

Award of Food & Beverage Concession (Package 2) & Retail Concession (Package 3)

Item 14

Jesus H. Saenz, Jr.

Director of Airports, Aviation Department

November 21, 2024



Today's Action

Award of two Concessions Agreement for locations in Terminals A and B:

- Food and Beverage Concession Agreement with Host True Flavors SAT FB, LLC for nine concepts in 11,836 square feet
- Retail Concession Agreement with Paradies Lagardère @ SAT 2024, LLC for seven concepts and vending machines in 8,217 square feet

Scoring Considerations for All 3 Concession Packages

- Showcases San Antonio as a premier destination with **at least 40%** local concepts
- Proves how they would achieve **an exceptional experience** for visitors
- Optimizes **non-airline revenue** opportunities
- **Meets or exceeds** Airport Concessions Disadvantaged Business Enterprise (ACDBE) Goals

Evaluation Committee



Jeff Coyle
Assistant City
Manager



Lori Houston
Assistant City
Manager



**Jesus H.
Saenz, Jr.**
Director of
Airports



**Gen. Angie Salinas
(Retired)**
CEO, Girls Scouts of
South Texas &
ASDC Chairwoman



Marsha Hendler
CEO, TerraFina
Energy & AAC
Representative



Karen Ellis*
Customer
Experience
Administrator

*served on Food & Beverage packages only

Food & Beverage Package 2



Host True Flavors
SAT
11,836 Square Feet

PACKAGE 2
KEY PLAN



TB-TS204 EXTERIOR RENDERING





HORSESHOE

TEQUILA BAR



TA-NEW EXTERIOR RENDERING



HORSESHOE
TEQUILA BAR

A17

 **HORSESHOE**
TEQUILA BAR



PHARM TABLE



APOTHECARY KITCHEN

GRAB & GO





FREIGHT

FRIED CHICKEN

THE REAL RECIPE

Fried Chicken
Fries

Mac n Cheese
Tenders

Menu board displaying items and prices.

Item	Price	Item	Price	Item	Price
Small Fry	\$1.99	Small Fry	\$1.99	Small Fry	\$1.99
Medium Fry	\$2.49	Medium Fry	\$2.49	Medium Fry	\$2.49
Large Fry	\$2.99	Large Fry	\$2.99	Large Fry	\$2.99
Small Fry	\$1.99	Small Fry	\$1.99	Small Fry	\$1.99
Medium Fry	\$2.49	Medium Fry	\$2.49	Medium Fry	\$2.49
Large Fry	\$2.99	Large Fry	\$2.99	Large Fry	\$2.99

PICK UP HERE

ORDER HERE



TA-122 EXTERIOR RENDERING



TA-124 EXTERIOR RENDERING



Host True Flavors SAT



Local Concepts

70%+ Local Concepts

Operations Excellence

Experienced team with cohesive package of eateries highlighting SA's food scene

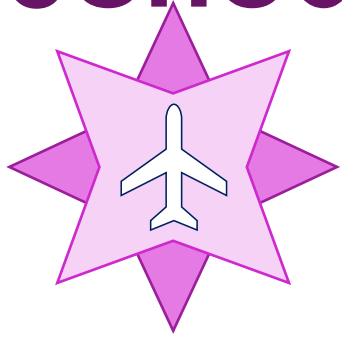
Revenues

Minimum Annual Guarantee:
\$2,004,452 Projected
Revenues over 10-Year Term:
\$24.8 Million

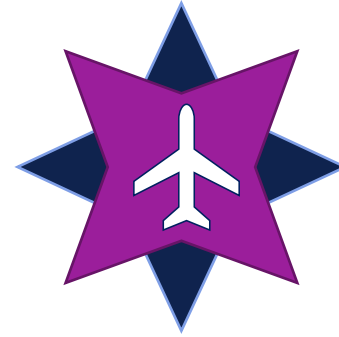
ACDBE Commitment

ACDBE Goal: 26%
Host Goal: 35%

Food & Beverage Package 2 Schedule



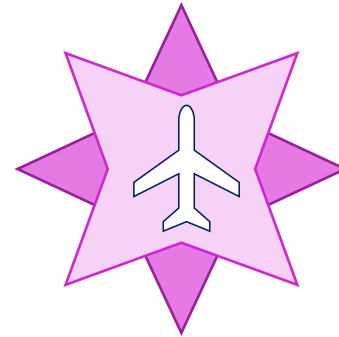
October 11, 2023
Pre-Solicitation B Session



