

BUILD ***OMA*** **TERMINAL
MODERNIZATION
PROGRAM**

October 23, 2025

**Advertising Concession RFP
Pre-Proposal Conference**

Introductions

Omaha Airport Authority



Jason Snowden, Chief Financial Officer



Steve McCoy, Chief Strategy and Technology Officer



Steph Gaston, Procurement Contact



Kevin McIntyre, Project Manager

Agenda

Eppley Airfield Overview

Terminal Modernization Program (TMP)

- Future Concession Program

Omaha-Council Bluffs Metropolitan Area

RFP Information

- Communication Prohibition
- Minimum Qualifications
- Advertising Locations
- 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

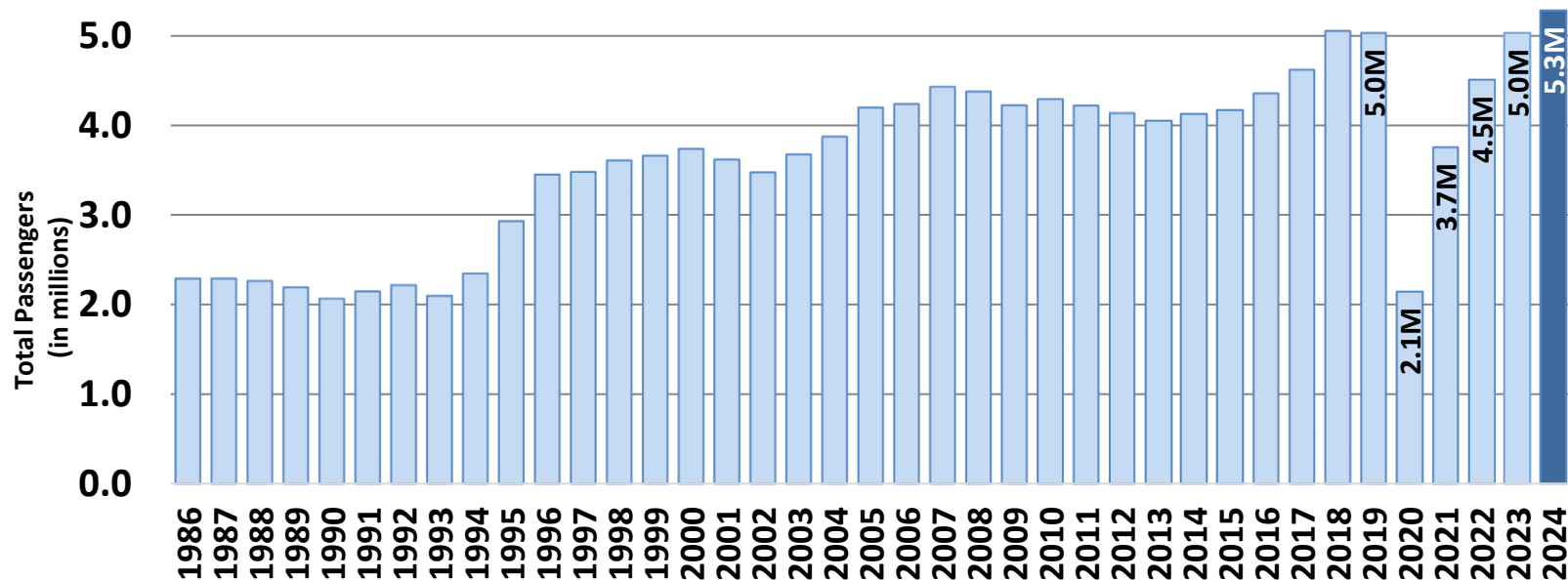
70

Daily
Departures

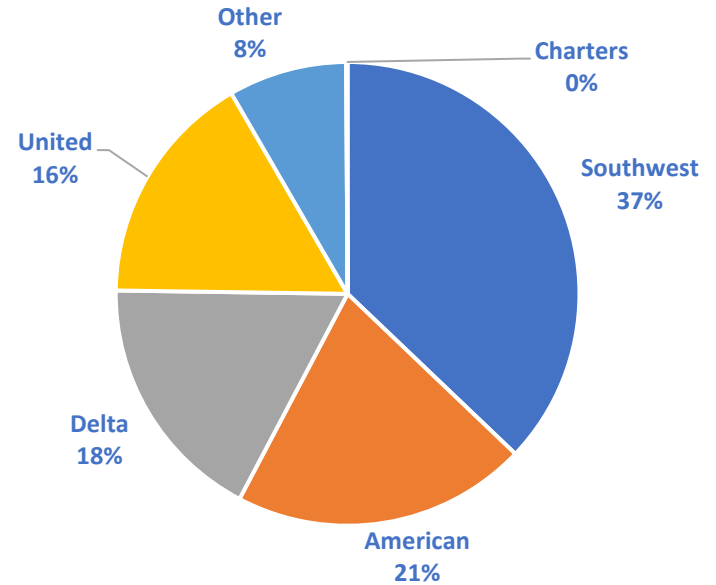
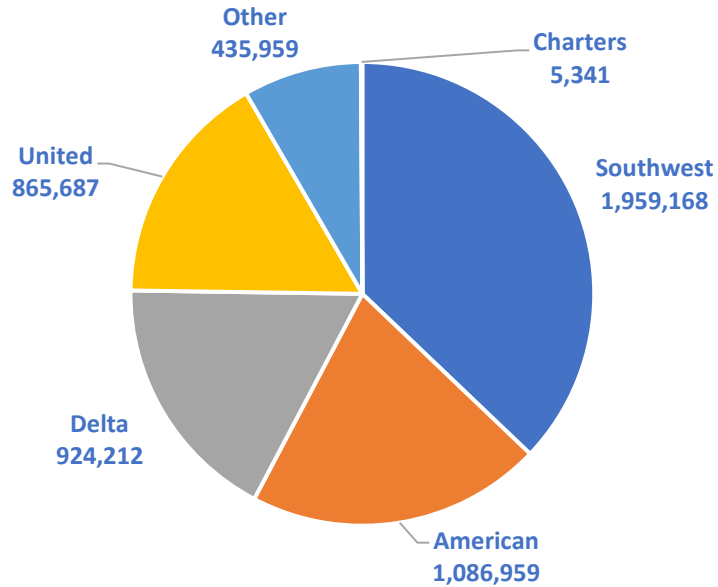


BUILD **OMA**

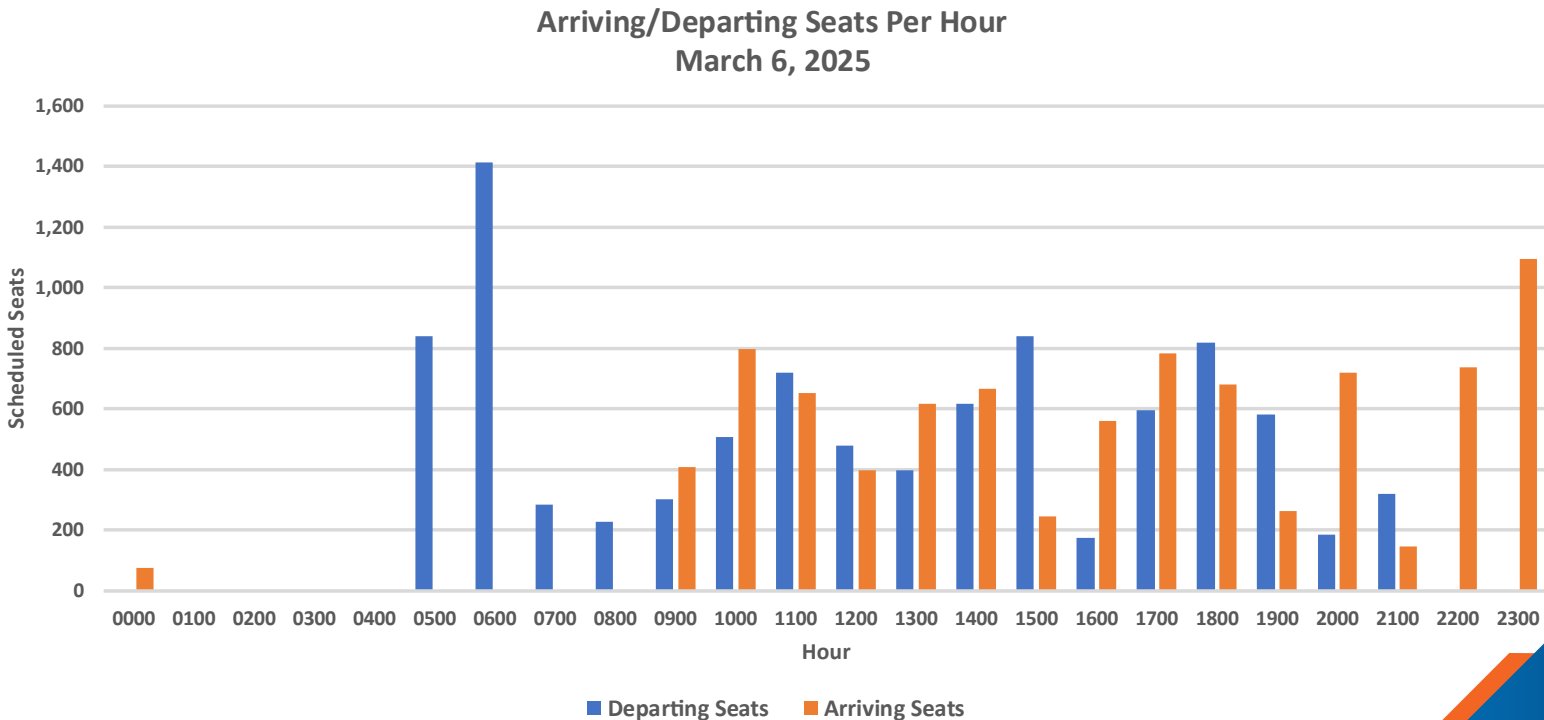
Eppley Airfield Total Passengers



Airline Market Share



Airline Seats Per Hour



Eppley Airfield

Existing Advertising Concession Program

Program Statistics	2023	2024
Passengers	5.03 million	5.3 million
Total Sales ¹	\$1,244,000	\$953,000 ²
Digital Displays	\$618,000	\$405,000
Wall/Column Wrap	\$42,000	\$26,000
Tension Fabric Display	\$545,000	\$510,000
Other (Exhibit / Banner)	\$39,000	\$11,000
Sales per Passenger	\$0.25	\$0.18

¹ Rounded to nearest \$1,000

² 2024 sales reflect the loss of advertising due to TMP construction

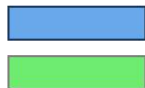
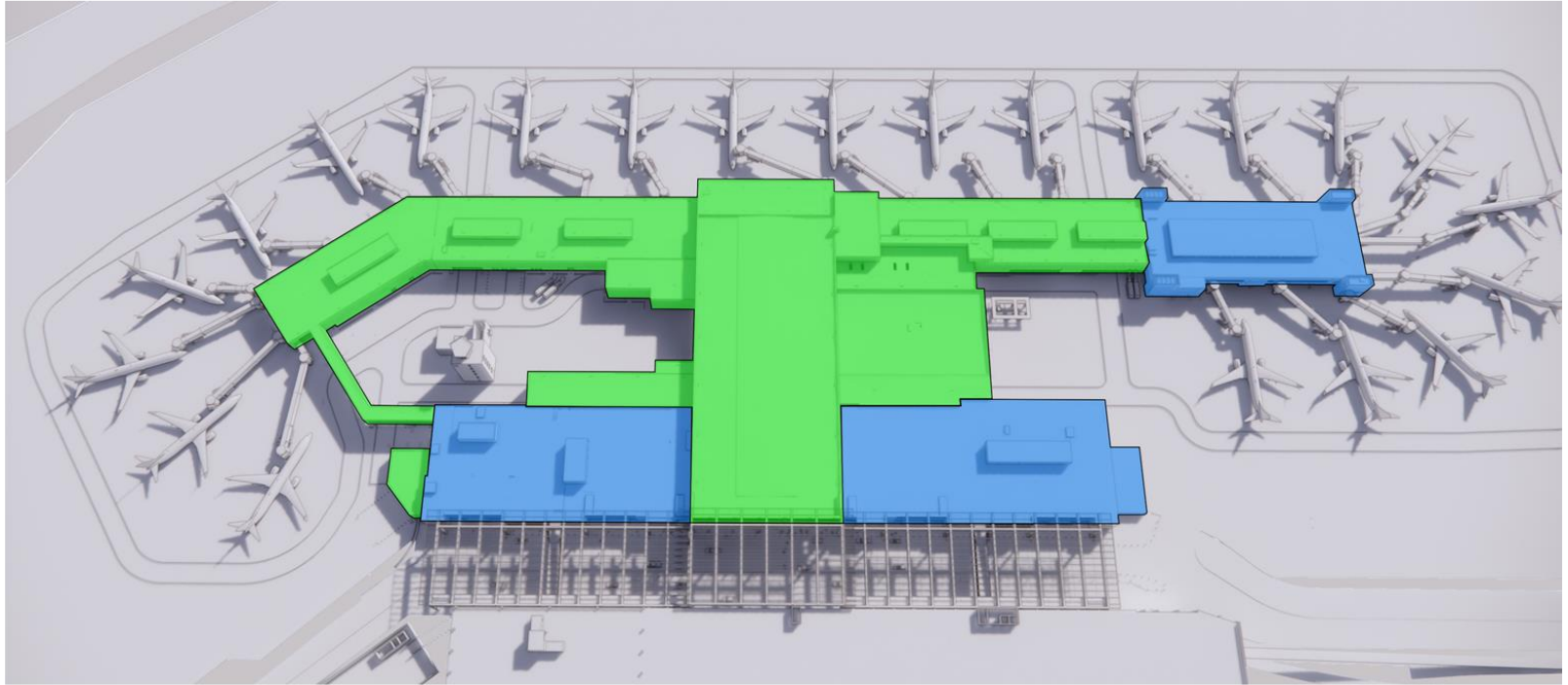
Eppley Airfield

