



Mayor Timothy M. Keller

CITY OF ALBUQUERQUE
Albuquerque, New Mexico
Office of the Mayor

INTER-OFFICE MEMORANDUM

October 10, 2024

TO: Dan Lewis, President, City Council

FROM: Timothy M. Keller, Mayor



SUBJECT: Mayor's Recommendation of Award for RFP-2024-531-AVI-IC, "Retail Concessions Program at Albuquerque International Sunport"

The City of Albuquerque's Aviation Department in conjunction with the Department of Finance and Administrative Services, Purchasing Division, issued the RFP for the retail concessions program at Albuquerque International Sunport.

The RFP was posted on the Purchasing E-Procurement, Bonfire website on January 23, 2024 and advertised in the Albuquerque Journal on January 25, 2024.

The City received six (6) responsive proposals to this solicitation. The ad hoc evaluation committee evaluated and scored the proposals in accordance with the evaluation criteria published in the RFP and recommends awards to Marshall Retail Group (packages 1, 4 and 5), El Mercado del Sol, Inc. (package 2) and Geisler Projects, LLC (package 3).

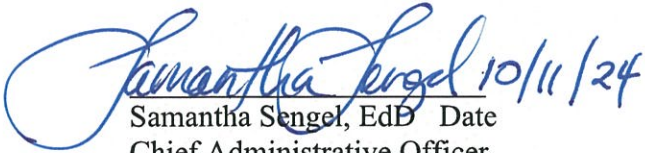
I concur with this recommendation.

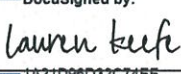

The City of Albuquerque's Aviation Department will manage this contract.

Mayor's Recommendation of Award for RFP-2024-531-AVI-IC, "Retail Concessions Program at Albuquerque International Sunport".


Approved:

Approved as to Legal Form:


Samantha Sengel, EdD Date
Chief Administrative Officer

DocuSigned by:
 10/11/2024 | 2:11 PM MDT 
Lauren Keefe Date
City Attorney

Recommended:

DocuSigned by:

Richard McCurley Date
Director, Aviation Department

10/11/2024 | 9:26 AM PDT

Cover Analysis

1. What is it?

This EC will award the Retail Concession Program at the Albuquerque Sunport to Marshall Retail Group, Geisler Projects, LLC, and El Mercado Del Sol, Inc; based up on the recommendation of the Ad Hoc committee.

2. What will this piece of legislation do?

This EC will allow the Sunport to enter into leases for the retail concessions at the Sunport.

3. Why is this project needed?

To effectively cater to the needs of travelers and to bolster local economic development, it is imperative that the representation of local brands is enhanced. This strategic focus on local businesses is anticipated to not only expand these companies but also to substantially contribute to job creation within the community. Such an initiative underscores our commitment to fostering a thriving, sustainable local economy.

4. How much will it cost and what is the funding source?

Construction of the retail units will be fully funded by the awarded vendors. The total construction spend by the vendors over the life of the contract is estimated to be, at minimum, \$8,122,616.

5. Is there a revenue source associated with this contract? If so, what level of income is projected?

All three vendors have estimated total revenues to the City to be \$15,663,744

6. What will happen if the project is not approved?

If contracts are not approved, the traveling public will not have any retail options available to them when Sunport renovations are completed.

7. Is this service already provided by another entity?

Yes, Hudson, Stellar Partners, and El Mercado are the current tenants of the Sunport. The current retail concession contracts have expired and are currently operating on a month-to-month basis, pending approval of this RFP award.

FISCAL IMPACT ANALYSIS

TITLE: Recommendation of Award for Retail RFP R: O:
 FUND: 611
 DEPT: 7000611

- No measurable fiscal impact is anticipated, i.e., no impact on fund balance over and above existing appropriations.
- (If Applicable) The estimated fiscal impact (defined as impact over and above existing appropriations) of this legislation is as follows:

	Fiscal Years			
	2025	2026	2027	Total
Base Salary/Wages				-
Fringe Benefits at				-
Subtotal Personnel	-	-	-	-
Operating Expenses		-		-
Property		-		-
Indirect Costs	-	-	-	-
Total Expenses	\$ -	\$ -	\$ -	\$ -
<input type="checkbox"/> Estimated revenues not affected				
<input checked="" type="checkbox"/> Estimated revenue impact				
Revenue from program	0	0	\$ 125,000.00	125,000
Amount of Grant		-		
City Cash Match				
City Inkind Match				
City IDOH	-	-	-	-
Total Revenue	\$ -	\$ -	\$ 125,000	\$ 125,000

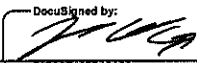
These estimates do not include any adjustment for inflation.
 * Range if not easily quantifiable.

Number of Positions created

COMMENTS: The FY25 budget will not be affected by the approval of this contract while long term it will generate a net increase in the program.

COMMENTS ON NON-MONETARY IMPACTS TO COMMUNITY/CITY GOVERNMENT:

The awarded vendor will partner with recognizable brands and local companies to benefit the community as a whole.

PREPARED BY:
 DocuSigned by:

 FISCAL ANALYST

APPROVED:
 DocuSigned by:
 Richard McQuinn / 11/2024 | 9:26 AM PDT
 DIRECTOR (date)

REVIEWED BY:
 Signed by:
 Evelyn Torres
 EXECUTIVE BUDGET ANALYST

DocuSigned by:
 Donna Santoro / 11/2024 | 2:08 PM
 BUDGET OFFICER (date)

Signed by:
 Christine Barner
 CITY ECONOMIST



City of Albuquerque

Department of Finance and Administrative Services

Timothy M. Keller, Mayor

Interoffice Memorandum

Date: June 5, 2024

TO: Kevin Sourisseau, Chief Financial Officer

FROM: Richard McCurley, Director, Aviation Department

SUBJECT: **Recommendation of Award –**
RFP Number: RFP-2024-531-AVI-IC
RFP Name: Retail Concessions Program at Albuquerque International Sunport

DS
RM

The Department of Finance and Administrative Services, Purchasing Division, issued the subject solicitation in conjunction with the Aviation Department for the retail concessions program at the Albuquerque International Sunport.

The solicitation was posted on the Purchasing website and advertised in the Albuquerque Journal. The number of responses received for evaluation were six (6).

The Ad Hoc Evaluation Committee evaluated and scored the responses in accordance with the evaluation criteria published in the RFP and recommends award of contracts to the Marshall Retail Group, El Mercado del Sol, Inc. and Geisler Projects, LLC,

I concur with this recommendation. Listed below are the composite scores for the responses received for each available package:

Package 1- COMPANY NAME	SCORE
Marshall Retail Group	943
Hudson Group	832
Package 2- COMPANY NAME	SCORE
El Mercado del Sol, Inc.	676
Package 3 -COMPANY NAME	SCORE
Geisler Projects, LLC	781
El Mercado del Sol, Inc.	589
Package 4- COMPANY NAME	SCORE
Marshall Retail Group	840
El Mercado del Sol, Inc.	615
Tailwind Hospitality, Inc.	658
Rubio Enterprises, LLC	622
Package 5- COMPANY NAME	SCORE
Marshall Retail Group	836
El Mercado del Sol, Inc.	528

The Department that will be managing this contract is the Aviation Department.