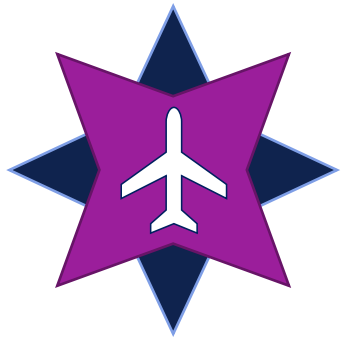
May 3, 2024
Evaluation Committee
Scored Proposals; 2 firms
selected for interviews



October 27, 2023
Release of Solicitation
Documents



June 7, 2024
Interviews with both firms;
Evaluation Committee
recommended Host True
Flavors @ SAT



March 8, 2024
3 Firms Submitted
Proposals



November 7, 2024
Post-Solicitation B Session

Initial Scoring Matrix

RFP for Food & Beverage Prime Concessionaires for San Antonio International Airport - Package #2 (24-001; 6100017424) Score Summary INITIAL EVALUATION May 3, 2024	Maximum Points	Host True Flavors SAT FB, LLC 6905 Rockledge Drive Bethesda, MD 20817	SSP America SAT II, LLC 20408 Bashan Drive, Ste 300 Ashburn, VA 20147	AirStar - LTS/Marquis DAL, LLC 7929 Brookriver Drive, Ste 200 Dallas, TX 75247
A - Experience, Background, and Qualifications	35	30.17	28.83	20.83
B - Proposed Plan	45	28.00	35.00	24.17
A - B Sub-Total	80	58.17	63.83	45.00
C - Compensation	20	20.00	13.80	19.50
TOTAL SCORE	100	78.17	77.63	64.50
RANK BASED ON TOTAL SCORE		1	2	3

Final Scoring Matrix

RFP for Food & Beverage Prime Concessionaires for San Antonio International Airport - Package #2 (24-001; 6100017424) Score Summary FINAL EVALUATION June 7, 2024	Maximum Points	Host True Flavors SAT FB, LLC 6905 Rockledge Drive Bethesda, MD 20817	SSP America SAT II, LLC 20408 Bashan Drive, Ste 300 Ashburn, VA 20147
A - Experience, Background, and Qualifications	35	32.00	20.00
B - Proposed Plan	45	43.33	20.00
A - B Sub-Total	80	75.33	40.00
C - Compensation	20	20.00	13.80
TOTAL SCORE	100	95.33	53.80
RANK BASED ON TOTAL SCORE		1	2