Existing Advertising Concession Program



Terminal Modernization Program (TMP)

TMP Overview



Terminal Renovation
Terminal Expansion

Future Eppley Airfield Terminal

- TMP Budget: **\$950m**
- Planned to support **over six million annual passengers**
- One **centralized security checkpoint**
- One contiguous concourse
- 22 gates
- **32,000 square feet** of concession space
- **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

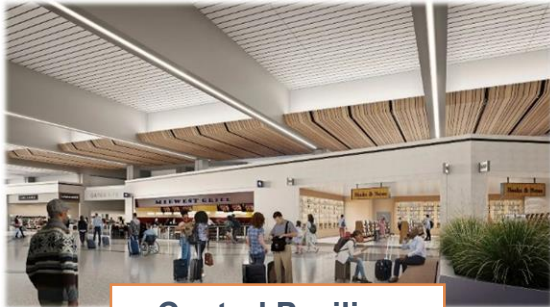
Entryway



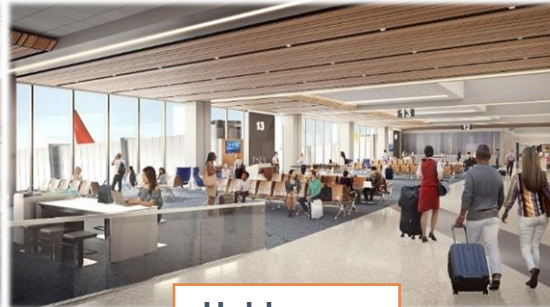
Checkpoint



Restrooms



Central Pavilion



Holdrooms



International Arrivals

Future Concession Program

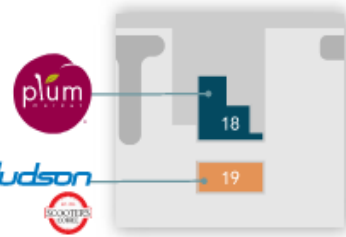
(awarded to date)

Food Service and Retail Concession Plan

LEVEL 2 »



LEVEL 1 »



Future Retail Program



Future Food Service Program



Future Common-Use Lounge



Omaha-Council Bluffs Metropolitan Area

Key Characteristics

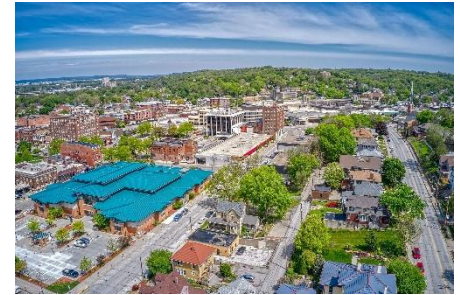
OMAHA

- 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

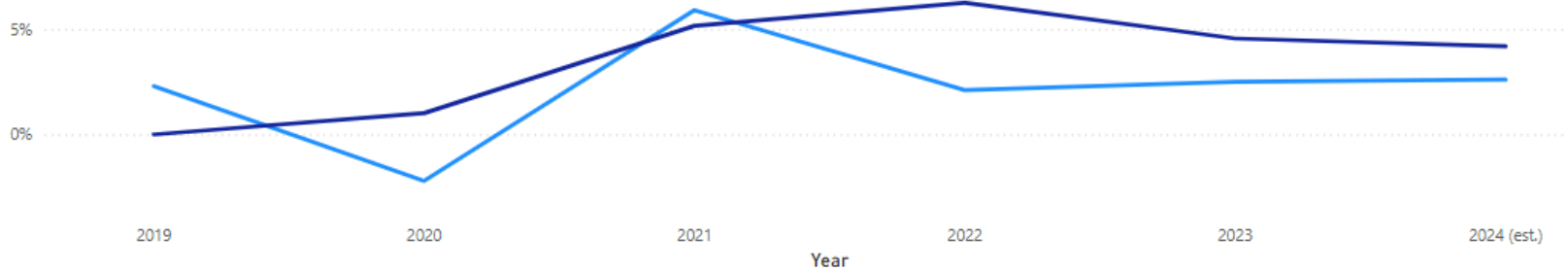
- The tenth largest city in Iowa and most populous city in southwest Iowa
- Known for its vibrant community, low cost of living, and outdoor activities



Local Economy

GDP Growth

● U.S. GDP Growth ● Omaha Growth



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

- Omaha GDP growth has traditionally outperformed the U.S. growth rate. With the national GDP growth projected to remain around 2.5 percent, Omaha will likely continue to outperform the national average.
- Recent notable investments, such as the airport expansion and construction of the Mutual of Omaha Tower, demonstrate continued city growth.

Large Business Presence

Company	Sector	Highlights
Berkshire Hathaway	Finance & Insurance	Fortune 10 company headquartered in Omaha
Union Pacific Railroad	Transportation	Fortune 500 company headquartered in Omaha
Mutual of Omaha	Insurance	Major expansion underway with construction of new \$600M HQ
Kiewit Corporation	Construction & Engineering	One of the largest construction firms in North America; headquartered in Omaha
First National of Nebraska	Banking	One of the largest privately-held U.S. banks and the parent company of First National Bank of Omaha
PayPal	FinTech	Omaha is home to a major operational center for PayPal
Google	Tech	Invested \$350M toward cloud computing in local area
Meta / Facebook	Tech	Maintain a local and growing billion-dollar data center
Amazon	E-Commerce & Logistics	Recently invested in significant local fulfillment and delivery hubs
Microsoft	Tech	Planned expansion in local area for AI cloud services

BERKSHIRE HATHAWAY INC.



RFP Information

Communication Prohibition

The Communication Prohibition prevents any Proposer 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:

1. **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:

1. Oral communications at the **Pre-Proposal Conference**
2. Oral communications during any **interview**

All written questions are due to the procurement contact by October 29, 2025 to receive an answer from the Authority

Minimum Qualifications

RFP INFORMATION

Minimum Qualifications

- **Minimum of five-years** experience in the last six years (2019-2024) in the marketing, fabrication, installation, and maintenance of advertising displays, and in the selling of advertising and management of advertising concessions in airports or other high-traffic public facilities, such as shopping centers, casinos, and train stations, generating at least \$1,000,000 in average annual gross receipts per program.
 - 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

Commercial Advertising

RFP INFORMATION



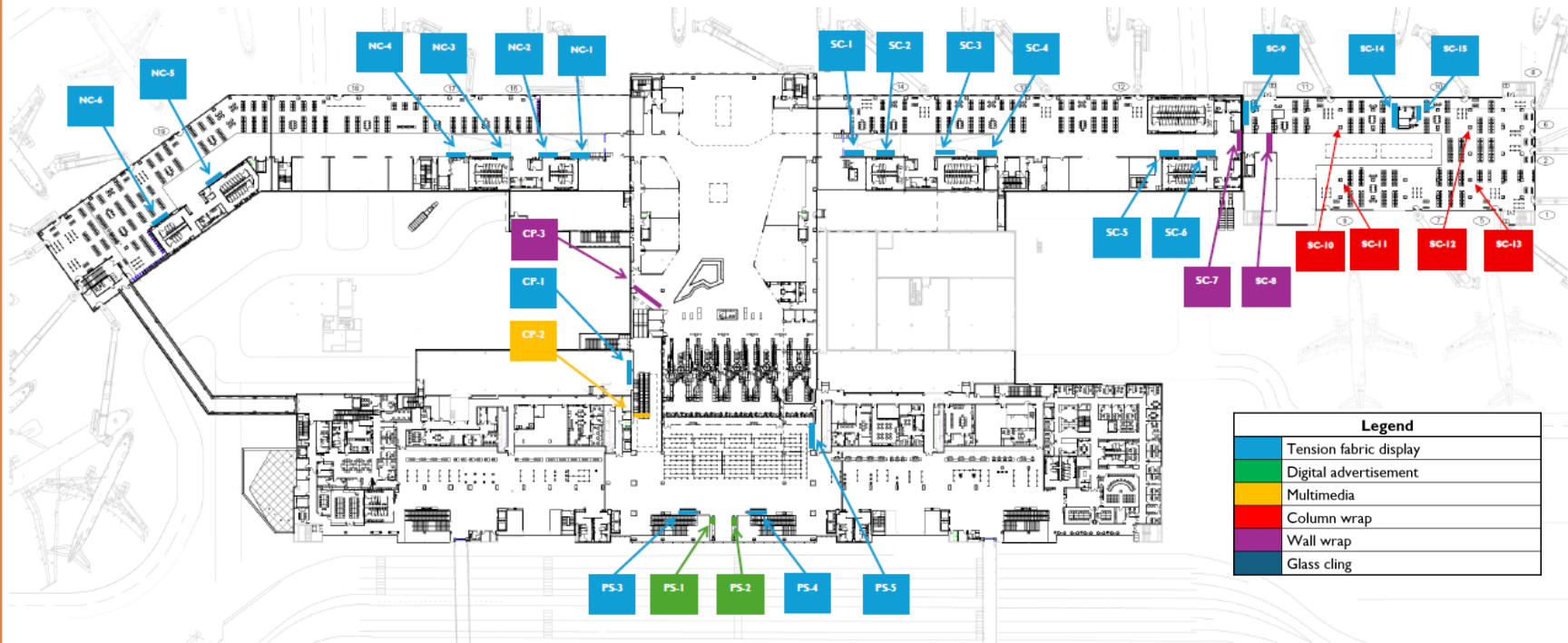
Advertising

Goals

- Optimize revenue to Authority
- Incorporate innovative, cutting-edge technology, tools and methods that reflect best practices in public-space advertising
- Enhance the overall passenger experience at the Airport
- Create an immersive passenger experience that is distinct to Omaha
- Maintain a commitment to Authority's image through coherent and complementary advertising that suits the design and architecture of the Airport
- Deliver excellent customer service to Airport advertisers
- Provide opportunities to represent national, regional and local brands and businesses

