

MEET *the* PRIMES



1:30 p.m. – 2:00 p.m.

SESSION
FEATURING

Revenue
Generation &
Partnership
Development



Agenda

- What We Do
- Focus Areas
- Revenue Breakdown
- COVID19 Impacts
- Current Program
- Future Opportunities

What We Do

3 teams that focus on non-airline revenue enhancement initiatives
1 Team dedicated to SAN's small business program



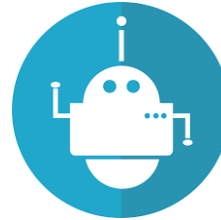
Concessions

- Food & Beverage
- Retail
- Common Use Lounges
- Concessions Marketing Program



Parking, Passenger Services, & Rental Car Center

- Rental Car Program
- Passenger Services
- In-terminal & Outdoor Advertising
- Easements
- Government Leases
- Land Leases & Other Agreements
- Parking Revenue Strategy



Strategy & New Business

- Acquisitions
- Developments
- Sponsorships

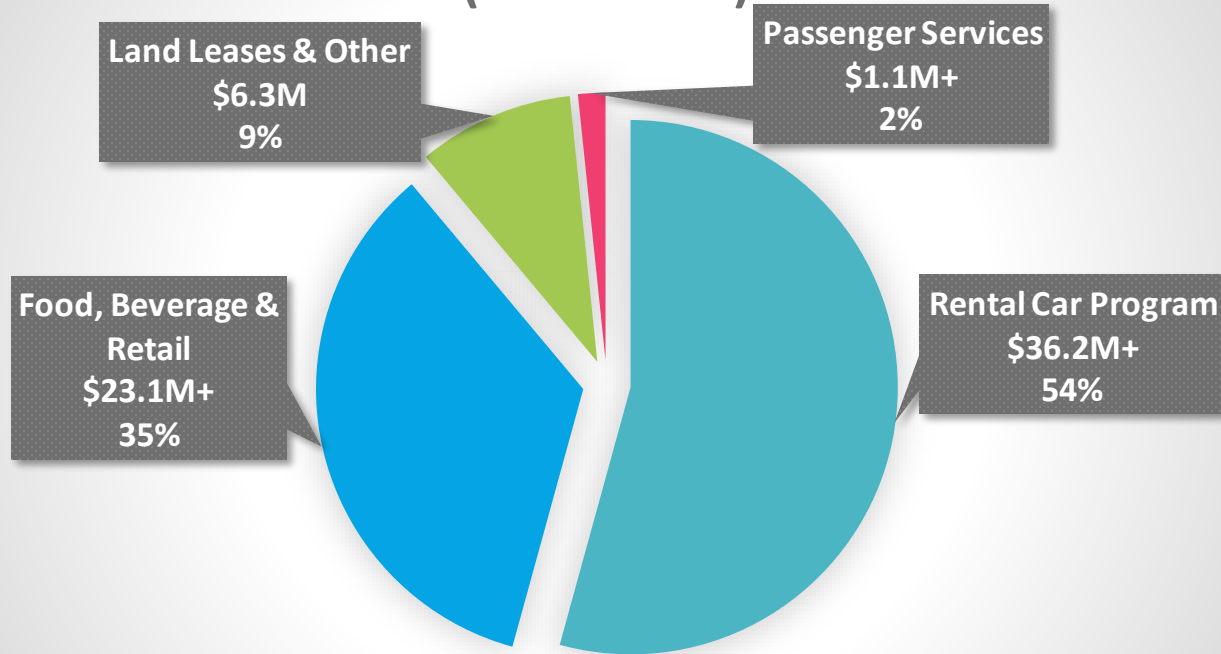


Small Business

- Federal Requirements
- Local Program

FY20 Revenue to SAN

(In Millions)



Approximately \$66.7M Total

COVID19 Impacts

- ✓ CYTD (Sept'20 Vs Sept'19)
Total PAX Down \approx 62%
- ✓ Decreased Sales & Revenue
Total Sales Down \approx 73%
- ✓ Potential Increased Costs To Operators For Adhering To New Health Guidelines
- ✓ Program Enhancements Cancelled



Current Program

Food/Beverage Operators



Retail Operators



not all operators represented due to missing logo: SFS Beauty, PGC-PCI

Some of Our Food/Beverage Brands



Some of Our Retail Brands

Warwick's of La Jolla



sky free shop

mindworks
Have you had fun today?