Retail Package 3



iStore
express

B7
B5

B

B8
B6
B4

**FELÍZ
MODERN**

A17
A15
A13
A11

A



UNIVISION

**Paradies Lagardère
@ SAT
8,217 Square Feet**

PRICKLY PEAR
PROVISIONS

A6
A5

[210] exchange

A2

CONFLUENCE MARKET



FELÍZ MODERN



ART - LIFE - FUN

FELÍZ
MODERN

FELÍZ
MODERN
ART • LIFE • FUN

PRICKLY PEAR PROVISIONS

currency
exchange

currency excha

QUENCH + HYDRATE + RE









CONFLUENCE MARKET

COFFEE & SNACKS

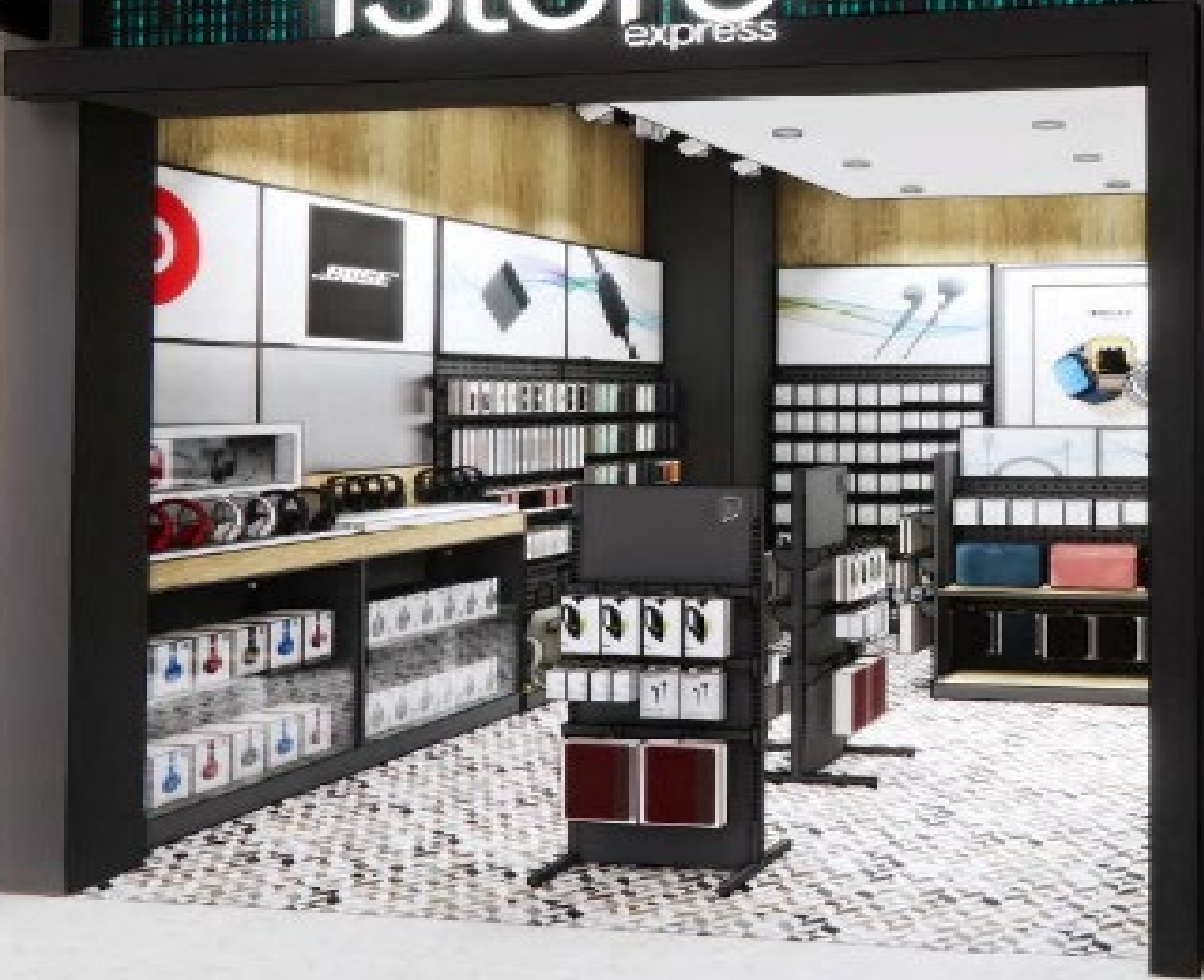
COSTA

COFFEE





iStore express



Paradies Lagardère @ SAT

Local Concepts

70%+ Local Concepts

Operations Excellence

Proven expertise in
showcasing region's array of
retail options

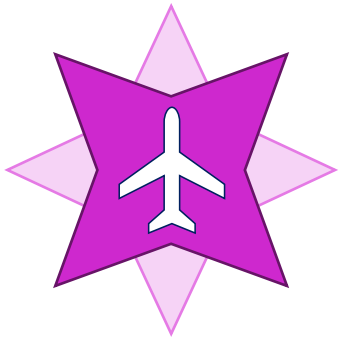
Revenues

Minimum Annual Guarantee:
\$2,671,178: Projected
Revenues over 10-Year Term:
\$29.6 Million

