

BUSINESS INFORMATION MEETING

Airport Advertising Program

Concession Opportunity

July 24, 2026



PHX DVT EYR

SUCCESS FOR TODAY'S MEETING

- Time for questions will be available at the end of the presentation. Please submit your questions using the “chat” feature.
- Better than a screenshot, today's presentation and recording will be available at:



*Everything is subject to change until the
Revenue Contract Solicitation (RCS) is released.*



AGENDA



Program Overview

Current Airport Advertising Program



Future Direction

Vision and Solicitation Goals



Advertising Concession Opportunity

Revenue Contract Solicitation (RCS) Overview



Business Engagement

Small Business Outreach Requirements



Q&A

TIMELINE *

- Solicitation to be posted to website: Oct, 2026
- Pre-proposal meeting: Oct, 2026
- Proposal due date: Dec, 2026
- Council approval: Summer, 2027
- Contract begins: Summer, 2027



*subject to change



Current Terminal Airport Advertising Program



Current Provider:

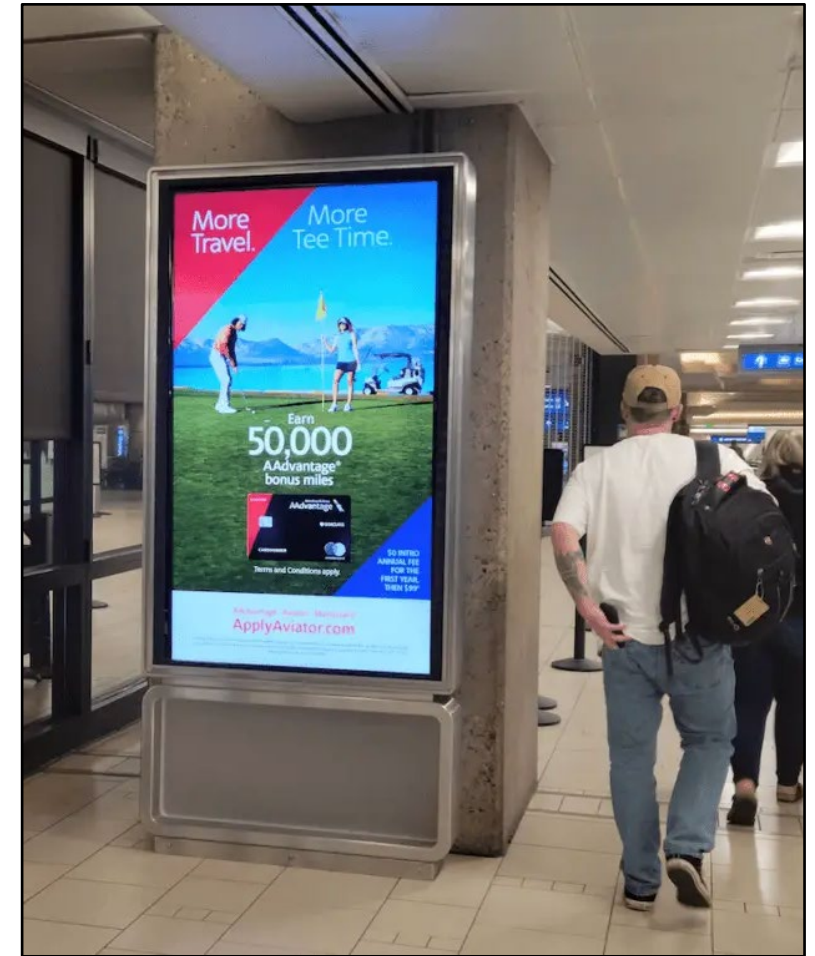
- Lamar Alliance Airport Advertising Company

Terminal-Wide Advertising Displays:

- 6 digital network = 51 digital displays
- 97 static locations
- 43 wall wraps
- Brochure program

Program Scope:

- Exterior and Interior advertising at PHX, DVT, GYR & RCC
- Sponsorship requests with Aviation approval

