

2023

Call for Expression of Interest



Issued by
The Greater Moncton
International Airport Authority
(GMIAA)
August 21, 2023



Expression of Interest for Airport Food and Beverage Concessions

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Executive Summary

The Greater Moncton Roméo Leblanc International Airport (YQM) is a significant community asset for Greater Moncton. With 468,821 passengers in 2022, a 165% increase from 2021 (177,040), a 70% recovery compared to pre pandemic activity (686,818) the airport is an economic driver in the region.

The Greater Moncton International Airport Authority (GMIAA), operates the Greater Moncton Roméo Leblanc International Airport (YQM), and invites the submission of qualifications and expressions of interest to establish Food and Beverage services pre-security screening at the YQM airport terminal.

As we rebuild to our record passenger numbers of the pre-COVID 19 pandemic period, we are looking at opportunities to diversify and optimize our revenue streams and improve our passenger's experience and satisfaction. The goal of this EOI is to:

- 1) Support Local – preference will be given to locally based businesses that support local or regionally sourced products.
- 2) Enhance service excellence to passengers and the airport community.
- 3) Seek innovative and flexible food and beverage offerings with broad customer appeal.
- 4) Optimize concession revenues.

If you are a local business owner that has demonstrated experience operating comparable businesses, and are interested in this opportunity at YQM, you are invited to complete and submit a response to this Expression of Interest by September 29, 2023, at 5:00 pm.

Should you have questions about the information requested below, or the submittal process, please notify YQM in writing explaining the issue and/or question via email to: scampos@cyqm.ca, Susy Campos, Director of Commercial Development.

Scope and Requirements of Requested Services

YQM's intent is to solicit interest to introduce food and beverage (F&B) service concepts that suit not only the needs of the travelling public but are also adaptable and able to



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serve the growing number of airport-based companies and their employees. Respondents may express an interest in a combination of concepts for current and future growth opportunities. Furthermore, YQM may choose, at its sole discretion, to issue a Request for Proposal (RFP) for specific concession opportunities.

1. Concepts

YQM is committed to fostering F&B offerings that incorporate high quality products and services in a unique environment, support locally based businesses, and extend beyond the passenger experience to the wider airport community. The F&B program should include established local food and beverages concepts with strong reputations for superior quality and service.

In developing concepts for this request, respondents should consider the potential revenue opportunities that incorporate not only the passenger base but the wider airport community (staff and tenants).

- Convenience retail and local gift
- Vending
- Local beer/wine offerings
- 'Grab and Go' food options

YQM is open to considering all concepts. One or a combination of ideas will be considered. PLEASE NOTE: The space available does not have a kitchen. Any food offered will need to be pre-prepared and pre-packaged before bringing into the airport. Additionally, staff will need to be bilingual to serve the public.

2. Schedule of Key Dates for this EOI

Table 1: Key Dates for this EOI	
Date	Activity
August 21, 2023	Food & Beverage EOI Issued
Sept 14/15, 2023	Tour of Airport for Interested Respondents
Sept 21, 2023	Deadline for Questions
Sept 29, 2023	Final Submission (Closing)
Oct 16, 2023	If required: Respondent Presentations
Oct 23, 2023	Recommended Respondent Notified
TBD	Board of Directors approval (if applicable)
TBD	Commencement of Contract



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3. Premises

Current concession space is detailed below. This location is just outside the pre-security area. Concepts and space design should promote efficient operations and complement locally established themes while providing customers with a comfortable, satisfying experience.

Space: 123.1 sqm



4. Concepts

YQM invites respondents to propose brand types and offerings within the established outlet footprints that they think are needed, desirable and/or appropriate based on the terminal layout and passenger profile, while remaining generally consistent with the YQM vision. YQM seeks creativity and innovation from respondents and will consider new ways to serve passengers within reason and good judgement.

YQM reserves the right to reject any concepts that it deems, in its sole judgement, inappropriate for YQM.

5. Hours of Operation

Concessions operate seven days a week during such hours as negotiated with YQM. Generally, we expect the F&B operation to open a minimum of two (2) hours prior to the first scheduled departing flight and accommodate a minimum of 90% of the departing flight schedule, seven (7) days a week.



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6. Term of Concession Agreement

Depending on the capital investment proposed, lease agreements shall be for a period of up to five (5) years with options to renew.

7. Compensation to YQM

Respondents can expect rent to be in the form of a combination of the following:

- Percentage of the monthly gross sales
- Base rent which will equal a set rate per square meter

8. Capital investment and improvements.

Proponents are encouraged to consider and identify their capital investment for improvements and fixtures, furnishings and equipment.

9. Consent to Investigate

YQM's determination as to whether a respondent is qualified and responsible will be based on information provided by its submittal, economic disclosures, interviews (if applicable) and other sources deemed to be valid by YQM. A concession will not be awarded until all investigations of the respondent's business experience, financial responsibility and character that YQM deems necessary are completed. By submitting an Expression of Interest, the respondent agrees to permit and cooperate with such investigations.