Advertising Plan

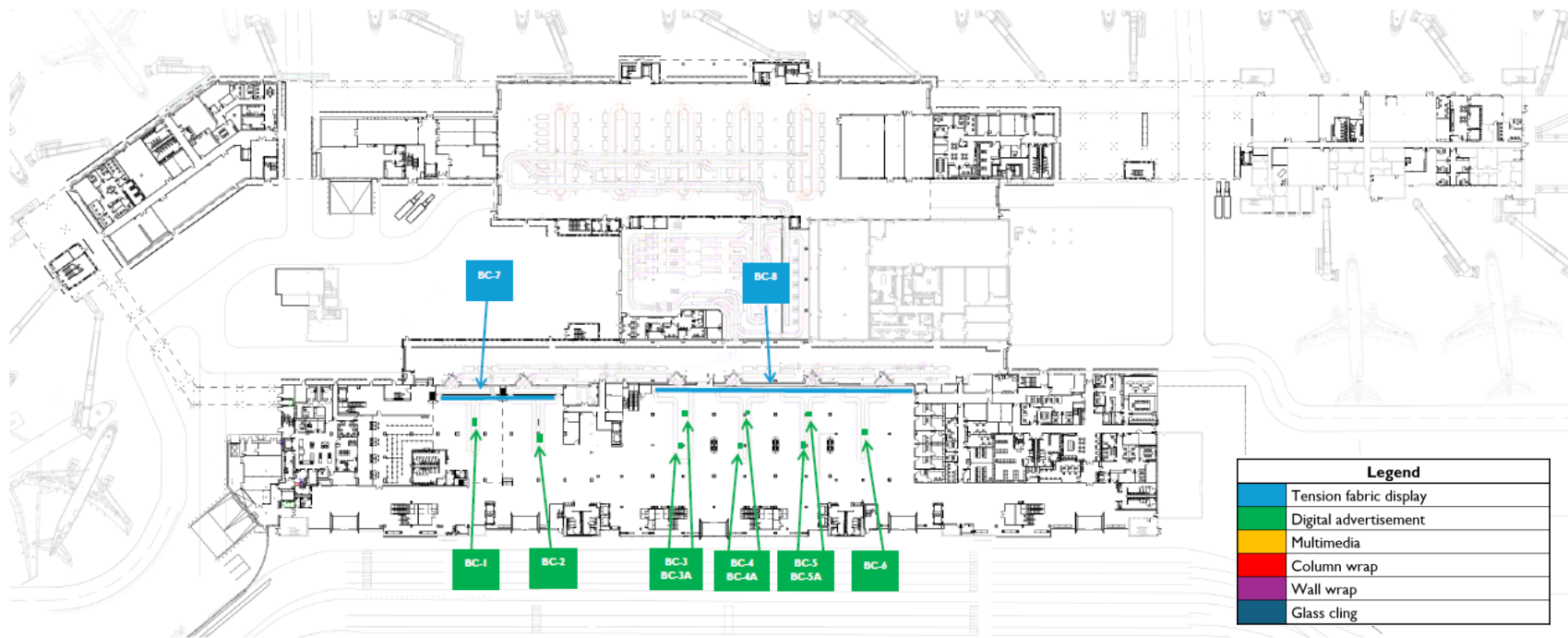
Terminal Building - Second Floor



LEVEL 2

Advertising Plan

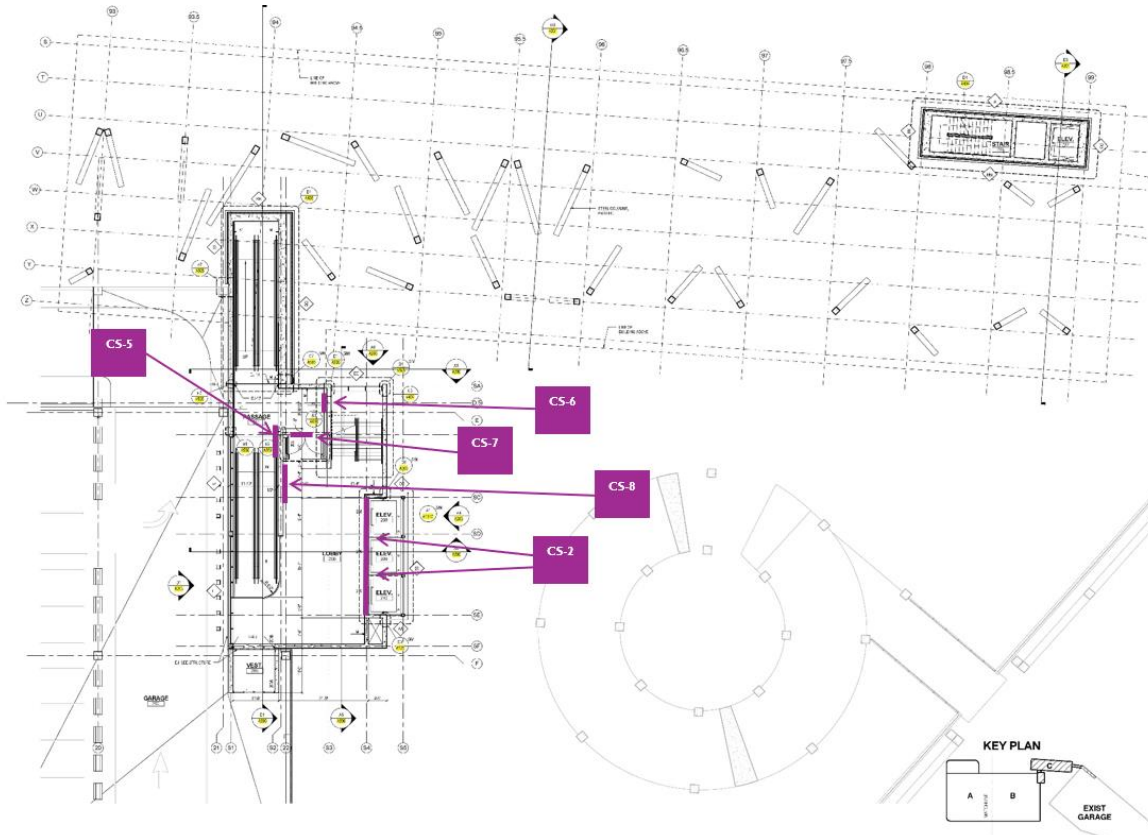
Terminal Building - First Floor



LEVEL 1

Advertising Plan

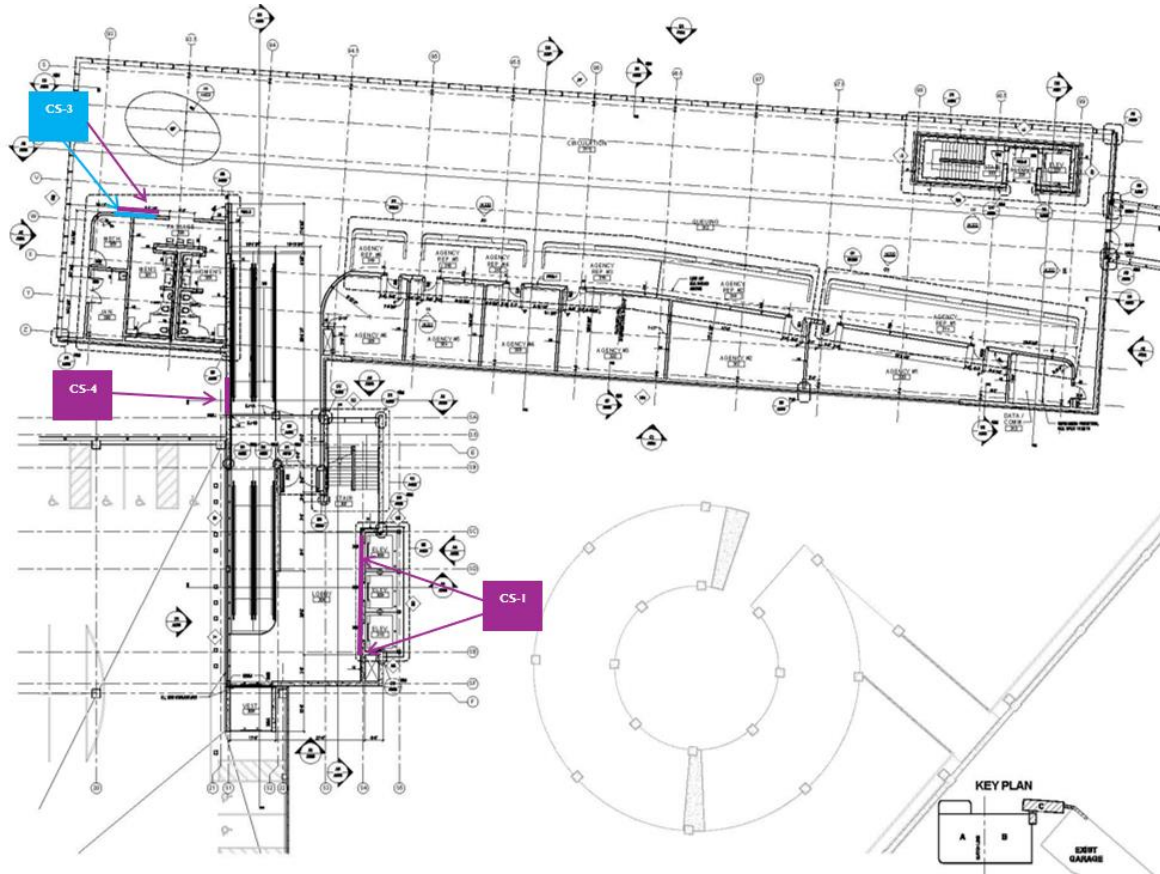
Customer Service Building - Second Floor



Legend	
	Tension fabric display
	Digital advertisement
	Multimedia
	Column wrap
	Wall wrap
	Glass cling

Advertising Plan

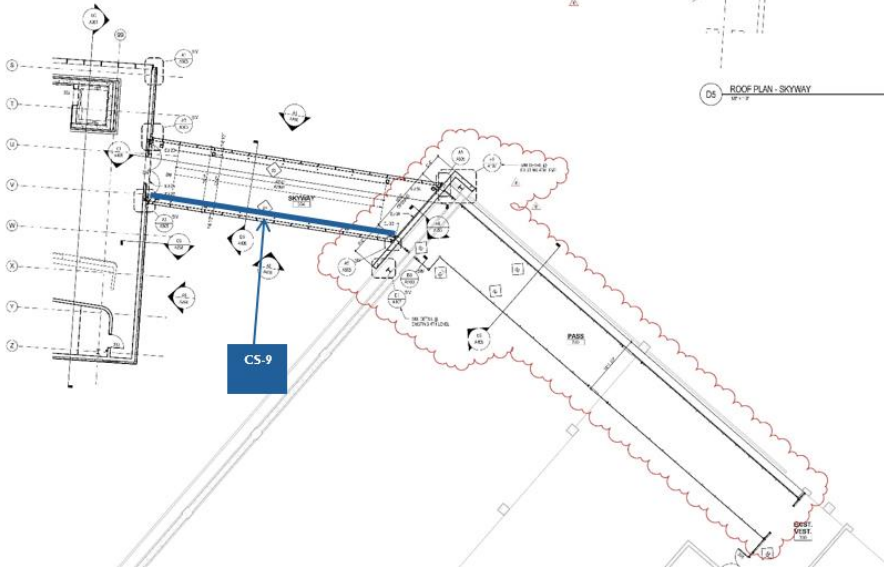
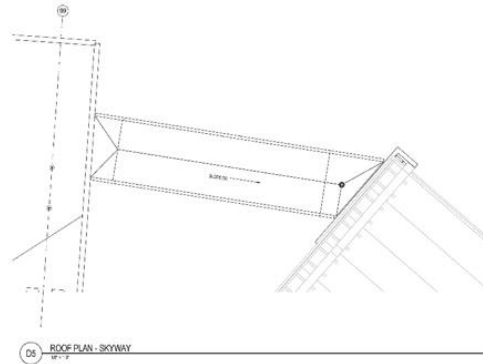
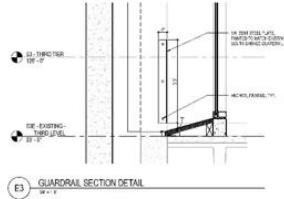
Customer Service Building - Third Floor



Legend	
■	Tension fabric display
■	Digital advertisement
■	Multimedia
■	Column wrap
■	Wall wrap
■	Glass cling

Advertising Plan

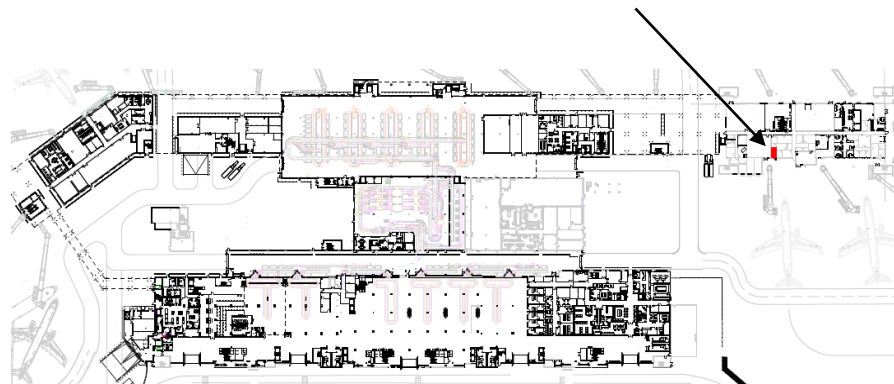
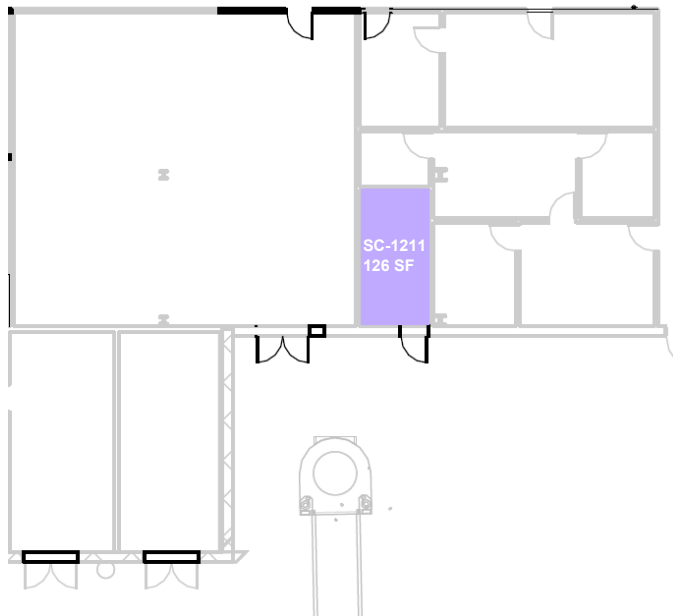
Customer Service Building - SKYWAY