Apricot Lane
BOUTIQUE



INMOTION
ENTERTAINMENT

Kids Love  San Diego

OLD TOWN NEWS
& MARKET

Hudson News

Brighton



BEST BUY EXPRESS

U.S. News
& WORLD REPORT

sunglass hut



Brookstone

See's
CANDIES

soundbalance
electronics with a green horizon

MAC

Stellar News

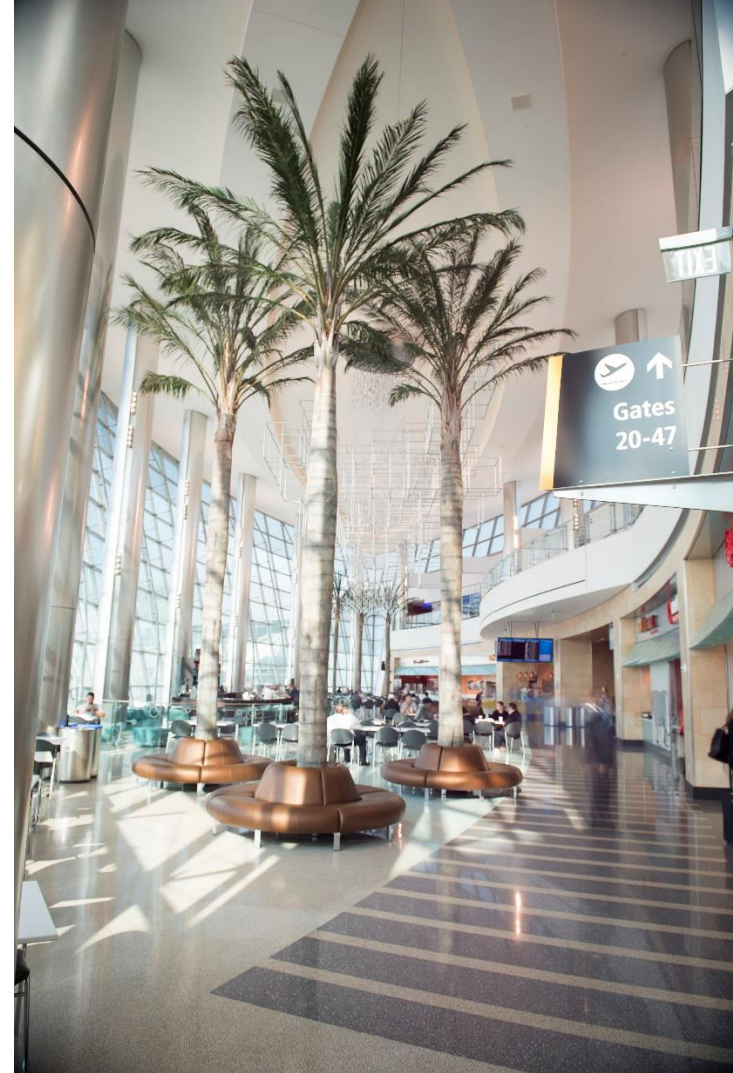
Current Program

In-Terminal Advertising



Passenger Services

- At Your Gate
- Shoe Shine
- ATM's
- Currency
- Brochures
- Pilot Programs
 - Fuel Rod
 - PPE Vending Machine



Rental Car Center (RCC)



- 14 Brands Operate On Airport At RCC
- 4 Brands Operate Off Airport
- Maintained By 3rd Party Facility Manager, Conrac Solutions