Approved:
DocuSigned by:

Kevin Sourisseau

6/10/2024 | 1:32 PM MDT

Kevin Sourisseau

(Date)

Chief Financial Officer

Attachment: Scoring Summary

RFP-2024-531-AVHC - Retail Concessions Program at Albuquerque International Sunport
Scoring Summary

	Package 1 Total Points	Package 1- Concept, Design, Project Delivery, and Capital Investment	Package 1- Management and Operational Proposal	Package 1- ACDBE Proposal	Package 1 - Revenue	Package 2 Total Points	Package 2- Concept, Design, Project Delivery, and Capital Investment	Package 2- Management and Operational Proposal	Package 2- ACDBE Proposal	Package 2 - Revenue	Package 3 Total Points	Package 3 - Concept, Design, Project Delivery, and Capital Investment	Package 3- Management and Operational Proposal	Package 3- Revenue	Package 4 Total Points	Package 4- Concept, Design, Project Delivery, and Capital Investment	Package 4- Management and Operational Proposal	Package 4- Revenue	Package 5 Total Points	Package 5- Concept, Design, Project Delivery, and Capital Investment	Package 5- Management and Operational Proposal	Package 5- Revenue	Preferences	
	7500	1400 pts.	1350 pts.	1150 pts.	1100 pts.	7000	1400 pts.	1350 pts.	1150 pts.	1100 pts.	850	1400 pts.	1350 pts.	1100 pts.	850	1400 pts.	1350 pts.	1100 pts.	850	1400 pts.	1350 pts.	1100 pts.		
Marshall Field Group	843	355	348	199	180	0	0	0	0	0	0	0	0	0	840	383	348	189	820	389	348	190	0	
Hudson Group	832	311	300	125	96	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Q Mercado de Sol, Inc.	0	0	0	0	0	676	380	370	9	100	559	225	279	92	655	245	279	97	528	206	279	53	0	
Genier Projects, LLC	0	0	0	0	0	0	0	0	0	0	781	365	316	100	0	0	0	0	0	0	0	0	0	0
Tahireh Hospitality, Inc.	0	0	0	0	0	0	0	0	0	0	0	0	0	0	653	279	306	71	0	0	0	0	0	0
Rubo Enterprises, LLC	0	0	0	0	0	0	0	0	0	0	0	0	0	0	622	359	356	98	0	0	0	0	0	0

DISCOVER THE 
 ENCHANTMENT OF
NEW MEXICO



REQUEST FOR PROPOSALS – PACKAGE 1
RFP-2024-531-AVI-IC
RETAIL CONCESSIONS PROGRAM AT ALBUQUERQUE INTERNATIONAL SUNPORT





COVER LETTER

April 16, 2024

RE: Retail Concessions Program at Albuquerque International Sunport (RFP-2024-531-AVI-IC)

To Whom It May Concern:

On behalf of the proposer, The Marshall Retail Group, LLC (MRG), we are honored to have the opportunity to present exciting new concepts for Albuquerque International Sunport. Our team has poured their heart and soul into creating an award-winning program – one that we believe New Mexicans will take pride in.

DISCOVER THE ENCHANTMENT OF NEW MEXICO

We proudly present eight thoughtfully curated concepts that showcase the unique attributes of Albuquerque and the **Land of Enchantment**. All store concepts in Package 1 are proprietary and will be operated by our joint venture. We are also proposing local licensed specialty concepts for Packages 4 and 5. Our offer for Packages 4 and 5 are contingent upon the award of Package 1.

- **Duke City Station** (R1) reflects the vibrant energy of Albuquerque’s rail yards and warehouses with shop-in-shops from local licensed brands **University of New Mexico Press**, **Meow Wolf**, and **New Mexico United** and local grab & go from **Dion’s**, **Mata G**, and **Verde Juice**.
- **InMotion** (R6) is the No. 1 airport-based electronics retailer in the world, offering the latest tech products from leading brands such as Apple, Bose, Sony, Beats, Dyson, and Samsung.
- **Nob Hill Necessities** (R7) is a travel essentials store that draws inspiration from the iconic Route 66 and the Nob Hill neighborhood with a special feature product display for **Buffet’s Candies**.
- **WHSmith Just Walk Out** (R8) offers speed and convenience using Amazon technology with a check-out free shopping experience.
- **Globo Mercado** (R9), inspired by the Albuquerque International Balloon Fiesta, surprises and delights passengers with a playful design and a feature display from **Señor Murphy Candymaker**.
- **Zocalo Public** (R10) brings all the charm of Old Town Albuquerque to the Great Hall, offering a welcoming news and gift store for meeters and greeters and featuring **New Mexico True Certified** products.
- **Museum of New Mexico Foundation Shops** (R3) brings the authentic museum experience to ABQ, allowing travelers to take home a piece of New Mexico’s rich cultural heritage, from Native American crafts to international folk art.
- **Los Poblanos** (R4), an iconic New Mexican brand encompassing a 25-acre farm, historic inn, restaurant, spa, and cultural events center, will showcase their entire collection of artisan-made products and spirits.

ABQ PASSENGER STUDY

For this opportunity, we commissioned an independent study at Albuquerque International Sunport, engaging the renowned expertise of **Street Source Marketing**. The insights gained, detailed in Tab 1, empowered us to curate a bespoke assortment of licensed and proprietary concepts for Packages 1, 4 and 5, meticulously designed to resonate with passengers at ABQ, ensuring that every passenger’s need is not just met but anticipated.





MEET THE TEAM BEHIND THE MAGIC

With over 68 years of experience, Marshall Retail Group (60% JV Partner) stands as the leading North American operator of locally focused retail marketplaces, travel convenience, and specialty solutions. Rather than offering a cookie cutter branded approach, we delve into the heart of the local communities we serve, to craft unique experiences that resonate with the essence and values of each city, a philosophy we've passionately applied in Albuquerque. This approach has fueled our growth from a family-owned venture to a sophisticated entity operating over 300 stores, including more than 200 stores in 48 airports and over 100 stores in 36 resorts. MRG has been honored by Airport Experience News and our industry peers with awards for Best Overall Retailer, Best Travel Convenience Retailer, Retailer with the Best Customer Service, and in 2024, the Best Locally Inspired Concept.

MRG is joined by experienced retail and airport operators deeply rooted in Albuquerque. Together, we will form a new 60/40 joint venture for this opportunity with 30% ACDBE participation. Below is the joint venture breakdown for Package 1.