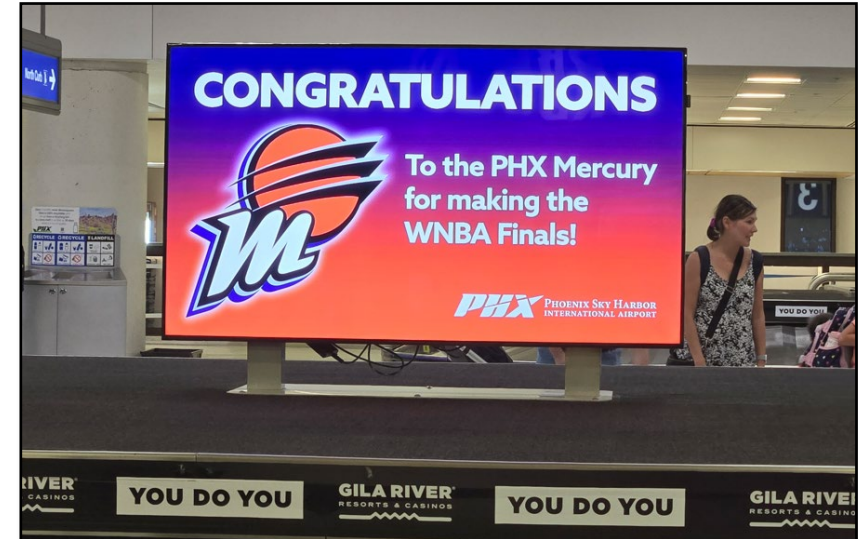


Example: Digital Media

Source: Phoenix Sky Harbor Airport



Examples of Terminal Advertising Displays





- Indoor and outdoor advertising spaces
- Non-Exclusive Sponsorship opportunities
- Advanced technology and equipment
- Distinctive passenger engagement opportunities
- Enhanced overall passenger experience
- Alignment with industry best practices



Example: Interactive Advertising Campaign



Solicitation Goals



1. Create A Sense of Place

- Showcase unique identity of Phoenix
- Promote local businesses, tourism, and cultural heritage