Legend	
 	Tension fabric display
 	Digital advertisement
 	Multimedia
 	Column wrap
 	Wall wrap
 	Glass cling

Advertising- Storage

- 126 square feet on Level 1



SC-1211 – CONCESSION STORAGE – LEVEL 1

Advertising Locations

Pre-Security, Level 2

Display No.	Location	Display Type / Approximate Size
PS-1	Escalator bulkhead leading to baggage claim	Digital advertisement (Maximum size: 24' X 3'6")
PS-2	Escalator bulkhead leading to baggage claim	Digital advertisement (Maximum size: 24' X 3'6")
PS-3	Back of FIDS	Tension fabric display, non-illuminated (Maximum size: 15'6" X 12'0")
PS-4	Back of FIDS	Tension fabric display, non-illuminated (Maximum size: 15'6" X 12'0")
PS-5	Checkpoint queuing area - South wall	Tension fabric display – illuminated / approx. 16' X 6'

Advertising Locations

Pre-Security, Level 2

Displays: PS-1, PS-2

- Escalator Bulkheads
- Leading to Bag Claim
- Digital Advertisement

Displays: PS-3, PS-4

- Back of FIDS
- Non-illuminated TFD



Advertising Locations

Pre-Security, Level 2

Displays: PS-1, PS-2

- Escalator Bulkheads (leading to baggage claim)
- Digital Advertisement
- Maximum size: 24' X 3'6"

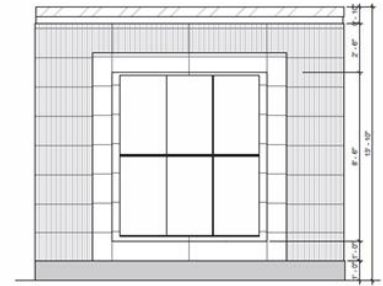
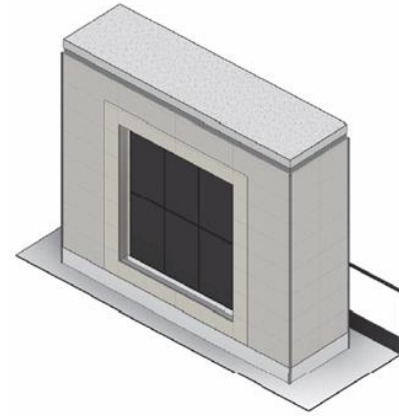


Advertising Locations

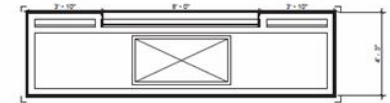
Pre-Security, Level 2

Displays: PS-3, PS-4

- Back of FIDS
- Non-illuminated TFD
- Maximum size:
15'6" X 12'0"
- Height of glass railing:
3'6" above finished
floor



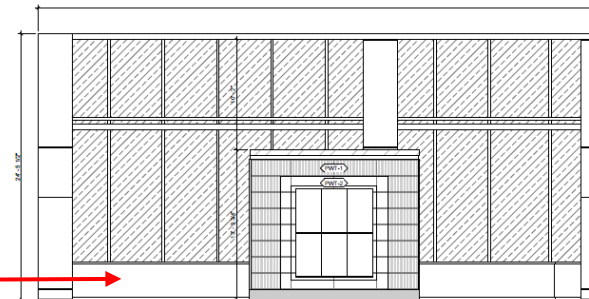
2 ENLARGED ELEVATION- FIDS TYP.-CP1-CENTRAL PAVILION
3/8" = 1'-0"



1 ENLARGED PLAN- FIDS TYP.-CP1-CENTRAL PAVILION
3/8" = 1'-0"

3 3D VIEW- FIDS TYP.-CP1-CENTRAL PAVILION

Glass railing

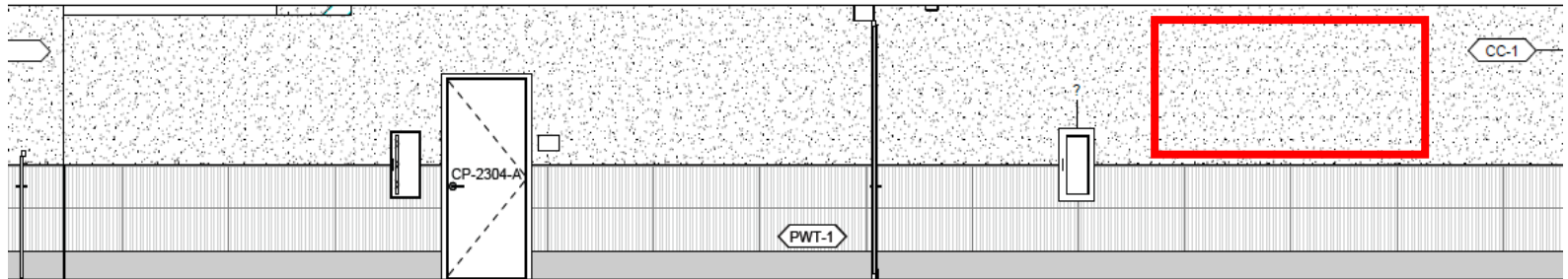


Advertising Locations

Pre-Security, Level 2

Display: PS-5

- Checkpoint Queuing Area – South Wall
- Illuminated TFD
- Approximate Size: 16' X 6'



5 INTERIOR ELEVATION - LEVEL 2 - SECTOR 3 - CENTRAL PAVILION - SECURITY CHECKPOINT
1/4" = 1'-0" 1 / AE1-403-P3

Advertising Locations

Pre-Security – Baggage Claim

Display No.	Location	Display Type / Approximate Size
BC-1	Carousel	Vertical digital display-freestanding ¹ (approx. size: 2'10" X 5'10")
BC-2	Carousel	Vertical digital display-column (approx. size: 2'10" X 5'10")
BC-3, BC-3A	Carousel	Vertical digital display-column (approx. size: 2'10" X 5'10")
BC-4, BC-4A	Carousel	Vertical digital display-column (approx. size: 2'10" X 5'10")
BC-5, BC-5A	Carousel	Vertical digital display-column (approx. size: 2'10" X 5'10")
BC-6	Carousel	Vertical digital display-column (approx. size: 2'10" X 5'10")
BC-7	Back wall	Tension fabric displays (non-illuminated) with locally-themed back wall (by Advertising Concessionaire); no electrical connection in this location
BC-8	Back wall	Tension fabric displays (non-illuminated) with locally-themed back wall (by Advertising Concessionaire); no electrical connection in this location

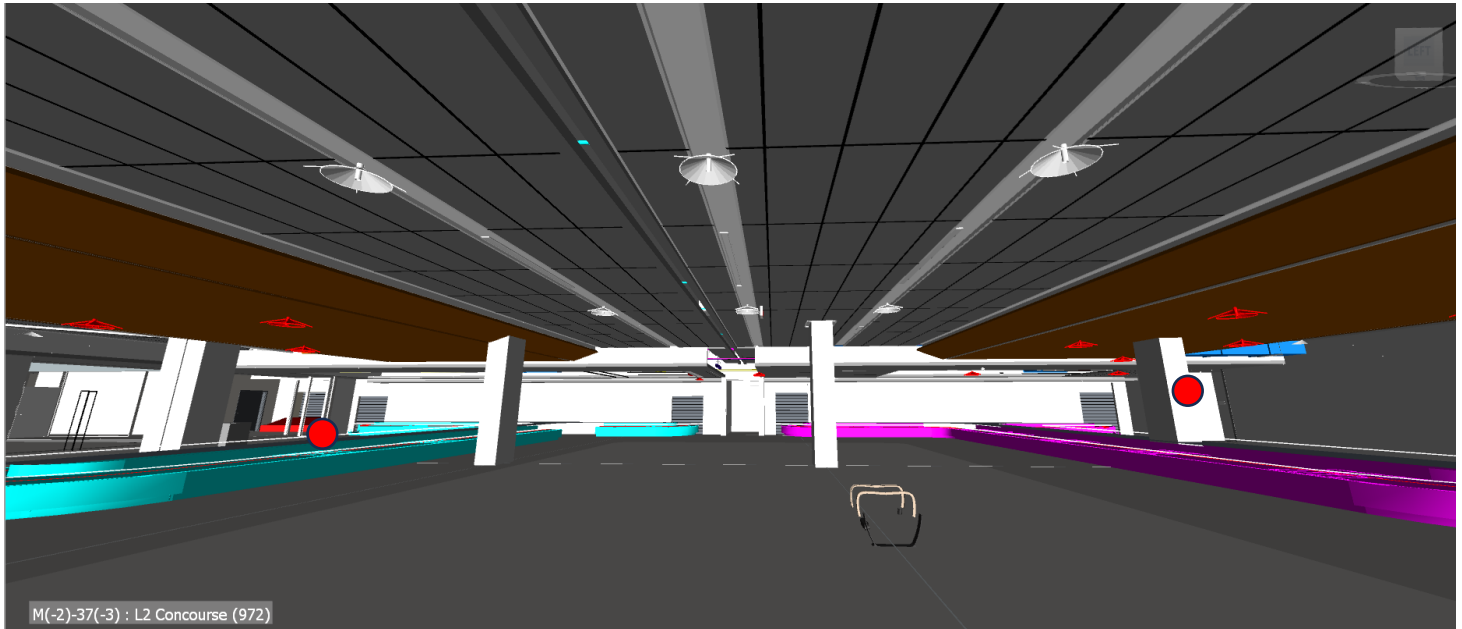
¹ This display will need to be freestanding on the baggage carousel as there is no column in this location.