- **Los Poblanos, LLLP** (10% Non-ACDBE JV Partner) is a historic Albuquerque lavender farm and inn, owned by the Rembe family. Los Poblanos has a proven sales track record with former retailer, Avila, with sales of their products reaching over \$1M in a small shop-in-shop format.
- **Teresa Curl of Teresa Curl, LLC** (10% ACDBE JV Partner), based in Albuquerque, is the current VP of Retail for the New Mexico Museum Foundation Shops. She formerly worked for Avila Retail for 38 years and brings significant concessions operations experience and institutional knowledge of ABQ. We will bring on a dedicated local buyer for ABQ who will report to Teresa.
- **Joya Kizer of CASA Unlimited Enterprises, Inc.** (10% ACDBE JV Partner) brings significant experience self-operating news and gift and specialty retail concepts at Phoenix Sky Harbor International Airport and is partnered with MRG in other airports.
- **Denise Ip of Geisler Projects, LLC** (10% ACDBE JV Partner) is an Albuquerque-based architect who brings airport concessions design expertise from working with Avila Retail at ABQ. Fun fact: she also works at Meow Wolf!

DESIGN INNOVATION & INVESTMENT STRATEGY

We're committed to delivering strong commercial value, investing \$8.4M across Packages 1, 4, and 5 to drive industry-leading sales of \$14.2M and achieve a \$5.36 spend per enplanement in year one, thereby securing strong rent returns. Our emphasis on quality of design and materials, coupled with a thorough construction schedule, supported by our financially robust parent company, WHSmith, ensures we are fully prepared to fulfill our commitments at ABQ.

A PROMISE OF EXCELLENCE

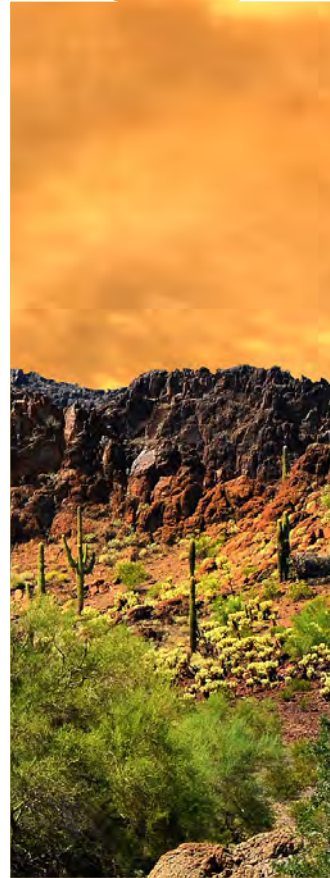
Collectively, we're excited for the opportunity to join the next generation of shops and restaurants at Albuquerque International Sunport! If we are selected, we are committed to working with the City of Albuquerque as a business partner in a transparent, flexible, collaborative, and professional manner. If you have any questions, please do not hesitate to contact me.

Yours Truly,

Roderick McOwan

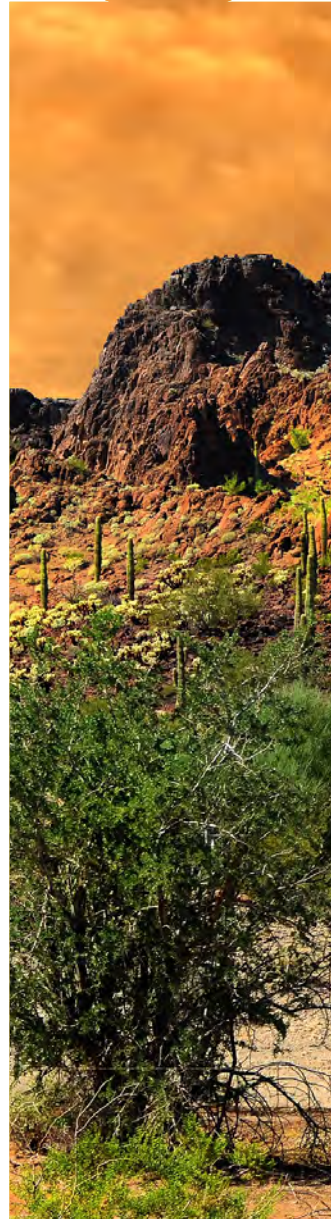
Chief Development Officer
3755 West Sunset Road, Suite A, Las Vegas, NV 89118
T: (702) 949-8777 C: (914) 830-3812
roderick.mcowan@whsmith.com

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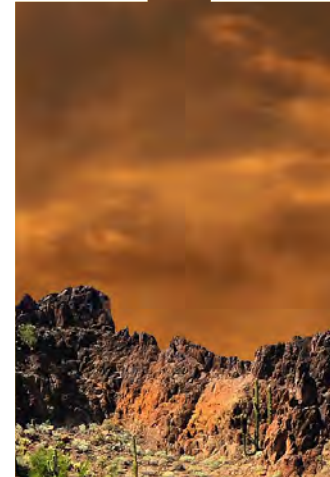
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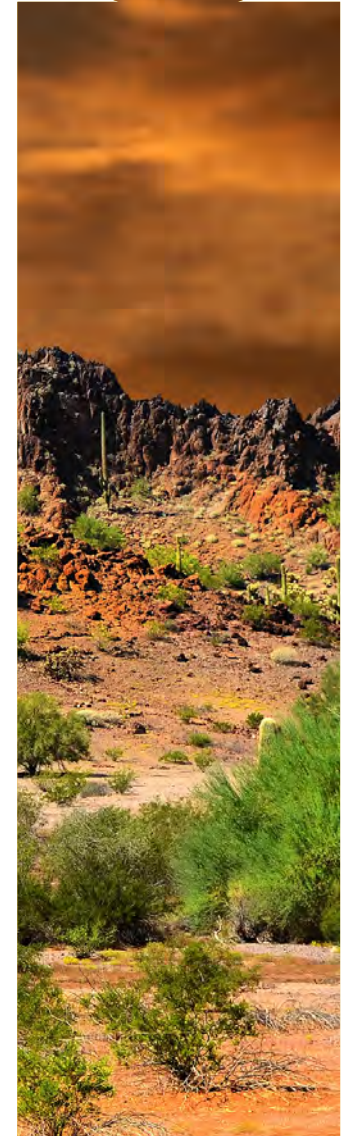
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CONCEPTS & DESIGNS





PASSENGER STUDY

BY STREET SOURCE MARKETING

The Marshall Retail Group commissioned **Street Source Marketing** to conduct an independent study among travelers at Albuquerque International Sunport to understand passenger demographics, behaviors, and preferences towards airport concessions. This research guided our proposal for introducing new concessions, brands, and themes at ABQ, ensuring they align with the desires and needs of the airport's diverse passenger base.

Please Note: The full report can be found at the end of this Tab.

METHODOLOGY

A total of 120 travelers participated in the study, encompassing a mix of genders, ages 18-80, and including both business and leisure travelers. The research focused on profiling ABQ passengers, understanding preferences among different traveler types, gauging interest in specific concession concepts, and gathering demographic information.

