

BUSINESS INFORMATION MEETING

Airport Advertising Program

Concession Opportunity

January 26, 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



Current Terminal Airport Advertising Program

Current Provider:

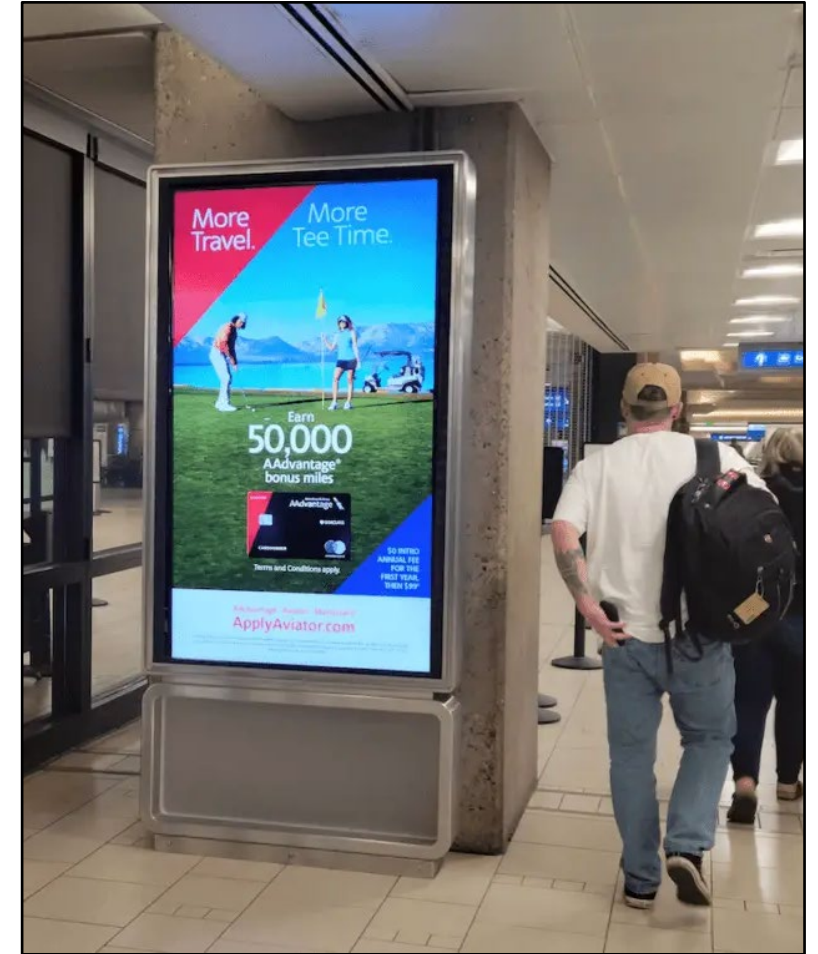
- Lamar Alliance Airport Advertising Company

Terminal-Wide Advertising Displays:

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

Program Scope:

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

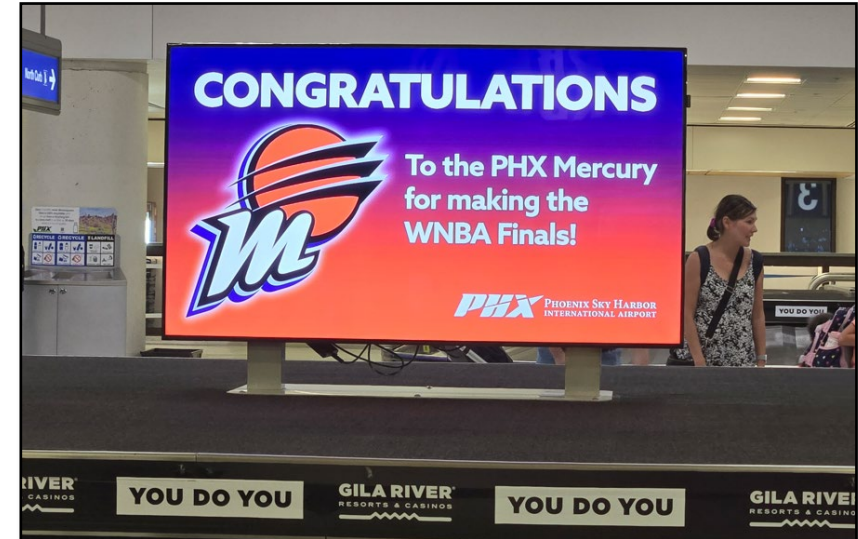


Example: Digital Media

Source: Phoenix Sky Harbor Airport



Examples of Terminal Advertising Displays

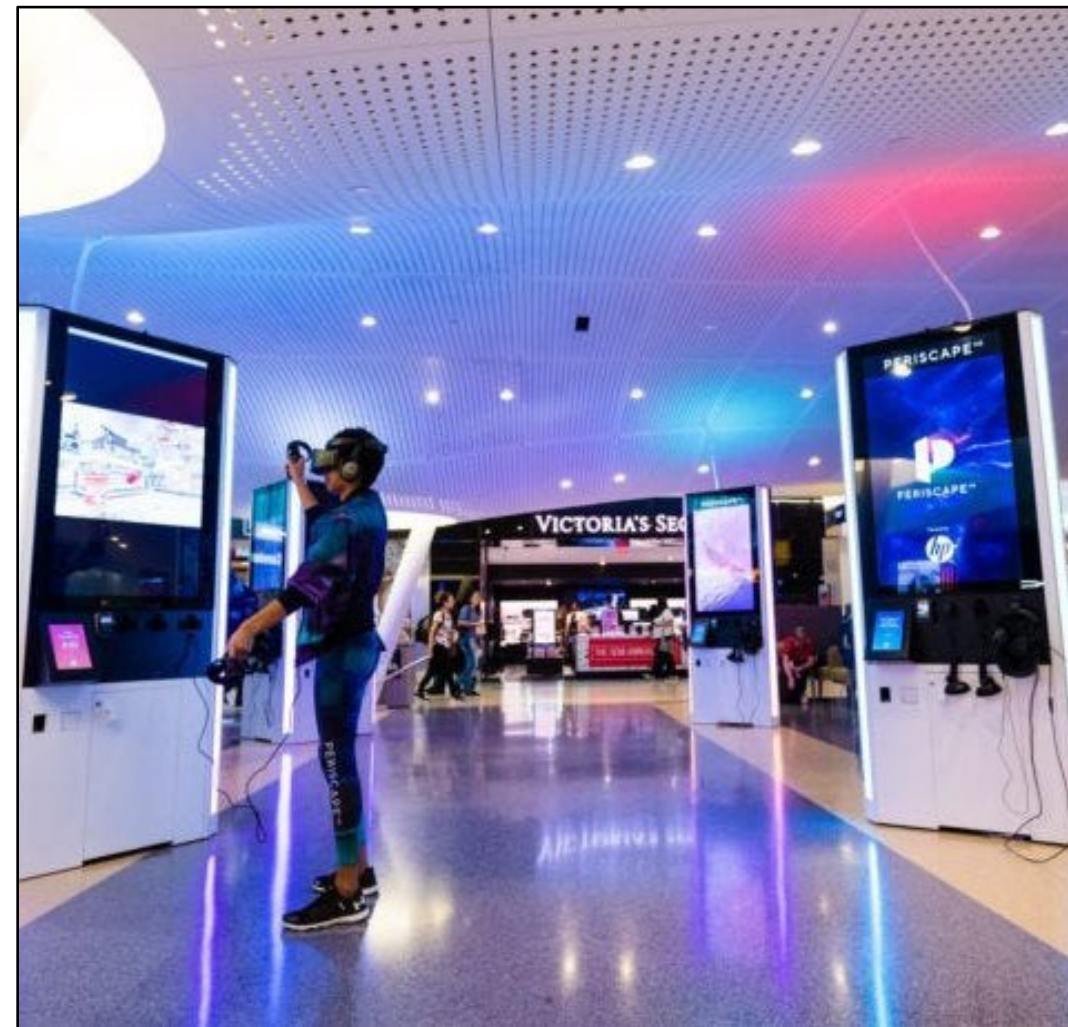




Vision: Future-Ready Advertising Program



- Indoor and outdoor advertising spaces
- 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