Advertising Locations

Pre-Security – Baggage Claim

Displays: BC-1 and BC-2

- Baggage Carousels
- BC-1 needs to be freestanding on carousel (no column)
- Digital Displays, maximum size: 2'10" X 5'10"

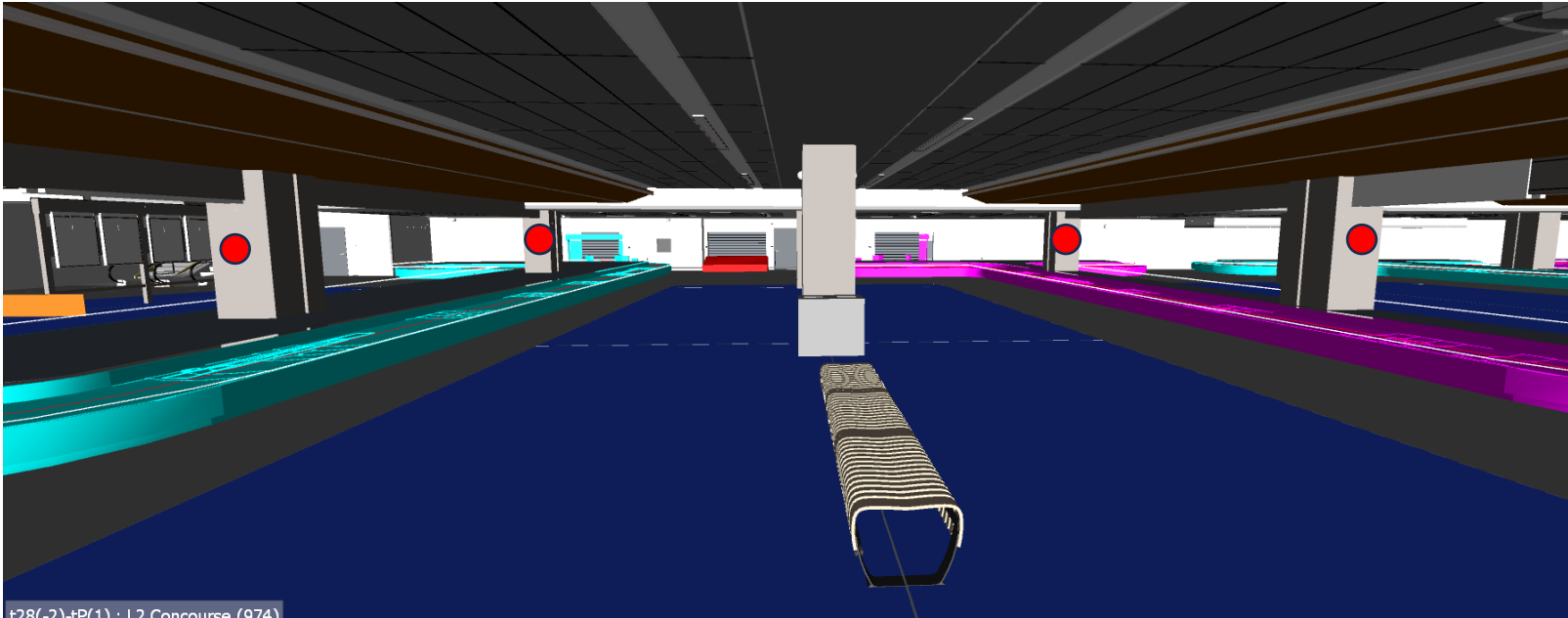


Advertising Locations

Pre-Security – Baggage Claim

Displays: BC-3 and BC-4

- Baggage Carousels
- Digital Displays, maximum size: 2'10" X 5'10"



Advertising Locations

Pre-Security – Baggage Claim

Displays: BC-3
through BC-5

- Baggage Carousels
- Digital Displays
- Maximum size: 2'10" X 5'10"

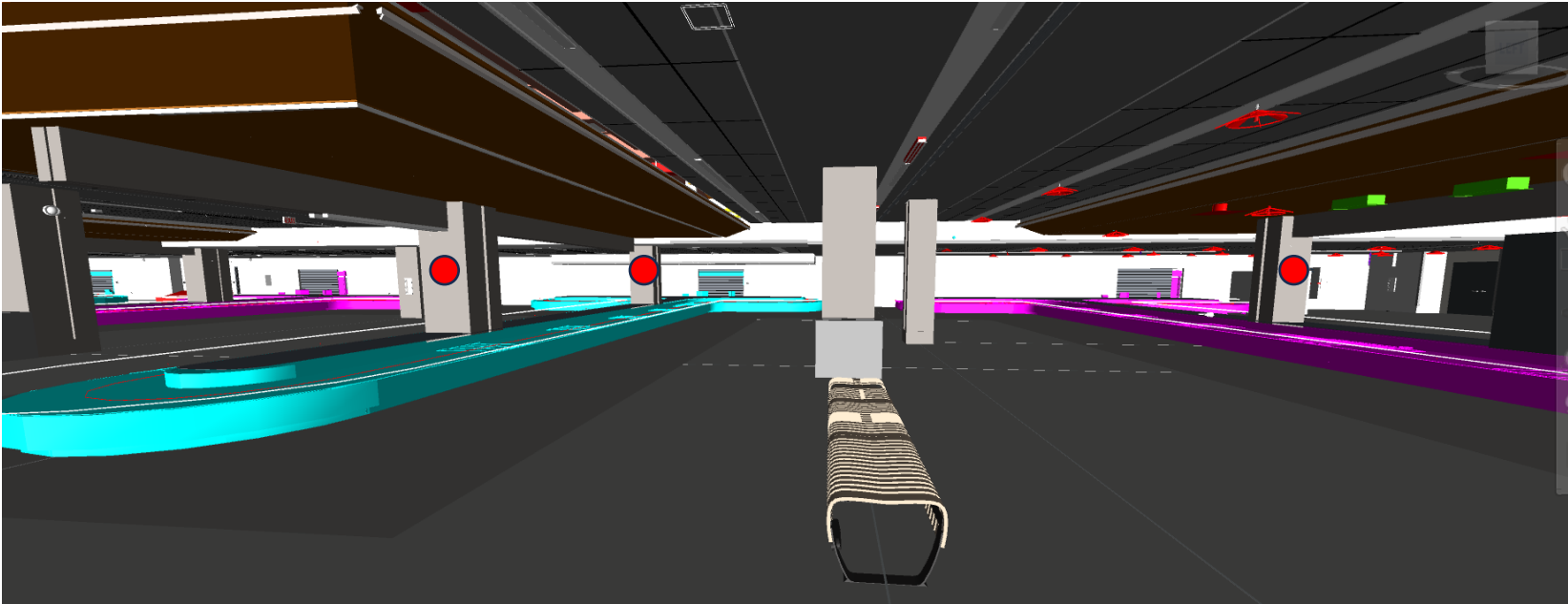


Advertising Locations

Pre-Security – Baggage Claim

Displays: BC-5 and BC-6

- Baggage Carousels
- Digital Displays, maximum size: 2'10" X 5'10"

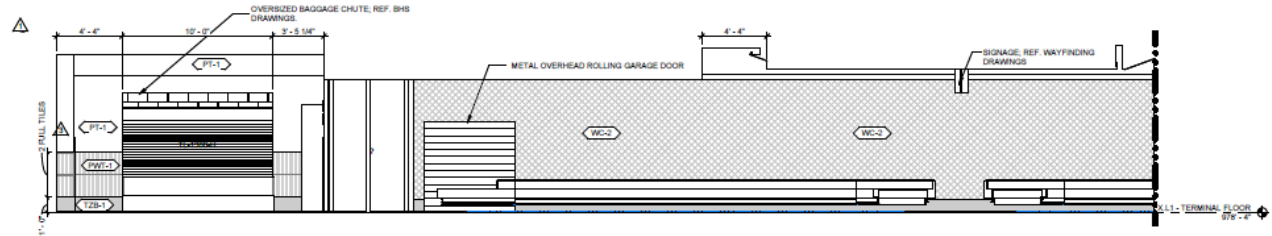


Advertising Locations

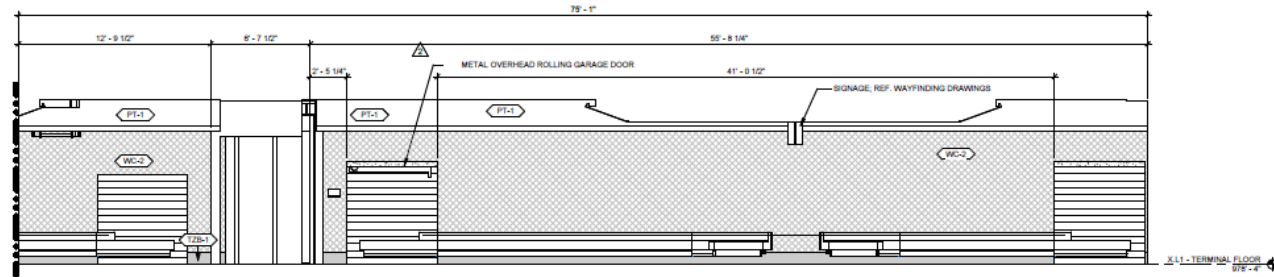
Pre-Security – Baggage Claim

Display: BC-7

- Baggage Claim Back Wall
- Non-Illuminated TFDs with Locally-Themed Back Wall by Concessionaire



② INTERIOR ELEVATION - BAGGAGE CLAIM - LEVEL 1 - SECTOR 04
1/4" = 1'-0" 17/AET-104



① INTERIOR ELEVATION - BAGGAGE CLAIM - LEVEL 1 - SECTOR 04
1/4" = 1'-0" 17/AET-104

Advertising Locations

Central Pavilion

Display No.	Location	Display Type / Approximate Size
CP-1	Arrivals exit wall	Tension fabric display – illuminated (approx. 18'0" X 5'0")
CP-2	Escalator bulkhead leading to baggage claim	Multimedia display (digital+) (approx. 15'6" X 3'6")
CP-3	Arrivals exit portal	Wall wrap (approx. 19'7.5" X 6'0")

Advertising Locations

Central Pavilion

Display: CP-1

- Arrivals Exit Wall
- Illuminated Tension Fabric Display
- Approximate size: 18' X 5' (ceiling height is 9'6")

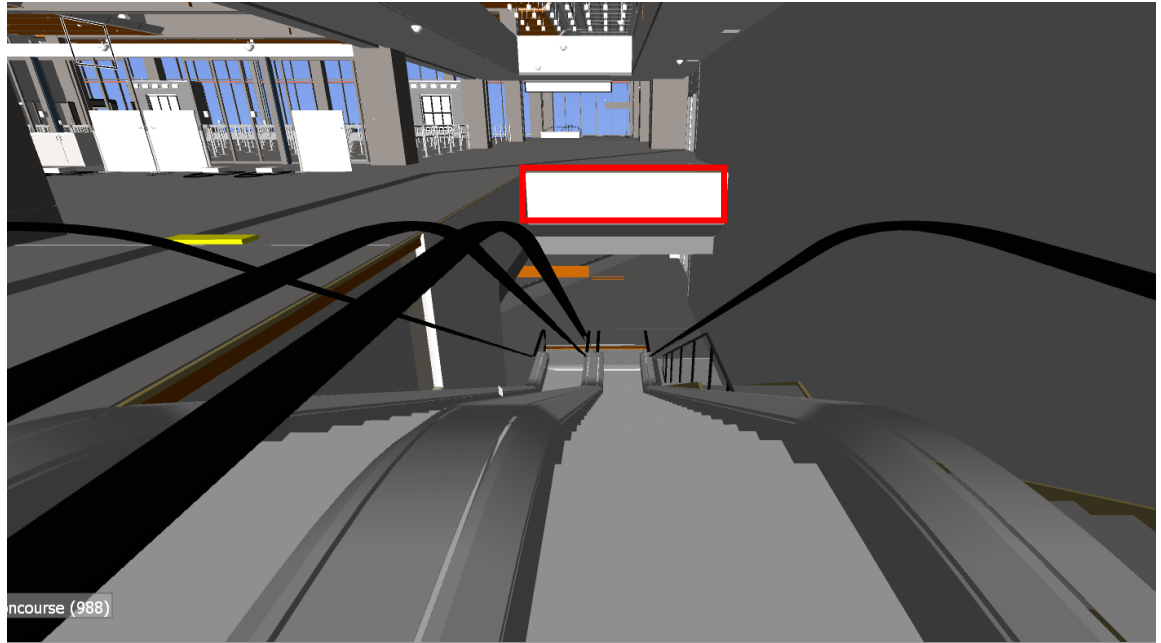


Advertising Locations

Central Pavilion

Display: CP-2

- Escalator Bulkhead Leading to Baggage Claim
- Multimedia Display
- Approximate size: 15'6" X 3'6"

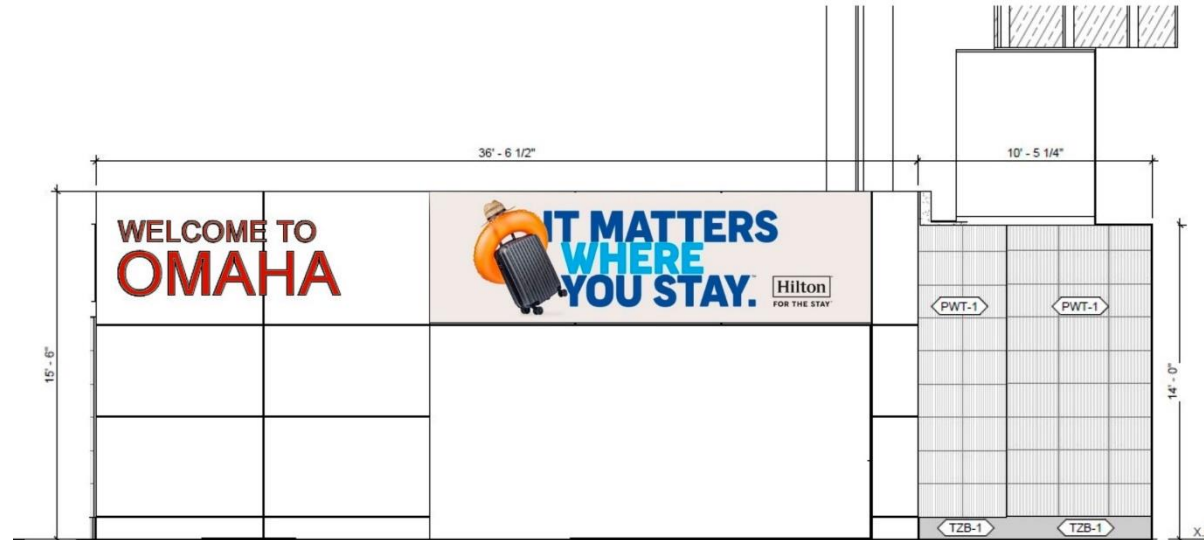


Advertising Locations

Central Pavilion

Display: CP-3

- Arrivals Exit Portal
- Wall Wrap
- Approximate size:
19'7.5" X 6'0"