KEY FINDINGS

Traveler Composition: The majority of respondents (63%) traveled for leisure, with a small fraction (3%) traveling for business only and 34% traveling for both purposes.

Concession Preferences: High interest was shown in Los Poblanos, NM Museum Gift Shop, Meow Wolf, and University of New Mexico Bookstore, with these concepts significantly outperforming other tested concepts. These top concepts reflect a strong preference for locally themed and culturally rich offerings.

Locally Made Product Preferences: High interest was shown in Dion's Grab & Go options and Buffet's Candies, with these brands outperforming other tested local brands.

Design Theme Preferences: Of the six design themes tested, the Albuquerque International Balloon Fiesta and Old Town Albuquerque performed the best.

Spending Behaviors: The most common purchases at ABQ are bottled beverages and pre-packaged food. The study also highlights that many passengers choose not to make purchases, citing reasons such as bringing their own reading materials.

Demographics: The study revealed a passenger base with a broad income range, with 31% earning over \$100k. Education levels are varied with a significant presence of college-educated individuals. Most respondents identified as Caucasian (64%) or Hispanic/Latino (32%).

RECOMMENDATIONS IN ACTION

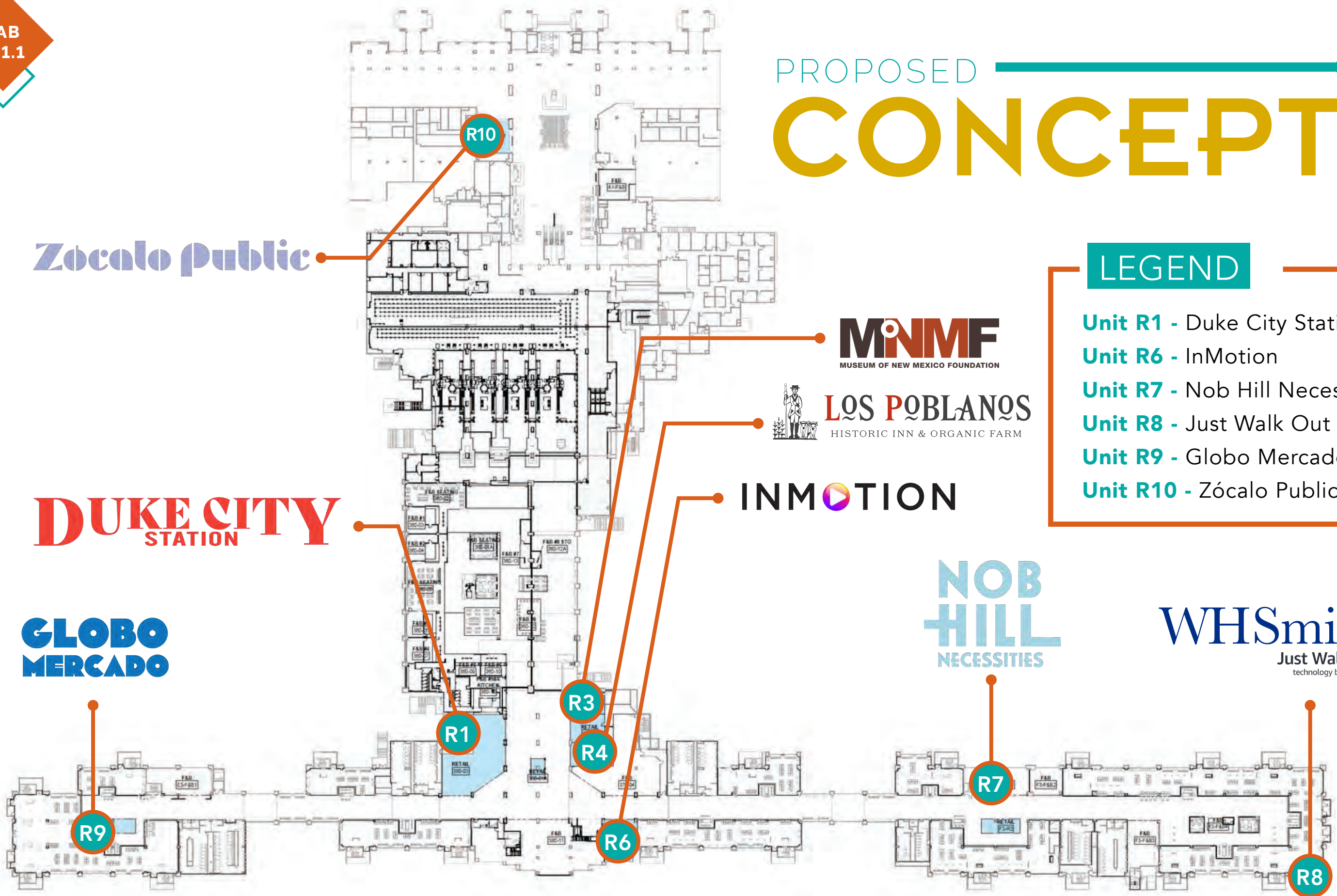
In response to the study, Marshall Retail Group is implementing a series of targeted actions to enhance the airport's concession offerings.

1. Recognizing the high interest among passengers for local and culturally significant products, we are introducing flagship stores such as the Los Poblanos and the Museum of New Mexico Foundation Shop, along with engaging shop-in-shops from Meow

Wolf and the University of New Mexico Press. These concessions are carefully selected not only to meet the demonstrated preferences of travelers but also to celebrate the unique cultural heritage of Albuquerque and New Mexico.

- 2.** Acknowledging that a significant number of travelers bring their own food and beverages due to perceived high costs or lack of appealing options, we are also introducing more affordable and appealing concession choices such as those from Dion's grab & go.
- 3.** Our design strategy focuses on accommodating groups and families, reflecting the fact that over half of the travelers are not solo, with the introduction of family-friendly spaces and interactive elements to create a more engaging and enjoyable airport experience. These initiatives are tailored to attract the predominantly leisure traveler demographic, ensuring that the offerings resonate with both locals and visitors, enriching their travel experience through a strong sense of place and local flavor.
- 4.** We evaluated six design themes as part of this study. The top four design themes – Albuquerque International Balloon Fiesta, Old Town Albuquerque, Nob Hill/Route 66, and Albuquerque Rail Yards & Historic Warehouses – were selected as the themes for our news & gift stores.