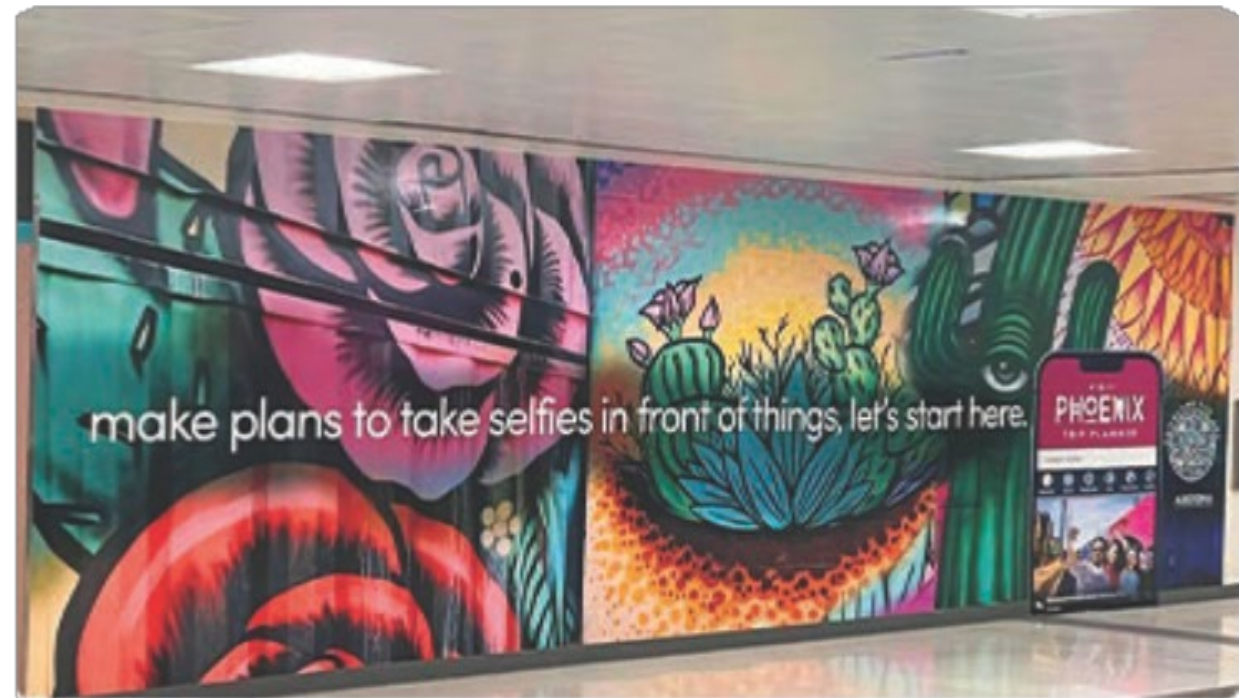
2. Balance with Brand Diversity

- Regional brand promotion
- National brand presence

3. Enhance traveler experience

- Innovative advertising solutions
- Experiential engagement

4. Maximize Revenue Generation



Example: Graphic Wall Wrap

Source: Phoenix Sky Harbor Airport



Scope of Work

- Removal and Installation of all advertising equipment
- Maintenance of all advertising and sponsorship infrastructure
- Operation of the advertising and sponsorship program
- Equipment and technology upgrades
- Comprehensive program management
- Maximize revenue opportunities



Example: Digital Spectacular and Special Event Countdown Clock

Source: Phoenix Sky Harbor Airport



Indoor and Outdoor Spaces:

- Sky Harbor International Airport
- Deer Valley Airport
- Goodyear Airport
- Rental Car Center
- SkyTrain Station Platforms
- Additional airport areas



Example Sponsorship: The Boneyard – Pet Relief Area

Source: Phoenix Sky Harbor Airport



Proposed Evaluation Criteria



- Qualifications and Experience of Proposer
- Advertising Display Program
- Business, Marketing, and Operations Plans
- Transition & Mobilization Plan
- Sponsorship Program Methodology
- Financial Return to the Aviation Department

Example: Static Display Pedestal at Terminal SkyTrain Platform

Source: Phoenix Sky Harbor Airport



Proposed Packages – Package A, Base

(Rev. July 2026)



- Defined locations
 - Digital locations
 - Static locations
 - Sponsorship locations
 - Special Events locations
- You will be evaluated on this package
- These locations are identified in an Exhibit
- Approved locations must be activated at the commencement of the contract



Example: Digital Display at Terminal 3 Baggage Claim Area

Source: Phoenix Sky Harbor Airport



Proposed Packages – Package B – Optional



Example: Ceiling view at Rental Car Center

Source: Phoenix Sky Harbor Airport

- This package is Optional
- This allows you to show your creativity
 - Innovative
 - Creative
 - Modern solutions
- Locations not included in Package A
- Airport **will** approve or deny these locations
 - If a concept is approved, it will commence simultaneously at the start of the contract.



New West Terminal



CAMP Project Renderings

West Terminal with North and South Concourse Piers (looking west)



- Anticipate phased opening 2033
- Airport will negotiate in good faith on;
 - Capital Investment
 - Minimum Annual Guarantee
- You will not be evaluated on this component of the RCS

Example: Architect rendering

Source: Phoenix Sky Harbor Airport



Proposed Concession Lease Terms (Rev. July 2026)



Initial Term: Twelve (12) year term



Renewal Option: One (1) three-year renewal option



Initial Capital Investment: Based on the successful Respondent's proposal, a minimum \$5,000,000 investment



Mid-term Capital Reinvestment: Based on the successful Respondent's proposal, a minimum 20% of the initial capital investment



Revenue Structure: At a minimum 65% of Gross Sales or a \$5,000,000 Minimum Annual Guarantee; respondents may bid above these amounts.

EVENTS & RESOURCES

Sarah Moratto
Small Business Engagement Manager



Previous Airport Advertising Program Concession Opportunity Outreach Events

General Business Information Meeting

- January 26, 2026 ✓

Individual Business Information Meetings

- Feb. 4 at 9 a.m. – 2 p.m. ✓
- Feb. 5 at 6 p.m. – 1 p.m. ✓

**AIRPORT
ADVERTISING
SERVICES RCS**

The City of Phoenix Aviation Department invites interested parties to attend upcoming Business Information Meetings in preparation for the upcoming Revenue Contract Solicitation (RCS) for airport advertising services.

