



# **Approval of Proposer Rankings and Authorization to Negotiate and Execute Concession Agreements for the San José Mineta International Airport Retail Concession Program**

**Mukesh (Mookie) Patel, Director of Aviation**

**Rebekah Bray, Principal Property Manager**

**Item # 5.1**

**March 11, 2025**

# Retail Concession RFP Goals and Objectives (abridged)

1. **Highly experienced retail operators** with a proven record of success in:
  - **Exceptional customer service**
  - **Top-quality goods**
  - **Convenient experiences**
2. **Incorporate technology** and innovative concepts to expand offerings
3. **Create a distinctive San José and Silicon Valley experience** for passengers and Airport users that capture the region's unique identity.
4. **Optimize retail revenue generation**

# Extensive Outreach

**San José Minority Business Development Agency**

**Various Business and Ethnic Chambers**

**Airport Minority Advisory Council**

**Airport Council International**

**FAA Matchmaker System**

**Small Business Development Center**

**Social media campaign achieved 20,097 impressions and 1,143 engagements**

**Outreach at 3 different Industry Conferences**

**Outreach sessions on May 22 and 23, 2024**

# Package I: Hudson

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- **ACDBE Participation:** 15%
- **Capital Investment:** \$7,252,253
- **MAG:** \$2,096,779
- **Percentage Rent:** 21% on all products, 18% on locally made products



# Sonoma Life



LAKE COUNTY AVA

NAPA VALLEY AVA

LAKE COUNTY

NAPA VALLEY AVA

**Terminal A**



# WILLOW GLEN MARKET



*Ashy Aromas*  
besse bee creative  
DANDELION  
CHOCOLATE  
Google  
B  
B

Terminal A



# Hudson

## SAN JOSE



Terminal A



# SOFA PROVISIONS



Terminal A: Baggage Claim





**Terminal B**









Greetings from

**SAN JOSE**

JAPTOWN

LITTLE PORTUGAL

LITTLE SAIGON

CALABAZAS

WILLOW GLEN

EVERGREEN

CAMBRIAN PARK

SANTA TERESA

One San Jose



Terminal B



# Package II: Paradies Lagardère

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- **ACDBE Participation: 12%**
- **Capital Investment: \$9,650,349**
- **MAG: \$2,746,246**
- **Percentage Rent: 19%** on all products, **16%** on locally made products



# PLAZA DE SAN JOSE



**Terminal A**





HIP & HUMBLE

the goods @ SJC

the goods @ SJC

fresh food to go

Terminal B





# THE SCOREBOARD

CLOCKWORK

CLOCKWORK  
Self  
s robot  
nts nails!



# HIP & HUMBLE







**Terminal B**





**Terminal B**



# GARDEN

MARKETPLACE

COLD & REFRESHING

**Terminal B: Baggage Claim**



# Airport Concession Disadvantaged Business Enterprise (ACDBE) Participation

**PROJECTED INCREASE IN ACDBE PARTICIPATION: 47%**



CURRENT RETAIL ACDBE  
PARTICIPATION: **9%**



NEW RETAIL ACDBE  
PARTICIPATION: **13%**



# Airport Concession Disadvantaged Business Enterprise (ACDBE) Participation



**Performance  
Excellence Partners**



**Skyview  
Concessions**



**Pacific Business  
Partners**



**Cato Hospitality  
Group**



**Oaklandish**



# Supporting Local

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- All grab and go locally sourced from Santa Clara County
    - Hudson- Eatly
    - Paradies- Greenlee's
  - Unsold grab-and-go donated to Loaves & Fishes Family Kitchen of San Jose
  - Representing:
    - Professional and local collegian sports teams
    - Local tech companies including Apple and Google
    - Over 50 local businesses
  - Bi-Annual Outreach Opportunities
- 





# SHOP LOCAL

## HEADLINERS

floral street

a jar of pickles



THE LOLA x KENNETH COLLABORATION



dear handmade life



54 THRONES®



NOKKI FARM Simply Good Snacking

BOOKSHOP SANTA CRUZ

E D E N



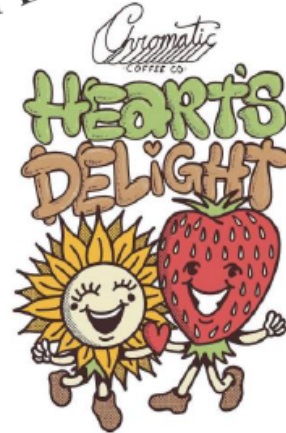
CasaQ by darlene

DANDELION SMALL-BATCH CHOCOLATE

R I F T

CHARLOTTE TRUFFLES

BÉIS



All The Way Handmade by Sienna



LALA'S URBAN FARMSTAND



bessie bee creative

Ashy Aromas







Alice's Stick Cookies



Daybreak Vietnamese Coffee



Greenlee's Bakery



Naturacentric Apothecary



Nokki Farm



Idlewild Floral



Mike & Niki's Honey Co.