PROPOSED CONCEPTS



LEGEND

- Unit R1** - Duke City Station
- Unit R6** - InMotion
- Unit R7** - Nob Hill Necessities
- Unit R8** - Just Walk Out
- Unit R9** - Globo Mercado
- Unit R10** - Zócalo Public

Zocalo Public

MINMF
MUSEUM OF NEW MEXICO FOUNDATION

LOS POBLANOS
HISTORIC INN & ORGANIC FARM

DUKE CITY
STATION

INMOTION

GLOBO
MERCADO

NOB
HILL
NECESSITIES

WHSmith
Just Walk Out
technology by amazon



DUKE CITY STATION

UNIT #R1

Discover the revitalizing spirit of downtown Albuquerque at **Duke City Station**, a nearly 3,000 square foot urban marketplace that reflects the city's notable energy and caters to the needs of diverse travelers. Inspired by the historic Albuquerque Rail Yards, our marketplace brings together the best of the **Duke City**, from apparel and accessories at **Meow Wolf** to the sports gear of **New Mexico United** and a book lovers dream with University of New Mexico Press. It's more than just a shopping experience; it's a journey through the heart of Albuquerque, offering high-quality travel essentials, tech favorites, and a taste of local culture. **Duke City Station is a gateway to the authentic Albuquerque experience, epitomizing the city's rich culture and spirit, while seamlessly blending convenience with local charm.**

LICENSING

Duke City Station is a proprietary concept developed by Marshall Retail Group and our partners. We have provided executed Letters of Intent for the sale of products from our shop-in-shop brands, including Meow Wolf, UNM Press, and New Mexico United. In addition, we have provided Letters of Intent from Dion's, Verde, and Mata G, who have also agreed to be exclusive wholesale partners.

THE HEART OF ALBUQUERQUE

ORIGINS OF DUKE CITY

The **Duke City** nickname stems from two different origins, gaining popularity when the city's baseball team was the Albuquerque Dukes, which boasted a loyal fan base throughout the city. Locals still sport their hats and shirts showing their love for the hometown Albuquerque Dukes, named after the 10th Duke of Alburquerque, Francisco Fernández de la Cueva, which is where the city's original name comes from. When the city was founded over 300 years ago, the founders chose to honor the 10th Duke of Alburquerque by naming the next city after him, but later dropping the extra "R" in what is now known as Albuquerque.

INSPIRED BY THE HISTORIC RAIL YARDS

Duke City Station captures the reinvigorating essence of the Albuquerque Rail Yards, built in 1917 and at its peak, employed one quarter of the workforce in the city. The Rail Yards were a hub of cultural and industrial activity, an icon of strength for more than fifty years serving as Albuquerque's economic engine. The **Albuquerque Rail Yards** put the city on the map and catalyzed the City's transformation from a farming village to a booming valley of innovation. Revitalizing the centrally located and historically significant Albuquerque Rail Yards has been one of the core priorities of many groups within the **Duke City** who seek a transformed downtown. Mirroring Burque's historic charm and **showcasing locally crafted products from many vendors**, our store offers an authentic slice of the city, making our marketplace an ideal destination. With a focus on unique local finds alongside essential travel items, **Duke City Station** delivers an unmistakable Albuquerque experience right at ABQ.

FLEXIBLE FORMAT

Duke City Station embodies innovation in travel retail with its **adaptable design**. Our flexible approach allows us to introduce new brands at a variety of price points and maintain high sales performance, ensuring a retail environment that is constantly evolving. Tailored to meet shifting market trends, **Duke City Station** provides a fresh and engaging shopping experience. If we find that a shop-in-shop is not producing the maximum sales volume or customer satisfaction, we will work with ABQ to change it.





LET US GUIDE YOU



At **Duke City Station**, our innovative spatial design is crafted to boost sales and enhance customer experience. Using a data-driven approach, we analyze trends from similar locations to optimize every inch of our 2,982 square foot space. The store features distinct zones, each thoughtfully arranged to showcase a mix of national, regional, and local brands, meeting the varied needs of travelers.



NEW AT THE STATION

Showcasing a rotating product display at the front of the store, our "New at the Station" zone brings the essence of Albuquerque's culture to travelers.



GIFTS

A selection of unique local brands, handcrafted gifts, and New Mexico souvenirs.



SPECIALTY SUNGLASSES

Featuring premium brands like Ray Ban, Gucci, and Tom Ford.



FRESH ARTISAN MARKET

A variety of grab & go options, snacks, beverages, packaged alcohol, and treats from national and local brands.



TRAVEL & WELLNESS

A curated selection of wellness and beauty brands, alongside essential sundries and travel items to ensure a comfortable journey.



TECH

A variety of essential tech merchandise including headphones, chargers, adapters, and more.

MADE IN NEW MEXICO

We will highlight local vendors with a "Made in New Mexico" sign, featuring a short writeup about their business. These signs will celebrate local and give a shout-out to the cities making up the state of New Mexico and a well-deserved recognition of the local maker! This type of signage will be found where local vendors are featured across all stores at ABQ.

Example of local maker signs featured within our stores at DCA



SHOP- IN-SHOP

BRANDS



UNIVERSITY OF NEW MEXICO PRESS: A shop-in-shop featuring a selection of books, magazines and newspapers for travelers looking for a good read on their journey, featuring the popular University of New Mexico Press.



MEOW WOLF: A shop-in-shop featuring best-selling vibrant apparel and accessories by Meow Wolf.



NEW MEXICO UNITED: A shop-in-shop with a curated selection of sports apparel from the celebrated hometown soccer team, New Mexico United.