**General Business Information Meeting**

During this session, attendees will hear from Aviation staff on the project scope and requirements. This session is public and open to all interested parties.

← Date: Monday, Jan. 26
Time: 1 - 2 p.m.
Where: Hybrid - Aviation Headquarters or WebEx
See details and register at QR code

**Individual Information Meetings**

During this session, companies will meet individually with Aviation staff, hear information on the scope of the RCS, and ask questions in a private setting.

← Date: Feb 4 or 5, 2026
Time: Meetings scheduled upon registration
Where: In Person - Aviation Headquarters
See details and register at QR code



Business Resources

Aviation Outreach Events



Aviation Business Website



Aviation Interest List



Vendor Registration



HAVE QUESTIONS? CONTACT US!



busopps.aviation@phoenix.gov

(602) 273-3390

SMALL BUSINESS OUTREACH REQUIREMENTS



SMALL BUSINESS OUTREACH COMMITMENT

The City commits to support economic growth of small business by implementing:

- ✈ ACDBE-Neutral measures to achieve Small Business Participation.
- ✈ A national market for small business participation.



All Respondents must fulfill ACDBE – Neutral Program Requirements
per 49 CFR Parts 23 and 26.



WHAT IS A SMALL BUSINESS (13 CFR Part 121)

The City defines a small business as any business:

- Whose annual gross income does not exceed the Small Business Administration's (SBA) size standards.
- That owners do not exceed the Personal Net Worth cap of \$2.047 Million (per 2024 Final Rule).

* Small Business eligibility will be established through a verification process



SMALL BUSINESS SUBMITTAL REQUIREMENTS

DUE AT THE TIME OF SUBMITTAL

All respondents must submit the **EO1 form**
(Statement of Outreach Commitment).

Failure to submit EO1 will result in the
submission being deemed **nonresponsive**.



City of Phoenix

Airport Concession Disadvantaged Business Enterprise - Neutral (ACDBE- N) Program
FORM EO1 - 200 - STATEMENT OF OUTREACH COMMITMENT
(Due with initial submittal)

Solicitation Number: 	Solicitation Title:
--	---

By submitting a response to this solicitation, the Respondent affirms its commitment to support the City's small business participation goals through the outreach process described herein.

Section A: Respondent Information
On behalf of the Respondent, I certify that the following information is true and correct:

Company Name:

Company Mailing Address:

Representative Name:

Title:

Email Address:

Phone Number:

Section B: Outreach Commitment
As a Respondent to this solicitation, we agree to:

1. Actively support small business participation by completing all required outreach activities as outlined in the solicitation;
2. Submit documentation of outreach efforts and commitment to small business utilization (FORMS EO1-200, EO2-200, EO3-200) at time of submittal (or by a date determined by the City)

Signature: Date:



POST AWARD

Due within 60 days after contract execution – successful Respondent shall submit forms **EO2** (Small Business Outreach Efforts and Participants List) and **EO3** (Small Business Utilization Commitment) with all supporting documents;

A Small Business Participation Plan (SBPP)

that highlights your company's strategies to foster small business participation is due on anniversary date of your contract*.

*This is an annual requirement.

Airport Concessions Disadvantaged Business Enterprise - Neutral (ACDBE- N) Program
FORM EO2 - 200 - SMALL BUSINESS OUTREACH EFFORTS AND PARTICIPANTS LIST

City of Phoenix

Name of Company (Submitter):	RCS #:	RCS Name:
Contact Person:	Phone #:	Email:

Submitters must conduct outreach efforts and submit supporting documentation of those efforts, as described in the 49 CFR Part 23, in accordance with the detailed instructions in the Contract Clauses. Submitters should make copies of this form as needed. Sections A and B must be completed for all businesses that provide a proposal to the Respondent.

Sections C, D, and E are required to be completed for all small businesses proposed by the Respondent. Supporting documentation is required for columns E and F.