4 INTERIOR ELEVATION - EXIT PORTAL
1/4" = 1'-0"

1 / AE1-206-P3

Advertising Locations

North Concourse

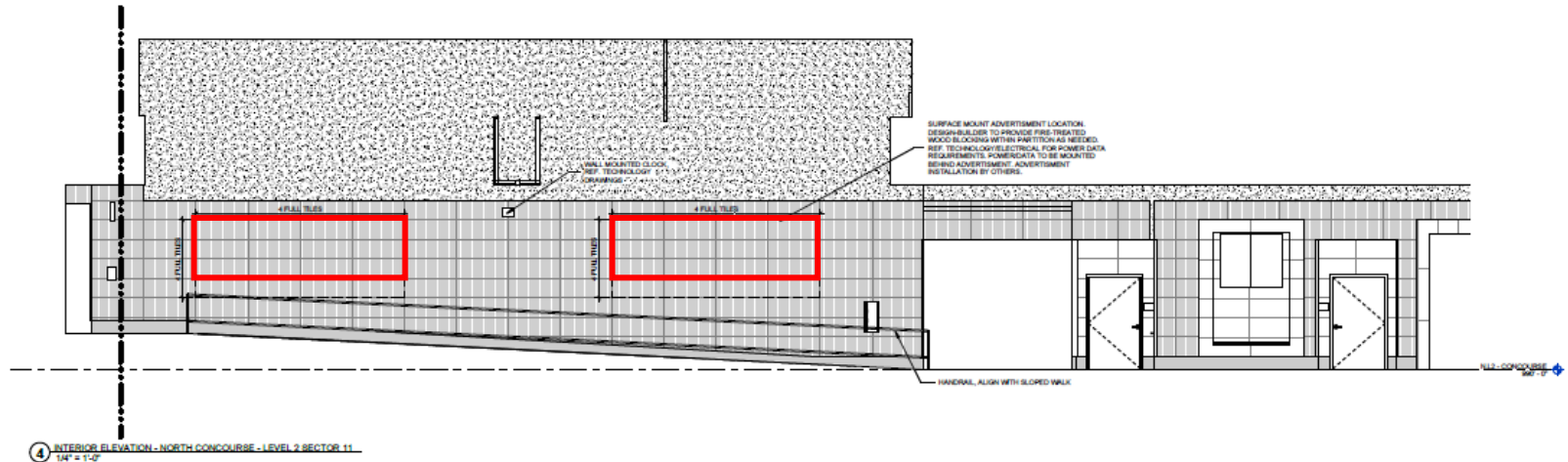
Display No.	Location	Display Type / Approximate Size
NC-1	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
NC-2	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
NC-3	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
NC-4	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
NC-5	Restroom wall	Tension fabric display – illuminated (approx. 16' X 8')
NC-6	Restroom wall	Tension fabric display – illuminated (approx. 16' X 8')

Advertising Locations

North Concourse

Displays: NC-3, NC-4

- Restroom Walls
- Illuminated TFD (approximate size: 16' X 6')

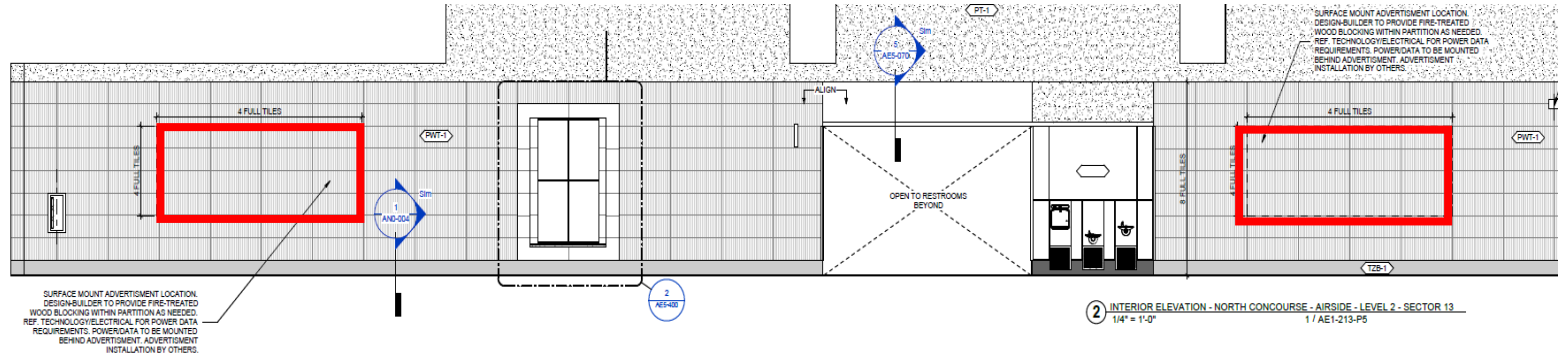


Advertising Locations

North Concourse

Displays: NC-5, NC-6

- Restroom Walls
- Illuminated TFD (approximate size: 16' X 8')



Advertising Locations

South Concourse

Display No.	Location	Display Type / Approximate Size
SC-1	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
SC-2	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
SC-3	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
SC-4	Restroom wall	Tension fabric display – illuminated (approx. 16' X 6')
SC-5	Restroom wall	Tension fabric display – illuminated (approx. 16' X 8')
SC-6	Restroom wall	Tension fabric display – illuminated (approx. 16' X 8')
SC-7	Soffit over corridor	Wall wrap (maximum size 15' X 8')
SC-8	Soffit over corridor	Wall wrap (approx. 15' X 4')
SC-9	Holdroom wall	Tension fabric display – illuminated (approx. 20' X 8')
SC-10	Column – end of South Concourse	Column wrap ²
SC-11	Column – end of South Concourse	Column wrap ²
SC-12	Column – end of South Concourse	Column wrap ²
SC-13	Column – end of South Concourse	Column wrap ²
SC-14	Wall	Tension fabric display – illuminated (approx. 12' X 4')
SC-15	Wall	Tension fabric display – illuminated (approx. 12' X 6')

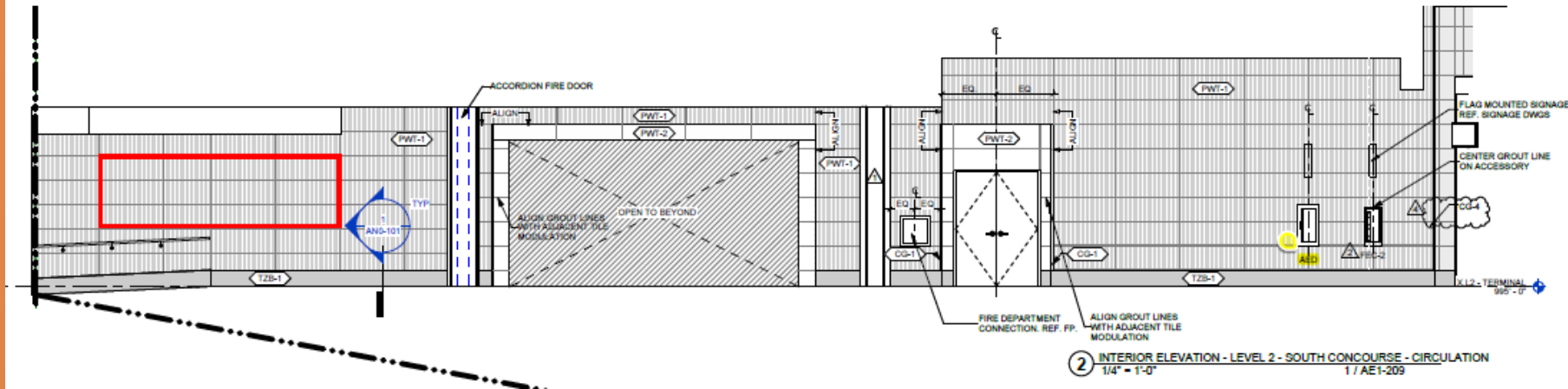
² Locations are available on an ad hoc/special campaign/seasonal basis (e.g. 45-60 days) with prior OAA approval.

Advertising Locations

South Concourse

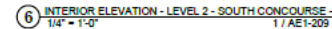
Displays: SC-1

- Restroom Walls
- Illuminated TFD
- Approximate size: 16' X 6'



South Concourse

- Restroom Walls
- Illuminated TFD
- Approximate size: 16' X 6'

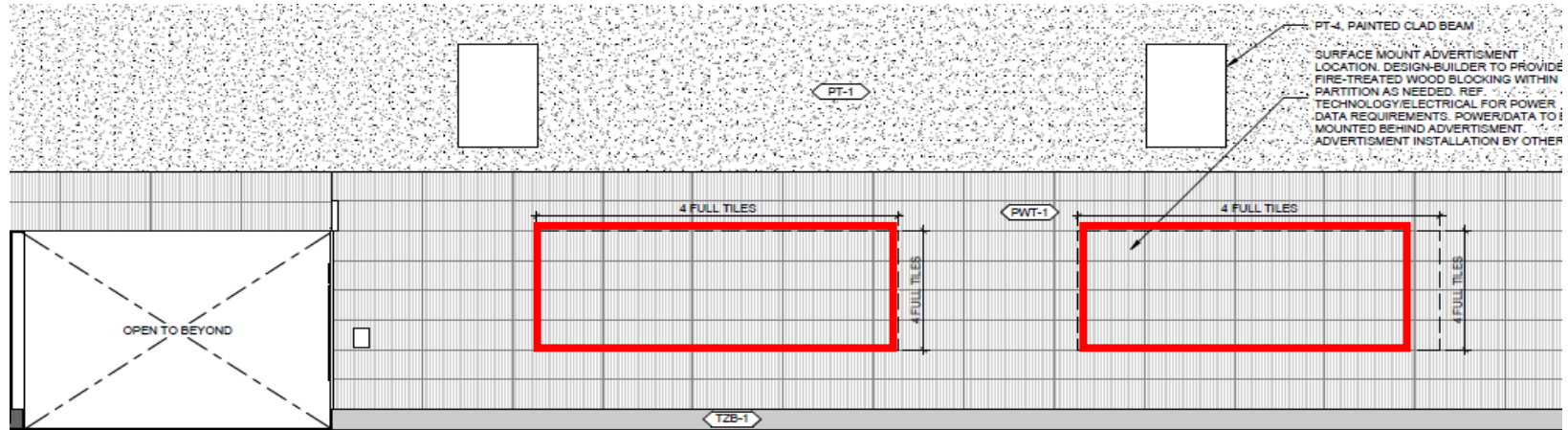


Advertising Locations

South Concourse

Displays: SC-5, SC-6

- Restroom Walls
- Illuminated TFD (approximate size: 16' X 8')



1 INTERIOR ELEVATION - LEVEL 2 - SOUTH CONCOURSE - SECTOR 8
1/4" = 1'-0"

Advertising Locations

South Concourse

Displays: SC-7

- Soffit
- Wall wrap
- Maximum size:
15' X 8'



Advertising Locations

South Concourse

Displays: SC-8

- Soffit
- Wall wrap
- Approximate size: 15' X 4'



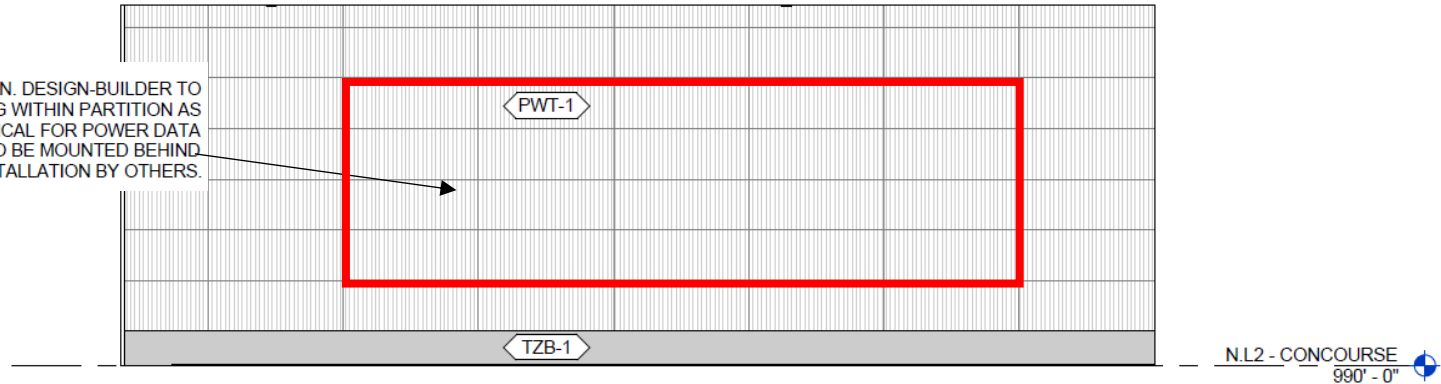
Advertising Locations

South Concourse

Displays: SC-9

- Holdroom
- Illuminated TFD
- Approximate size: 20' X 8'

SURFACE MOUNT ADVERTISEMENT LOCATION. DESIGN-BUILDER TO PROVIDE FIRE-TREATED WOOD BLOCKING WITHIN PARTITION AS NEEDED. REF. TECHNOLOGY/ELECTRICAL FOR POWER DATA REQUIREMENTS. POWER/DATA TO BE MOUNTED BEHIND ADVERTISEMENT. ADVERTISEMENT INSTALLATION BY OTHERS.