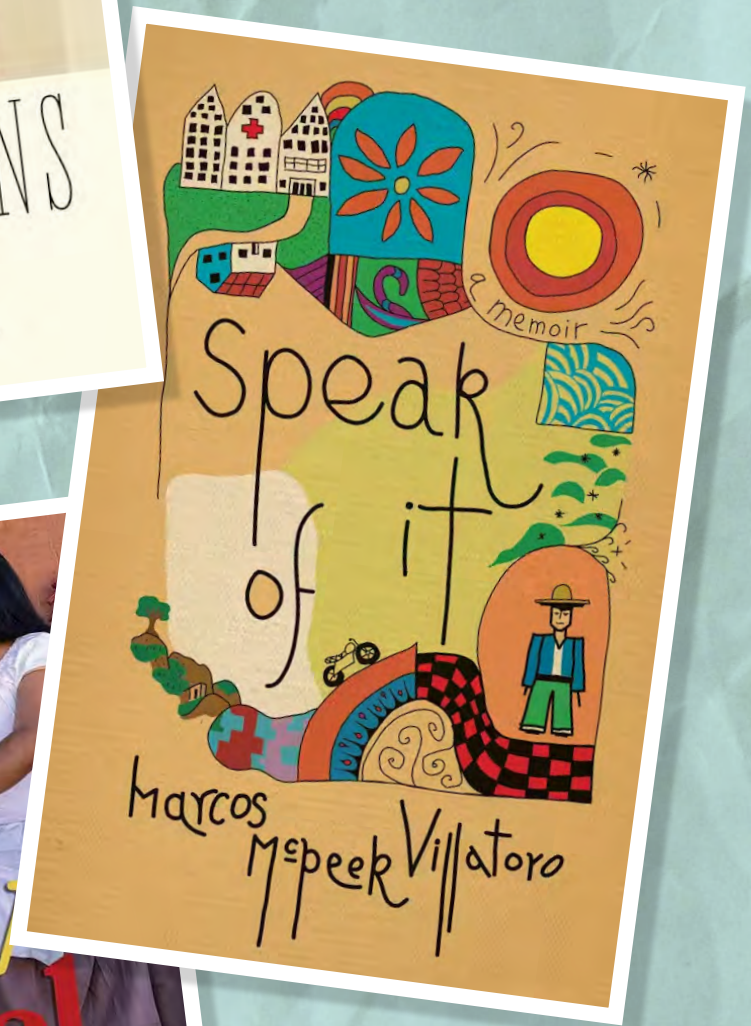
UNIVERSITY OF NEW MEXICO PRESS

With an expanded selection of books and in partnership with **University of New Mexico Press** at **Duke City Station** we have a unique opportunity to maximize sales while creating a quiet respite from the busyness of the airport. Business and leisure travelers will be delighted to find an entire corner of our store completely dedicated to books, magazines and newspapers.

- **BOOKS:** A creatively curated selection of books all sold at list price across the categories of Fiction, Non- Fiction, Reference, Self Help, Advice/How To, Cooking, Art, Travel, Business, Biography, Graphic Novels, Children's, and Regional. The store will feature the top 20 New York Times Best Selling Hardbacks, Paperbacks, Business Books, Indie Best Sellers, Regional Books, Trade Paperbacks, Travel Paperbacks, Travel Guides/Maps, and more.
- **NEWSPAPERS:** Local, national, and international daily/weekly newspapers such as the Wall Street Journal, New York Times and USA Today, to name a few.
- **MAGAZINES & PERIODICALS:** A selection of magazine titles all sold at list price, including Automotive, Business & Finance, Children, Puzzles, Activity Books, Computer, Gaming, Entertainment, Ethnic, Family, Parenthood, Home, Men's & Women's Fashion, Special Interest, Gourmet Food & Wine, Home & Garden, Men's & Women's Interest, Music, News & Politics, Regional, Sports, Fitness, Health, Outdoors, Electronics/High Tech, Science, Politics, Teen, and Travel as well as Local and State Maps.

ABOUT UNM PRESS

Established in 1929 by the Regents of the University of New Mexico, the University of New Mexico Press (UNM Press) ranks within the top third of publishing houses in the Association of University Presses (AUP) and is the fourth largest university press west of the Rocky Mountains in publishing new titles. With over 1,200 titles currently in print and as a distributor for local and regional publishers, the Press has been an important element in enhancing the scholarly reputation and worldwide visibility of the university. UNM Press produces scholarly books in the arts, humanities, and natural and social sciences—more specifically, in the areas of fine arts, Western history, Latin American studies, literature, poetry, environmental studies, archaeology, anthropology, and natural history. In recognition of the university's educational outreach and public role, they also publish books of general interest and significance for New Mexico.



MEOW WOLF

Within **Duke City Station**, we're bringing a shop-in-shop from **Meow Wolf**, a brand known for its artistic approach, featuring apparel, accessories, home goods, books/media, and Meow Wolf merch.

ABOUT MEOW WOLF

Founded in February 2008, **Meow Wolf** began as a small collective of Santa Fe artists dedicated to showcasing and honing their craft. This group, comprising painters, architects, sculptors, performers, and writers, developed a unique style of immersive, maximalist environments that engage audiences actively. The name "Meow Wolf" was whimsically selected from words randomly drawn from a hat at their initial meeting.

The collective's growth accelerated with significant support, including a \$2.7 million investment from author George R.R. Martin for renovating a former bowling alley into a permanent venue, along with additional funding from the city of Santa Fe and a successful crowdfunding campaign. This venue, the House of Eternal Return, opened in March 2016, quickly earning acclaim such as the 2017 Thea Award and recognition as one of the top music venues in the US, hosting artists like The Revivalists and T-Pain.



Continuing to expand its influence, **Meow Wolf** established the Meow Wolf Foundation in 2022 to support community initiatives at its locations, reinforcing its status as a trailblazer in the art and entertainment sectors and the only B corporation in its industry.



TAB
2.1.1



WE ARE UNITED.

Travelers can discover a shop-in-shop from New Mexico United at **Duke City Station**, featuring apparel and accessories for all to rep Albuquerque's beloved soccer team.

New Mexico United was founded in 2018 to bring the people of New Mexico together in ways they've never come together before. United is changing the game through the beautiful game, creating experiences at the crossroads of Art & Sport, creating positive outcomes for every New Mexican, and exporting New Mexico to the rest of the world. The Somos Unidos Foundation, meaning We Are United, was created to express the team's commitment to the people of New Mexico, and to continue to be a force of positivity and progress for the state and every New Mexican.



SHOP-IN-SHOPS

new

NEW

AT THE STATION

Our **New at The Station** zone located at the front of the store showcases rotating displays of exciting new product features, capturing the city's cultural essence for travelers. By partnering with local brands and highlighting their products through thematic exhibitions, we've seen a notable 20% sales boost during event periods. These displays, refreshed every six to eight weeks, keep our offerings exciting and relevant. For example, despite reduced traffic, our featured SockSmith display at District Market saw a sales increase of over 100%. This space not only showcases local culture but also fosters traveler exploration and discovery.

new



GIFTS



At **Duke City Station**, we welcome our guests into a world where the essence of Albuquerque and the spirit of New Mexico are celebrated through an exclusive collection of local and regional brands. Our marketplace is a vibrant showcase of unique, handcrafted treasures, each meticulously created by a community of local artisans, artists, and designers. These pieces not only represent the rich tapestry of local culture but also offer travelers at ABQ an authentic taste of the region's creativity. Here, you'll discover an array of distinguished local brands, each telling its own story and contributing to the unique character of our store.

FEATURED GIFT VENDOR

Brotique 505 Albuquerque, NM

Brotique 505 is a family-owned business that exudes New Mexico pride with a unique range of products from stickers and hats to T-shirts and baby onesies. The idea for Brotique 505 was sparked when co-founder Eric Garcia moved to Colorado and noticed a strong local support for homegrown products, leading him to question why New Mexico didn't have something similar. Upon his return, he and his sister Marka Garcia launched their first location in a compact 250-square-foot shipping container at Albuquerque's Green Jeans Farmery food hall. Their enthusiasm and commitment to celebrating New Mexico's spirit led to further expansion, including a branch at Las Vegas's Historic Serf Theatre Hall in 2019, and another in Albuquerque's Tin Can Alley food hall the following year. Marka notes, "You're going to find things you'd probably never find anywhere else, but they all celebrate New Mexico pride."





SPECIALTY SUNGLASSES



At **New at The Station** at ABQ, travelers can find a premium selection of sunglasses to suit their needs and enhance their style. Whatever your taste, Duke City Station has the perfect pair of shades to keep you looking cool and traveling comfortably.