ACDBE Commitment

ACDBE Goal: 26%
Paradies Goal: 26%

Package 3 Retail Schedule



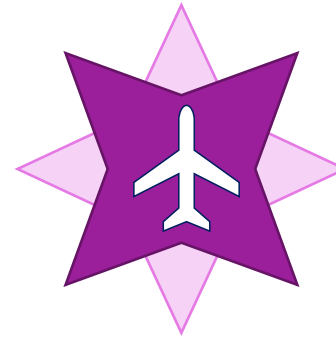
October 11, 2023
Pre-Solicitation B Session



June 21, 2024
Evaluation Committee
Met & Scored 3 Responses



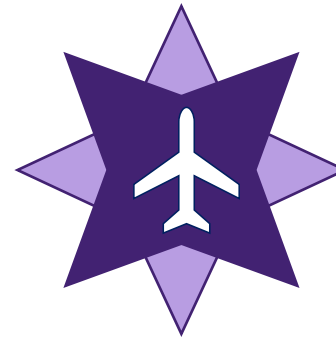
October 27, 2023
Release of Solicitation
Documents



August 16, 2024
Interviews with 3 Firms;
committee recommendation
made & negotiations initiated



March 8, 2024
3 Proposals Received for
Package 3



November 7, 2024
Post-Solicitation B Session

Initial Score Matrix

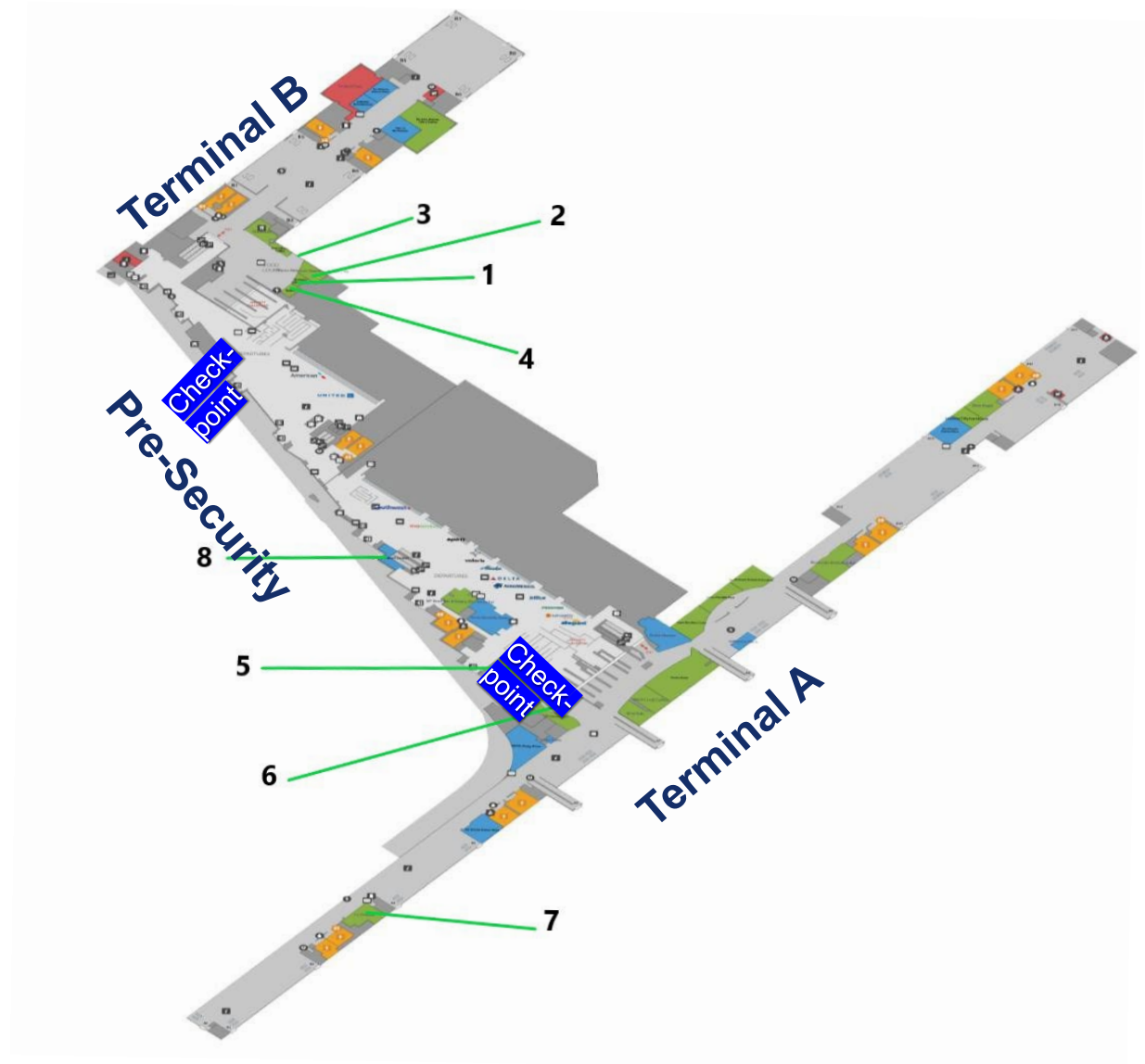
RFP for Food & Beverage Concession Prime Concessionaires and Retail Concession Prime Concessionaire for San Antonio International Airport - Retail Package #3 (24-001; 6100017424) Score Summary INITIAL EVALUATION June 21, 2024				
	Maximum Points	Paradies Lagardere @ SAT 2024, LLC 2849 Paces Ferry Road, Suite 400, Overlook I Atlanta, GA 30339	Hudson Group (HG) Retail, LLC, a member of HG SAT Retail JV, LLC 1 Meadowlands Plaza, Suite 902 East Rutherford, NJ 07073	The Marshall Retail Group, LLC 3755 W Sunset Road, Suite A Las Vegas, NV 89118
A - Experience, Background and Qualifications	35	32.40	28.00	25.60
B - Proposed Plan	45	40.40	30.00	26.00
A - B Sub-Total	80	72.80	58.00	51.60
C - Compensation	20	15.90	19.90	20.00
TOTAL SCORE	100	88.70	77.90	71.60
RANK BASED ON TOTAL SCORE		1	2	3