(A) Business Name and Contact Information	(B) Scope(s) of Work Solicited	(C) Solicitation Method	(D) Selection Decision	(E) Communication Final Selection Outcome
--	-----------------------------------	----------------------------	---------------------------	--

Name:	NAICS Codes and Scope(s) of Work:	E-mail Blast
Address:		Phone Call
City, State, Zip:	# of Employees	In Person
		Newspaper
Phone Number:		Website
		Trade Listing
Age of Business:		Outreach Event
Range of Annual Gross Receipts:		Other:
Is firm a small business? (Check box if yes)		

Name:	NAICS Codes and Scope(s) of Work:	E-mail Blast
Address:		Phone Call
City, State, Zip:	# of Employees	In Person
		Newspaper
Phone Number:		Website
		Trade Listing
Age of Business:		Outreach Event
Range of Annual Gross Receipts:		Other:
Is firm a small business? (Check box if yes)		

*Firms must be notified of final selection

City of Phoenix

Airport Concession Disadvantaged Business Enterprise - Neutral (ACDBE- N) Program

FORM EO3 - 200 – SMALL BUSINESS UTILIZATION COMMITMENT
(Due with initial submittal)

Solicitation Number:	Solicitation Title:
----------------------	---------------------

On behalf of the Respondent, I certify that the following information is true and correct:

- The firms indicated as "Selected" in Form EO2 - 200 - Small Business Outreach Efforts, will participate in this contract.
- The Successful Respondent will comply with the Post-Award compliance requirements as stated in the ACDBE-Neutral lease clause.
- Successful Respondent understands and agrees that any and all changes or substitutions to subcontracts with Small Businesses must be authorized by the City, including EOD, prior to implementation, and
- The following statement is true and correct:

The proposed total participation (\$s) on this lease will be:

Name of Selected Small Business as identified on FORM EO2	Small Business Utilization Commitment (\$ Amount)	Small Business Verification THIS SECTION TO BE COMPLETED BY CITY OF PHOENIX ONLY
	\$	Is the business a verified small business YES NO
	\$	Is the business a verified small business YES NO
	\$	Is the business a verified small business YES NO
	\$	Is the business a verified small business YES NO
	\$	Is the business a verified small business YES NO
	\$	Is the business a verified small business YES NO

Respondents should attach an additional page if more "Selected" firms are identified.

Company Name: _____

Company Mailing Address: _____

Representative Name: _____

Title: _____

Email Address: _____

Phone Number: _____

Signature: _____ Date: _____

Rev. 12/2025 - IFR

FORM EO3 - 200

SMALL BUSINESS OUTREACH @PHX

Steps to take for Outreach:

1. Identify opportunities for small business participation
2. Conduct outreach for small business participation
3. Evaluate small business participation*
4. Tell each small business that responded to the outreach efforts of their selection decision whether or not the small business was selected



DOCUMENT!!! DOCUMENT!!! DOCUMENT!!!

***You are only responsible for evaluating proposals of the companies that respond to you!**



SMALL BUSINESS PARTICIPATION @PHX

- Comply with Airport ACDBE-Neutral Program Requirements and 49 CFR Parts 23 and 26
- Track and report all small business participation that occurs as a result of:
 - Contracts
 - Procurements
 - Purchase orders
 - Goods/services
 - Or other arrangements involving sub-tier participation



Data and supporting documentation must be entered monthly into the City of Phoenix Certification & Compliance System: phoenix.gob2g.com



Creating an inclusive & equitable environment where everyone is valued.

EOD SMALL BUSINESS SUPPORT CONTACTS

For additional information, please contact the Equal Opportunity Department - Business Relations Division

Compliance Team: 602-495-0887

Via email: sbs.compliance@phoenix.gov



Certification Team: 602-262-6790

Via email: sbs.certification@phoenix.gov



QUESTIONS?

Please enter any questions you have into the chat box.



PHX DVT EYR

Have More Questions? Contact Us

busopps.aviation@phoenix.gov



skyharbor.com



/PhxSkyHarbor



@PHXSkyHarbor



PHOENIX SKY HARBOR
INTERNATIONAL AIRPORT

America's Friendliest Airport®