Ray Ban offers sturdy, durable, scratch-resistant, and quality frames that offer round-the-clock protection against UV rays, blue light, and glare. Known to be affordable luxury sunglasses, they will appeal to a multitude of travelers.

Tom Ford sunglasses are known for luxury, style, and craftsmanship. Each pair designed blending classic elegance with modern trends and are made of high-quality materials like metal, acetate, and nylon-based plastic which are stronger, flexible, and more long-lasting as compared to regular plastic. The sturdy frames are wear-resistant and durable.

Gucci Sunglasses are made to high quality specifications, including the materials used in the manufacturing, as well as always being up to date with the latest fashion trends. The sunglasses are handmade in Italian workshops, crafted to last and feature lenses that block 100% of harmful UV rays.



TOM FORD



GUCCI





TAB
2.1.1



FRESH



ARTISAN MARKET

Duke City Station, offers a diverse selection of fresh grab & go, chilled beverages, indulgent snacks and candy, gourmet artisan food, and packaged alcohol to satisfy any craving or dietary preference. The store will feature a mix of recognized brands alongside local and regional snacks, beverages, and grab & go. We will continue to introduce new vendors throughout the term of the lease.



NEW MEXICO TREATS & CONFECTIONS

BUFFET'S CANDIES

Merchandise: Chocolates, Brittles, Nuts, Caramel Corn, and Candy
Made In: Albuquerque, NM

TAOS BAKES

Merchandise: Food Bars, Nuts, and Granola
Made In: Taos, NM

GILLY LOCO

Merchandise: Salsa, Hot Sauce, and Chips
Made In: Albuquerque, NM

THREE SISTERS KITCHEN | WOMAN OWNED

Merchandise: Granola, Waffle Mix, Ground Coffee, Spices, Salads, Sandwiches, Wraps, and a Variety of Desserts.
Made In: Albuquerque, NM

HEART OF THE DESERT

Merchandise: Pistachios, Popcorn, Herbs and Spices, Olive Oil, Balsamic Vinegar, Candies and Cookies
Made In: Alamogordo, NM

SEÑOR MURPHY CANDYMAKER

Merchandise: Candy, Toffees, Brittles, Caramels, and Fudge
Made In: Santa Fe, NM

TASTE NEW MEXICO | WOMAN & MINORITY OWNED

Merchandise: Hatch Chile Salsa, Jam, Coffee, and Chipotle Sauce
Made In: Albuquerque, NM

VIGIL'S BEEF JERKY

Merchandise: Beef Jerky, Jerky Sticks, Exotic Meats & Chips
Made In: Albuquerque, NM





CHILLED DRINKS



In our coolers travelers will find chilled beverages from brands they know and love as well as an expanded selection of local juice and kombucha from Albuquerque brands **Verde** and **New Mexico Ferments**.

COLD PRESS JUICE & ADAPTOGENIC JUICE SHOTS

Founded in Albuquerque in 2015, Verde Juice is rooted in the belief that nutrition is fundamental, and food is medicine. The inception of **Verde Juice** came from a personal health challenge faced by founder **Kelly Egolf**. After undergoing major jaw surgery, Kelly was advised to rely on corn-syrup based nutrition shakes and prepare for a lengthy recovery. Instead, she found healing through a meticulously crafted diet of cold-pressed juices enriched with leafy greens, seeds, and nuts. Her recovery, significantly faster than predicted, inspired her to create a line of nutritious organic juice blends and supplements. Verde Juice emphasizes the natural health-promoting properties of fruits, vegetables, and herbs. Committed to environmental stewardship, Verde supports local and organic farms and operates as a zero-waste company, embodying the principle that food is also an environmental issue.

FARM -TO-CAN KOMBUCHA

Founded in 2017 and based in Albuquerque, **New Mexico Ferments** specializes in crafting high-quality kombucha, harnessing the natural health benefits of this fermented beverage. Under the leadership of **Kara Deyhle**, who took over in 2018, the company has thrived on a commitment to community health and wellness. Kara, an Albuquerque native, was initially drawn to kombucha for its probiotic properties and its potential as a wholesome alternative to sugary or alcoholic drinks. With a background in the CNM Brewing & Beverage Management Program and mentorship from industry experts, she has perfected unique kombucha blends using local ingredients. New Mexico Ferments is dedicated to supporting local agriculture and employs sustainable practices, even growing some of its own ingredients on a recently acquired farm.



Verde®

Verde.
Detox¹
Adaptogenic
Juice Shot
coconut water
wheatgrass
kale
spirulina
chlorella
milk thistle
dandelion root
NO COMPROMISE.
DIETARY SUPPLEMENT
2 FL OZ (59ml)



NEW MEXICO
FERMENTS

TAB
2.1.1



GRAB & GO



Since its humble beginnings in 1978, Dion's has expanded significantly, now boasting 27 stores across New Mexico, Colorado, and Texas. Renowned for leading the nation in average unit sales within the pizza category, Dion's is celebrated not only for its pizzas but also for its signature homemade Ranch dressing. The brand commits to offering great food and a relaxing environment for its customers, an inspiring and fulfilling workplace for its employees, and reliable partnership in fostering youth development within the community. In 2022, Dion's launched a sister brand, Tula's, in Albuquerque, further solidifying its reputation in the local culinary scene.



SAMPLE MENU ITEMS

Chef Salad

Fresh lettuce, ham, cheddar, sliced egg, bacon, tomatoes, diced cucumbers, red onions, bell peppers, croutons, ranch

Crunchy Spinach Salad

Spinach, romaine, edamame, mushrooms, provolone, dried cranberries, crunchy wontons, honey mustard

Quinoa Salad

Quinoa salad, arugula, feta, Kalamata olives, tomatoes, green and red bell pepper and onions with Greek dressing

Turkey Sandwich

Turkey, swiss, red onions, lettuce, mayo and deli mustard

Ham Sandwich

Ham, swiss, red onions, tomatoes, lettuce, mayo, and deli mustard

Chicken Salad Sandwich

House-made chicken salad with grapes, walnuts, celery, golden raisins, serviced with lettuce and tomato on farmhouse sourdough

Assorted Goodies

Chocolate chip cookie, walnut brownie, fudge brownie, fruit cup

Drinks

Bottled lemonade, bottled sweet tea

DION'S FAMOUS DRESSING

Travelers can also take home full bottles of Dion's famous dressing, including a Ranch, Green Chili Ranch, and Greek dressing.

DION'S MERCHANDISE

And don't forget the merch! At Duke City Station, we'll also carry Dion's t-shirts, aprons, pizza cutters, and more.