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



Example: Digital Spectacular and Special Event Countdown Clock

Source: Phoenix Sky Harbor Airport



Proposed Advertising Program Locations



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



Example: Static Display Pedestal at Terminal SkyTrain Platform

Source: Phoenix Sky Harbor Airport

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



Proposed Concession Lease Terms



Initial Term: Seven (7) year term



Renewal Option: One (1) three-year renewal option based on completion of mid-term capital reinvestment



Initial Capital Investment: Based on successful Respondent's proposal



Mid-term Capital Reinvestment: Based on successful Respondent's proposal



Revenue Structure: Specific MAG and percentage rates will be finalized upon RCS publication

EVENTS & RESOURCES

Sarah Moratto
Small Business Engagement Manager



Airport Advertising Program Concession Opportunity Outreach Events

Business Information Meetings

- January 26, 2026 ✓



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

Individual Business Information Meetings

- Feb. 4 at 9 a.m. – 2 p.m.
- Feb. 5 at 6 p.m. – 1 p.m.
 - Meetings scheduled upon registration



Join our Aviation Department Interest Email List

Instructions

Email: busopps.aviation@phoenix.gov

Include the following information:

- Company Name
- Email address (for notification)
- Identify interested business area(s)
i.e., Advertising, Retail, Food & Beverage,
Ground Transportation, etc

RESOURCES

Aviation Outreach Events



Aviation Business Website



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:
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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: _____



SMALL BUSINESS SUBMITTAL REQUIREMENTS

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.

City of Phoenix Airport Concessions Disadvantaged Business Enterprise - Neutral (ACDBE- N) Program FORM EO2 - 200 - SMALL BUSINESS OUTREACH EFFORTS AND PARTICIPANTS LIST				
Name of Company (Submitter):		RCS #:	RCS Name:	
Contact Person:		Phone #:	Email:	
<small>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.</small>		<small>Sections C, D, and E are required to be completed for all small businesses proposed by the Respondent. Supporting documentation is required for columns C and E.</small>		
(A) Business Name and Contact Information	(B) Scope(s) of Work Solicited	(C) Solicitation Method	(D) Selection Decision	(E) Communication Final Selection Outcome
Name: _____ Address: _____ City, State, Zip: _____ # of Employees: _____ Phone Number: _____ Email or Fax: _____ Age of Business: _____ Range of Annual Gross Receipts: _____ Is firm a small business? (Check box if yes) <input type="checkbox"/>	NAICS Codes and Scope(s) of Work: _____ _____	E-mail Blast Phone Call In Person Newspaper Website Trade Listing Outreach Event Other: _____		
Name: _____ Address: _____ City, State, Zip: _____ # of Employees: _____ Phone Number: _____ Email or Fax: _____ Age of Business: _____ Range of Annual Gross Receipts: _____ Is firm a small business? (Check box if yes) <input type="checkbox"/>	NAICS Codes and Scope(s) of Work: _____ _____	E-mail Blast Phone Call In Person Newspaper Website Trade Listing Outreach Event Other: _____		
<small>*Firms must be notified of final selection</small>				

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:		
<ol style="list-style-type: none">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, andThe 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
<small>Respondents should attach an additional page if more "Selected" firms are identified.</small>		
Company Name: _____		
Company Mailing Address: _____		
Representative Name: _____		
Title: _____		
Email Address: _____		
Phone Number: _____		
Signature: _____		Date: _____
<small>Rev. 123025 - IFR FORM EO3 - 200</small>		



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: brd.compliance@phoenix.gov



Certification Team: 602-262-6790

Via email: brd.certification@phoenix.gov



QUESTIONS?

Please enter any questions you have into the chat box.



PHX DVT BYR

Have More Questions? Contact Us

busopps.aviation@phoenix.gov



skyharbor.com



/PhxSkyHarbor



@PHXSkyHarbor



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INTERNATIONAL AIRPORT

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