommendations

- Ensure you are wearing hard-soled shoes
- Provided PPE:
   Hard hat, glasses,
   and reflective vest
- Watch your step
- Stay with the group