Final Score Matrix

RFP for Food & Beverage Concession Prime Concessionaires and Retail Concession Prime Concessionaire for San Antonio International Airport - Retail Package #3 (24-001; 6100017424) Score Summary FINAL EVALUATION August 16, 2024	Maximum Points	Paradies Lagardere @ SAT 2024, LLC 2849 Paces Ferry Road, Suite 400, Overlook I Atlanta, GA 30339	Hudson Group (HG) Retail, LLC, a member of HG SAT Retail JV, LLC 1 Meadowlands Plaza, Suite 902 East Rutherford, NJ 07073	The Marshall Retail Group, LLC 3755 W Sunset Road, Suite A Las Vegas, NV 89118
A - Experience, Background and Qualifications	35	33.00	30.40	26.60
B - Proposed Plan	45	40.40	31.60	25.00
A - B Sub-Total	80	73.40	62.00	51.60
C - Compensation	20	15.90	19.90	20.00
TOTAL SCORE	100	89.30	81.90	71.60
RANK BASED ON TOTAL SCORE		1	2	3

Food and Beverage Package 1

	Location with Current Concept: 12,594 Square Feet
1	Charley's Cheesesteaks (Terminal B)
2	Alamo Alehouse (Terminal B)
3	Pronto (Terminal B)
4	Sbarros Pizza (Terminal B)
5	La Gloria (Terminal A)
6	Food Court Area (Terminal A)
7	La Fruteria (Terminal A)
8	Marcy's Travel Center (Pre-Security, Terminal A)



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