4 INTERIOR ELEVATION - LEVEL 2 - SECTOR 7 - SOUTH CONCOURSE - HOLDROOM
1/4" = 1'-0"

1 / AE1-207-P4

Advertising Locations

South Concourse

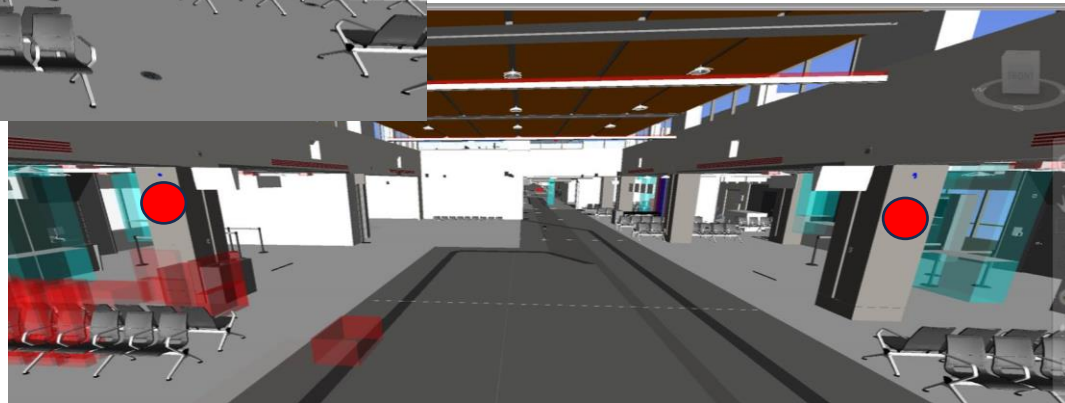
Displays: SC-10-13

- Columns – end of South Concourse
- Column wraps



View to North

View to South

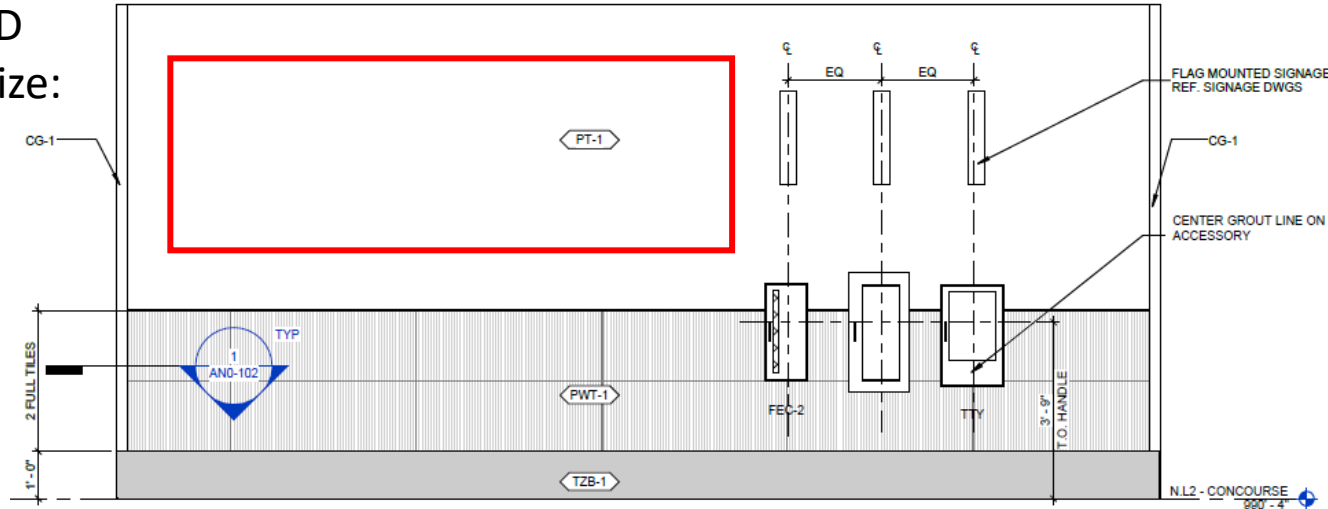


Advertising Locations

South Concourse

Displays: SC-14

- Holdroom
- Illuminated TFD
- Approximate size:
12' X 4'

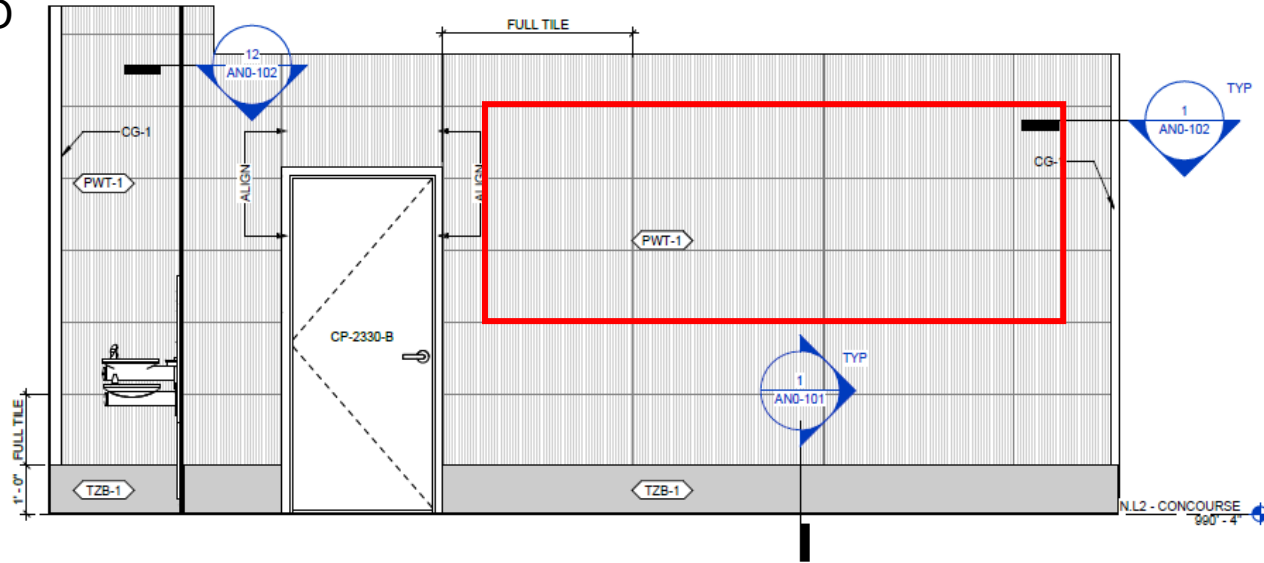


Advertising Locations

South Concourse

Displays: SC-15

- Holdroom
- Illuminated TFD
- Approximate size: 12' X 6'



Advertising Locations

Customer Service Building

Display No.	Location	Display Type / Approximate Size
CS-1	Elevator lobby wall (3 rd floor)	Wall wrap (seasonal/event-based) ¹
CS-2	Elevator lobby wall (2 nd floor)	Wall wrap (seasonal/event-based) ¹
CS-3	Restroom wall	Tension fabric display/wall wrap
CS-4	Escalator (3 rd floor to 2 nd floor)	Wall wrap
CS-5	Escalator (2 nd floor to 1 st floor)	Wall wrap
CS-6	Elevator lobby wall (2 nd floor)	Wall wrap (seasonal/event-based) ¹
CS-7	Elevator lobby wall (2 nd floor)	Wall wrap (seasonal/event-based) ¹
CS-8	Elevator lobby wall (2 nd floor)	Wall wrap (seasonal/event-based) ¹
CS-9	Connector walkway	Glass clings (seasonal/event-based) ¹

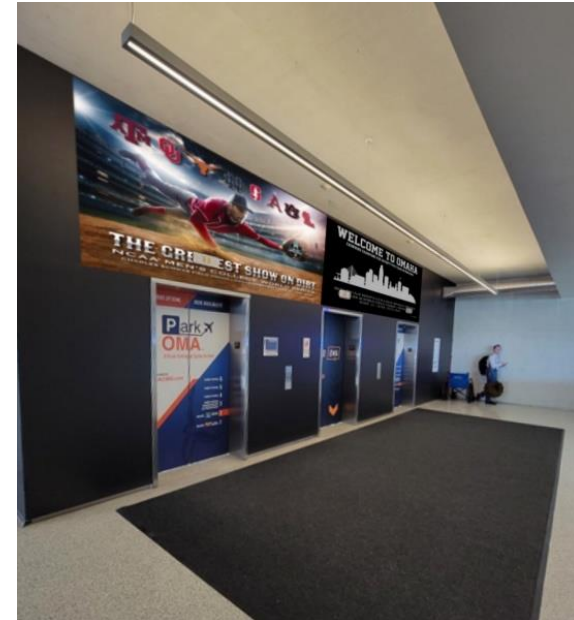
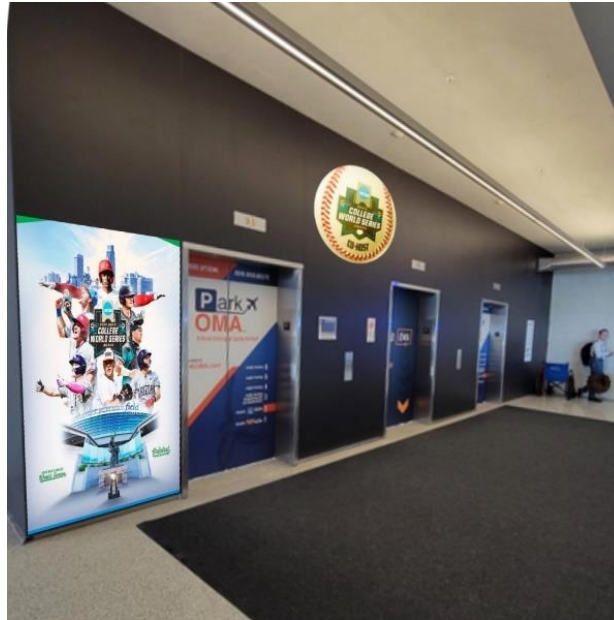
¹ Locations are available on an ad hoc/special campaign/seasonal basis (e.g., 45-60 days) with prior OAA approval

Advertising Locations

Customer Service Building

Displays: CS-1 and CS-2

- Elevator Lobby (2nd floor)
- Wall Wraps



¹ Locations are available on an ad hoc/special campaign/seasonal basis (e.g. 45-60 days) with prior OAA approval