Upcoming Opportunities

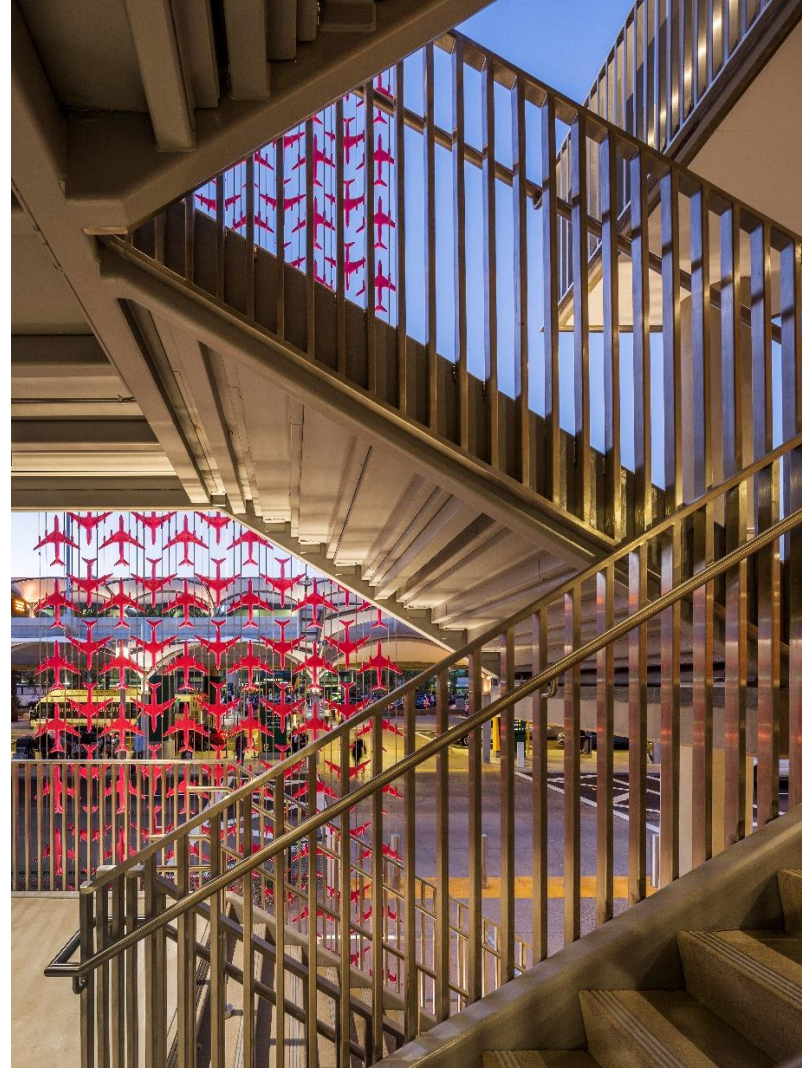


- Airport Development Plan (ADP) Terminal 1 Replacement
www.san.org/airport-adp
- T2W Common Use Lounge
- Potential Lease Expirations 2023-2024
- Innovation Lab

REGISTER AT: www.san.org/business

Questions?

- **Concessions**
Dominique Sheck , dsheck@san.org
- **Passenger Services, & Rental Car Center**
Melina Fithen, mfithen@san.org
- **In-Terminal Advertising**
Susan Diekman, sdiekman@san.org



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THANK YOU FOR YOUR PARTICIPATION JOIN US AT OUR UPCOMING MEET THE PRIMES SESSIONS

Tues., Nov. 3, 2020

2:20 p.m. - 3 p.m. Quieter Home Program

4 p.m. - 5 p.m. Airport Design & Construction

Wed., Nov. 4, 2020

Public Agencies & Business Support Services

www.SANMTP2020.Eventbrite.com



10 a.m. - 11:30 a.m.

- Presentation from Procurement Technical Assistance Center (PTAC)
- Public Agency Panel featuring:
 - ❖ SANDAG
 - ❖ CALTRANS District 11
 - ❖ County of San Diego
 - ❖ North County Transit District
 - ❖ San Diego County Water Authority Port of San Diego
 - ❖ University of California San Diego

1 p.m. - 2 p.m.

- Presentation from San Diego & Imperial Valley Small Business Development Center (SBDC)
- Public Agency Panel featuring:
 - ❖ City of San Diego
 - ❖ San Diego Unified School District
 - ❖ U.S. Veteran Business Alliance (USVBA) San Diego Chapter
- Presentation from Business Incentive Credits



SAN DIEGO
INTERNATIONAL AIRPORT
LET'S GO.