10. Respondent's Costs

All costs incurred by respondents in preparation of respondent's submittal will be borne by respondent. YQM is not responsible for any costs associated with this Expression of Interest submission.

11. Ownership

All submittals and supplementary materials will become the property of YQM.

12. Representation by Brokers

YQM will not be responsible for any fees, expenses or commissions for brokers or their agents. Communications by or between employees of or agents of YQM and any potential



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or actual respondent broker or agent are not to be construed as an agreement to pay, no will YQM pay any such fees, expenses, or commissions.

13. Selection Process

YQM will review the submittals received and may choose to enter into discussions or negotiations with one or more of the respondents with the intent of reaching an agreement with the respondent(s) who best meets YQM's goals. YQM may begin to make selections from qualified respondents immediately or may keep proposals on file for future opportunities. YQM reserves the right to accept any submittal and/or any part of parts thereof and/or to reject any or all submittals.

14. Award Subject to Approval

Awards of concession under this Expression of Interest, may be subject to the approval by the GMIAA Board.

15. Submission

Submissions shall be sent electronically to Attention: Susy Campos, Director of Commercial Development scampos@yqm.ca

Proponents assume the entire risk that the document will be properly received by YQM, on time or at all, and that all other requirements herein will be satisfied. Without limiting the generality of the foregoing, YQM shall not be liable to a proponent if the proponent's document is not properly received on time.

16. Submission Requirements

All submissions must include the following components:

16.1 Cover Letter

A cover letter identifying and briefly describing Respondent and the concepts and brands proposed by location. The cover letter should include a statement confirming that Respondent possesses the rights to develop, license and operate the offered concepts and brands, and any related exclusivity, territory rights or limitations (limit to two pages).

16.2 Concepts/Brands/Offerings/Designs/Operations

The following information provided in sufficient detail to clearly define the proposed concepts, brands, offerings and designs for each location:



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- (a) background on each concept and brand, including typical menu / product offerings,
- (b) Respondent's relationship with and history, if any, operating the concepts and brands,
- (c) design sketches for the location, plus renderings and indicative photographs to illustrate the potential space design and aesthetic;
- (d) a description of space branding and thematic elements;
- (e) Anticipated capital investment for improvements and fixtures, furnishing and equipment; and
- (f) Anticipated gross sale per month.

Additionally, Respondent shall provide an official letter signed by each brand confirming that:

- (i) Respondent possesses the rights to develop, license and operate the offered concepts and brands, and any related exclusivity, territory rights or limitations, and
- (ii) Such brand will commit to the development of its concept if Respondent is awarded the applicable space(s).

Additionally, the following information should be provided: Information about marketing plans, hospitality, innovation, training, guest experience and services, service recovery, leadership plan, bilingual staffing plan and other relevant information.

[Limit Written Portion to Ten Pages in additional to the brand letters; No Limit to Sketches, Renderings and Photographs].

16.3 Response Submission

The Respondent submission must be completed with the information requested, which includes:

- Company Information
- Qualifications and Experience - A letter, on company letterhead, from a senior officer of Respondent certifying that Respondent meets the Qualifying Requirements set forth in Section 3 above, together with a detailed description of Respondent's food & beverage experience, including years of overall experience; prior experience with the operation and management of facilities at airports, major transportation centers, shopping centers, or other high-traffic/high-volume environments; and other information respondent deems relevant about its



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qualifications and experience. This section of the submission should include, at a minimum, the following as appropriate:

- Names of similar or relevant operations owned or operated by Respondent in the past ten years.
- Sales volume of such similar or relevant operations for the past three years
- History of experience with similar / relevant concepts
- Photographs of the interior and exterior of similar / relevant operations
- Other information that supports the Respondent's experience as it pertains to similar or relevant operations.
- Disclosure of Current Relationships - A statement in sufficient detail disclosing:
 - All current arrangements with YQM and its partners
 - All current and past relationships with YQM
 - Any relationships or current arrangements which may constitute a real or perceived conflict of interest.

17. Evaluation Procedures and Criteria

Evaluation of the submissions and its determination of the Respondents will be based on the criteria and weightings listed in table 2 below.

Table 2: Evaluation Criteria	
Criteria	Weight
Concept, Design & Capital Investment <ul style="list-style-type: none"> • Concept and menu/merchandise plans, including creativity, brands, sense of place, compatibility with guest profiles. • Design, aesthetics and construction of concept and unit, including use of sustainability elements and practices, experience of design and construction teams. • Capital investment (initial and midterm). 	33.3%
Financial Proposal <ul style="list-style-type: none"> • Anticipated Gross Sale per Month • Financial Strength of Respondent 	33.3%
Operations, and Guest Experience <ul style="list-style-type: none"> • Operational strength, including experience with the brand(s), management team, sales and marketing plans. • Guest experience and service, including innovation, hospitality, staff development, service recovery. 	33.3%



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• Service level standards, operating hours.	
Total	100%