Advertising Locations

Customer Service Building

Displays: CS-3

- Restroom Wall (3rd floor)
- Tension Fabric Display and Wall Wrap

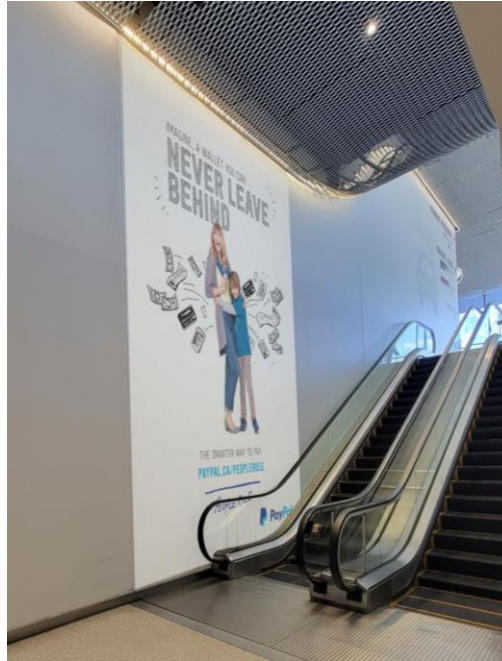


Advertising Locations

Customer Service Building

Displays: CS-4 and CS-5

- Escalator Wall (2nd floor)
- Wall Wrap



Advertising Locations

Customer Service Building

Displays: CS-6

- Elevator Lobby Wall (2nd floor)
- Wall Wrap



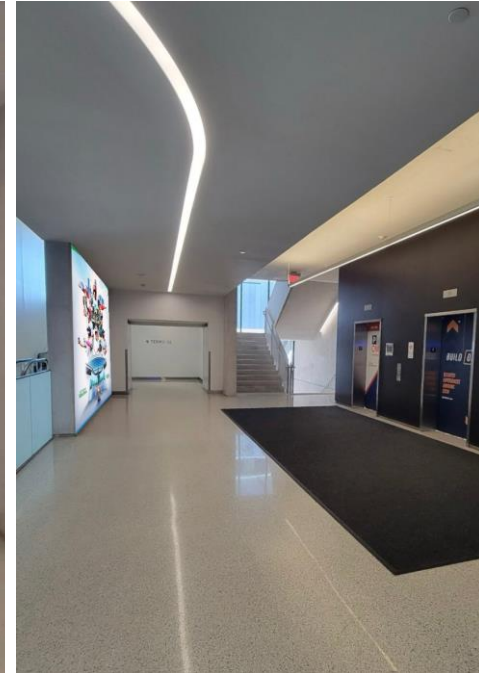
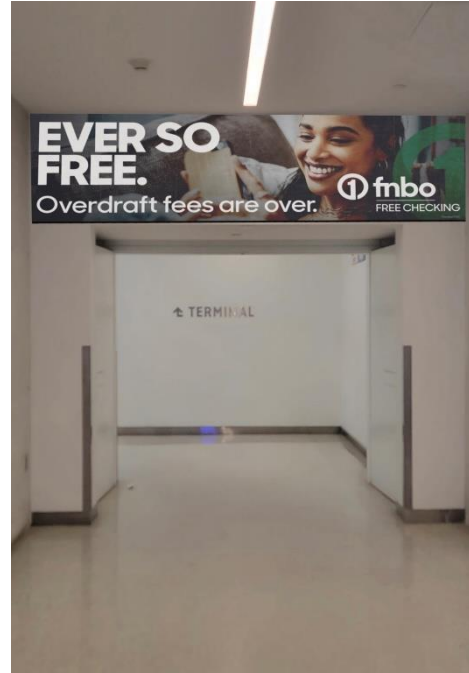
¹ Locations are available on an ad hoc/special campaign/seasonal basis (e.g. 45-60 days) with prior OAA approval

Advertising Locations

Customer Service Building

Displays: CS-7, CS-8

- Elevator Lobby Wall (2nd floor)
- Wall Wrap

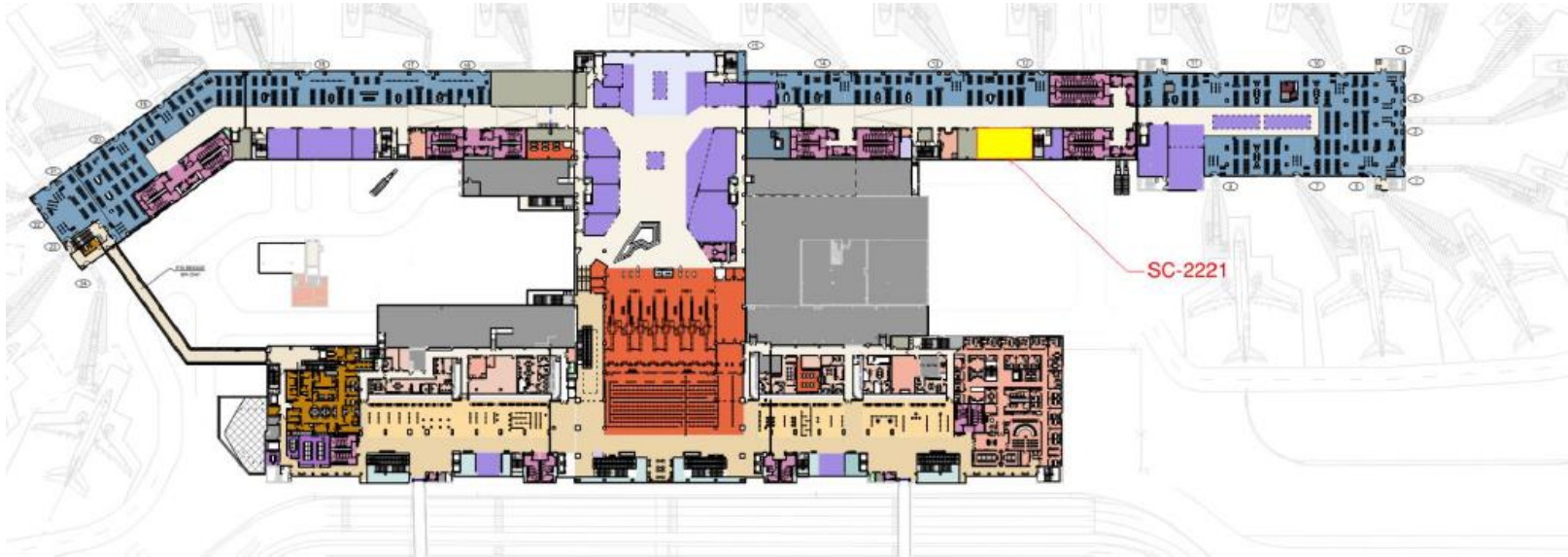


¹ Locations are available on an ad hoc/special campaign/seasonal basis (e.g. 45-60 days) with prior OAA approval

Advertising Locations

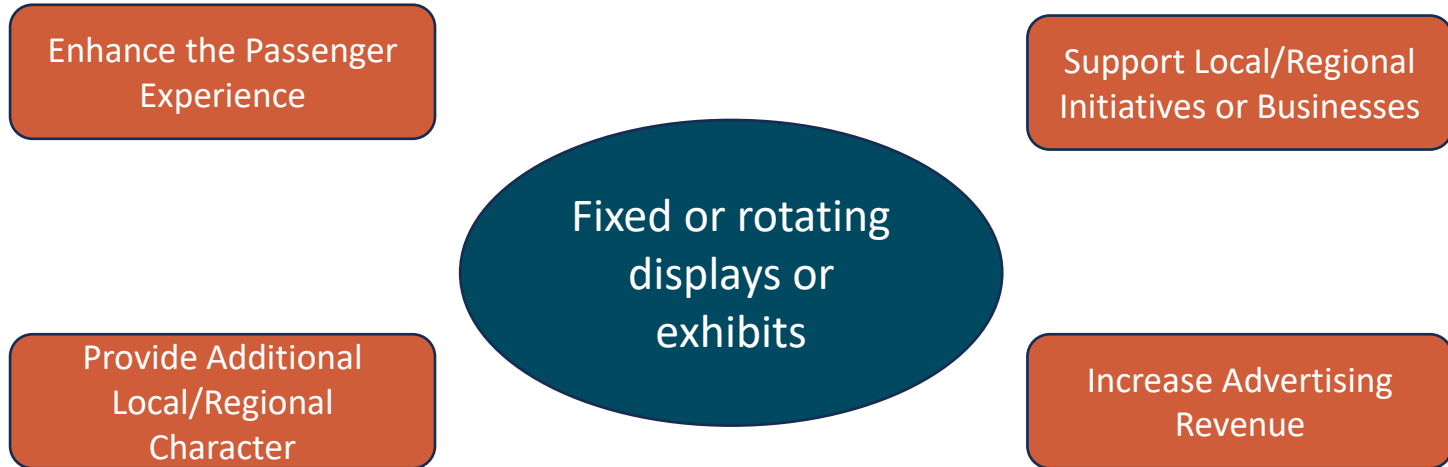
Optional Provisional Space

Display No.	Location	Display Type / Approximate Size
SC-2221	Provisional Space	To be proposed (59' X 32')



Advertising Locations

Optional Provisional 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 estimated 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, fabrication, and installation** of the advertising displays in the Assigned Locations
- **Minimum of \$300,000 Capital Investment** for the initial design, fabrication, and installation of the advertising displays for the Assigned Locations identified in the RFP. (This minimum investment amount does not represent an actual expected cost to design, fabricate, and install advertising displays at the Leased Premises in accordance with the Authority's design and construction guidelines. Typical investment costs may exceed these minimum amounts.).
- A **minimum of fifteen percent (15.0%)** of the Initial Investment Amount shall be invested in the Assigned Locations as the **Midterm Reinvestment** for Midterm Refurbishments no later than June 30, 2032.

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 for the advertising concession is set at Five Hundred Seventy-Five Thousand Dollars (\$575,000) for the Second Calendar Year of the Lease Agreement
 - For the third and subsequent Calendar Years of the Lease Agreement, the MAG will be the higher of (1) the previous Calendar Year's MAG; or (2) eighty-five percent (85.0%) of the total Percentage Rent and MAG, as applicable
- **Percentage Rent:** Rent based on a percentage of Gross Receipts
 - Percentage Rent will be proposed
 - During First Partial Year and First Calendar Year, only Percentage Rent will be payable
 - The Authority expects reasonable offers and is under no obligation to accept the highest financial offer proposed

Exclusive Arrangements

Proposer and all proposed sub-concessionaires, and local business operators hereby certify that, as of the Proposal Deadline set forth in this RFP, neither Proposer nor any entity comprising Proposer is a party to any agreement with, or otherwise imposes any condition on, any proposed sub-concessionaire, or local business operator that seeks to restrict the ability of such sub-concessionaire or operator to participate as a sub-concessionaire, licensor or product vendor using the same 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 contemporaneously herewith.

This certification pertains only to exclusive arrangements between Proposer and any actual or proposed sub-concessionaire(s), or local business operator.

It shall 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, or local business operators enter into appropriate nondisclosure agreements governing proprietary information provided by Proposer related to this RFP and the Proposal.

Airport Environment

- **Advertising displays must contain content 365 days a year, without exception**
- Deliveries and installations must be scheduled for hours that do not conflict with the Airport's peak traffic times
- All employees at the airport must pass a background check and obtain an Airport security identification badge for access to secured areas
- Advertising displays must be designed to withstand passenger activity at the Airport, including luggage transported through the Terminal and other travel and mobility accessories, such as strollers and wheelchairs.

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. Advertising Plan Development
4. Design, Materials, and Capital Investments
5. Management, Staffing, Training, and Incentives
6. Operations, Maintenance, and Environmental Sustainability
7. Design and Installation Schedule
8. Financial Projections and Financial Offer
9. Marketing, Promotions, and Customer Service Plan
10. Proposal Guarantee
11. Acknowledgement of Addenda
12. Certification and Execution

Evaluation Process

Proposals will be evaluated based on the following criteria:

- Proposer's Background, Experience, and Financial Capability
- Advertising Plan Development
- Design, Materials, and Capital Investment
- Management and Staffing
- Operations, Maintenance, and Environmental Sustainability
- 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
- The Lease Agreement shall not be effective until it is approved by the Authority Board and signed by the CEO or CFO
- 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)
<i>RFP Issued</i>	<i>October 9, 2025</i>
Pre-Proposal Conference and Terminal Tour	October 23, 2025
RFP Question Deadline	October 29, 2025
Proposal Deadline	December 11, 2025, 2:00 p.m. Central Time
Proposer Interviews, if necessary	January 21, 2026
Notice of Intent to Award	February 2026
Concession Agreement Signed by Selected Proposer	February 2026
Concession Agreement Signed by Authority	February 2026
Advertising Installations	Summer/Fall 2026
Initial Advertising Installations Complete ¹	Late 2026/Early 2027

¹Installations will be phased according to terminal construction. Final installations will be in 2028.

Why Eppley Airfield?

Why Eppley Airfield?



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

Become part of the OMA Community!

Questions?

Thank you for participating!

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

Site Tour