Clif's Family Chocolates



Gooseberry Designs



Sweetdragon Baking Co.



The Capsmith



Culture Hot Sauce



Love & Light Napa Valley



Ginger Lab





## Overall Results:

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- 12 new concepts
- 12-year minimum revenue to the airport: **\$47.3 million**
- Average percentage rent of **19.3%**
- Minimum capital investment: **\$17 million**
- Integrated technology
- Increased local participation: **50+ businesses**
- ACDBE retail participation increases by almost **50%**



# Recommendation of Award

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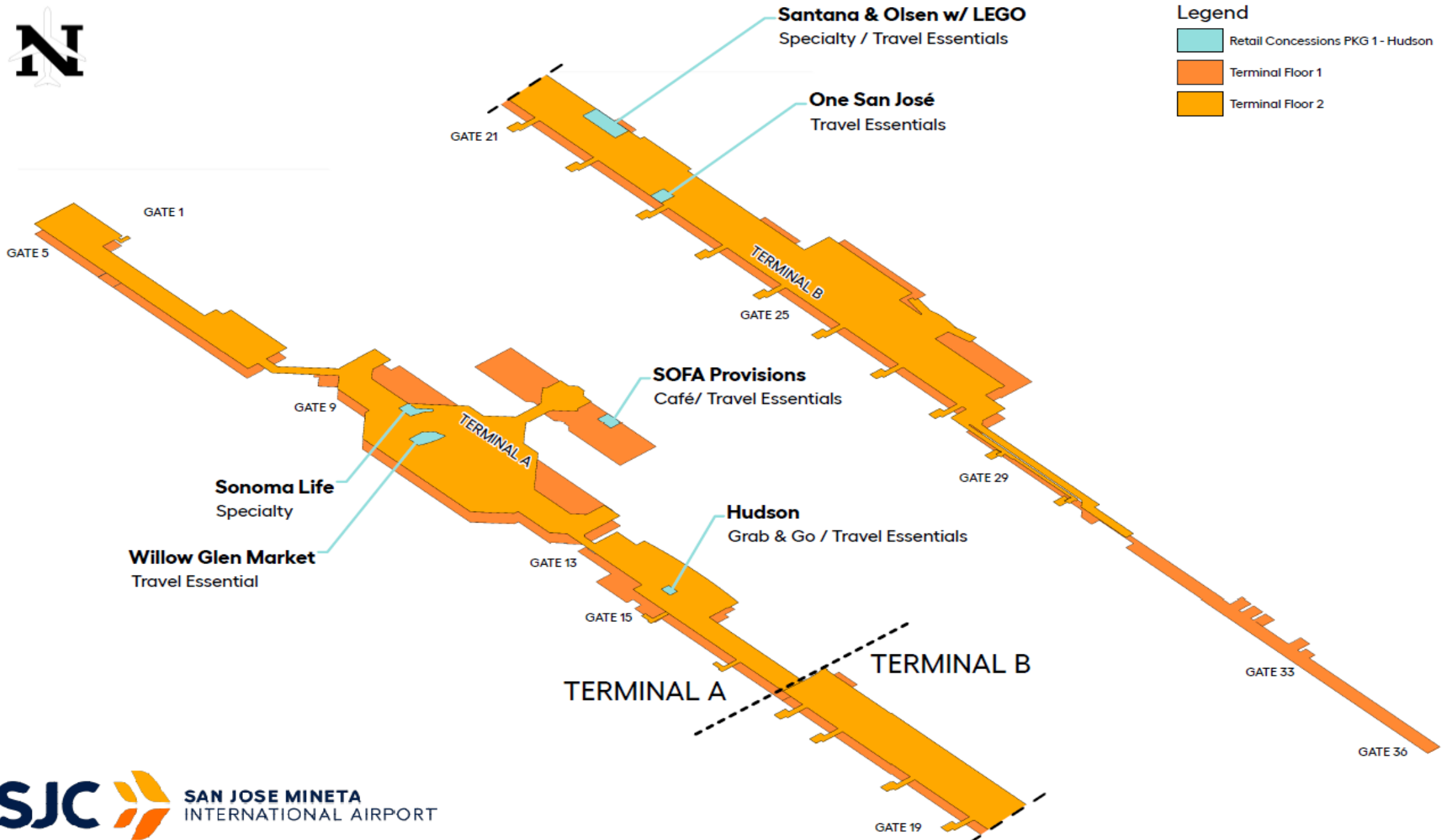
- Package I: HG SJC Retail Concessionaires, LLC (Hudson)
- Package II: Paradies Lagardère @SJC Retail, LLC





**Legend**

- Retail Concessions PKG 1 - Hudson
- Terminal Floor 1
- Terminal Floor 2







### Legend

- Retail Concessions PKG 2 - Paradies
- Terminal Floor 1
- Terminal Floor 2