TAB
2.1.1



GRAB & GO



Mata G Vegetarian Kitchen in Albuquerque's Nob Hill offers a thoughtfully curated menu dedicated to meatless and egg-free dining, serving a variety of gluten-free and kosher options. Each dish at Mata G emphasizes the use of farm-fresh, locally-sourced ingredients, creating a diverse tapestry of international flavors that span Asian, Moroccan, Italian, Indian, Lebanese, Mexican, and New Mexican cuisines. With a strong commitment to community service, Mata G donates thousands of pounds of food monthly to support New Mexico's food-insecure populations. Furthermore, in an effort to minimize environmental impact, all packaging used by Mata G is designed to be either compostable or recyclable.



SAMPLE MENU ITEMS

Arugula Beet Salad Vegetarian & GF
Organic arugula, beets, pistachios, goat cheese with creamy dill dressing

Asian Salad Vegan & GF
Red & green cabbage, crispy organic tofu, edamame, peanuts, bell pepper, cilantro with sesame ginger dressing

Mata's Chopped Salad Vegetarian & GF
Lettuce, carrots, walnuts, chickpeas, cherry tomatoes, broccoli, and Monterey Jack cheese all with a parsley garlic dressing

Tofu Salad Sandwich Vegan
Tofu salad, organic lettuce on seeded rye bread

Pretzel Cheese Roll Vegetarian
Swiss/Muenster cheese, organic micro greens, dijon mustard, tomatoes, dill pickles on a pretzel roll bun

Vegan Protein Box Vegan
Hummus, tabbouleh, tofu salad, marinated spiced olives

Cookies & Sweets
Macho matcha cookie (GF & Vegan), chocolate chip walnut bliss (Vegan)



TAB
2.1.1

505
SPIRITS



CLASE AZUL
MEXICO



ABOVE
SO
BELOW

PACKAGED WINE, BEER & SPIRITS



Regardless of the occasion, you can never go wrong with gifting a bottle of booze. Packaged alcohol is intended for consumption off premises. Below is a sample list of local and regional brands from New Mexico, Arizona, Mexico, and Peru we intend to carry.



HOLLOW



MACCHU
PISCO



505 Spirits | WOMAN OWNED
Made In: Placitas, NM

924 Tequila & Mezcal | MINORITY OWNED
Made In: Jalisco, Mexico

As Above So Below
Made In: Santa Fe, NM

Albuquerque Distilling
Made In: Albuquerque, NM

Care-Free Spirits | WOMAN OWNED
Made In: Cave Creek, AZ

Clase Azul Spirits | MINORITY OWNED
Made In: Santa Maria Canchesda, Mexico

Hollow Spirits
Made In: Albuquerque, NM

Left Turn Distillery
Made In: Albuquerque, NM

Macchu Pisco | WOMAN OWNED
Made In: Lima, Peru

Oax Original
Made In: Oaxaca, Mexico

Siempre Tequila | MINORITY OWNED
Made In: Jalisco, Mexico

Tequila Mandala | MINORITY OWNED
Made In: Jalisco, Mexico

Tumbleroot Brewery and Distillery
Made In: Santa Fe, NM



OAX
ORIGINAL



Tequila
Mandala



SUNRISE
TUMBLEROOT
日の出
JAPANESE DRY LAGER
BREWED WITH RICE





TECH

The latest in tech and tech accessories will be offered including neck and travel pillows, earphones, chargers, adaptors, and more. We have a dedicated buying team that handles all things tech. We also have strong partnerships with trusted, premium brands such as **Apple, Bose, Sony, Samsung, Beats, JBL**, and specialty power and accessories brands such as **Belkin** and **Mophie**.



TRAVEL & WELLNESS

At our store, travelers will find a curated selection of trusted wellness and beauty brands, as well as essential travel items such as luggage, pillows, blankets, and compression socks to ensure their journey is as comfortable and rejuvenating as possible. We also stock a range of vitamins, supplements, sleep aids, and first aid products to keep travelers prepared and healthy while on-the-go.

For an expanded selection of self-care and wellness products, we will encourage our customers to visit **Los Poblanos** next door!



A PERFECT FIT FOR ABQ

Duke City Station perfectly aligns with ABQ.

- It creates a **Sense of Place** with an elevated design that reflects the spirit of Albuquerque, making travelers feel at home.
- The store hosts three **Shop-in-Shops** from both local and national brands like Meow Wolf, University of New Mexico Press, and New Mexico United, offering a varied shopping experience.
- Local **Product Displays** such as our New at the Station zone cater to the 62% of US consumers who prioritize exploring the authentic culture of their travel destinations.
- The **Flexible Format** allows for rotating displays and adjustments to meet changing trends and needs, keeping the space fresh and engaging.
- Duke City Station ensures **Diverse Offerings at Reasonable Prices**, making it accessible to all travelers and enhancing the overall ABQ experience.
- Offered in addition to the traditional point of sale experience, **Self-Checkout** streamlines the shopping experience, offering **Efficiency** and **Convenience** for busy travelers.



NEW AT THE STATION

A rotating selection of new, seasonal and/or local products.

GIFTS

LOCALLY MADE GIFTS \$2.95 - \$89.95

Apothecary, Beauty & Bath, Candles, Games, Home Goods, Pet Accessories, Plushies, Toys, Soap, and Souvenirs.

PAPER GOODS \$1.95 - \$39.95

Bookmarks, Calendars, Greeting Cards, Markers, Notepads, Journals, Pencils, Pens, Postage Stamps, Postcards, Art Prints, Stationery, Stickers, Local and State Maps.

DESTINATION APPAREL & ACCESSORIES \$5.95 - \$89.95

Women's, Men's, Unisex, and Youth Apparel and Accessories, including Tees, Crewnecks, Hoodies, Long Sleeve Shirts, and Tank Tops, Beanies, Hats, Handbags & Totes, Backpacks, Jewelry, Scarves, Socks, and Sunglasses.

DESTINATION SOUVENIRS \$2.95 - \$34.95

Bottle Openers, Buttons, Coasters, Keychains, Koozies, Magnets, Mugs, Ornaments, Patches, Pins, Pint Glasses, Playing Cards, Plushies, Shot Glasses, Snow Globes, and Totes.

GIFT CARDS Selected Dollar Value

A variety of gift cards for popular brands, such as eBay, Disney, Amazon, Best Buy, Apple, Spotify, Netflix, and more.

FRESH ARTISAN MARKET

GRAB & GO \$1.49 - \$15.99

Fresh & Healthy Snacks, Sandwiches, Salads, Bowls, Yogurt, Hard Boiled Eggs, Cheese, Vegetable Snack Kits, Charcuterie Snack Kits, Plant Based Cheese, Plant Based Desserts.

BAKED GOODS \$3.99 - \$8.99

Pastries, Cookies, Bagels, and other Baked Goods.

ARTISAN & LOCAL FOODS \$3.99 - \$35.99

Boxed Chocolates, Coffee, Tea, Honey, Jelly, Spreads, Caramel, Chips, Crackers, Jerky, Hazelnuts, Licorice, Popcorn, Toffee, Salt, Seasoning, Snack Mixes, Popcorn, Chips, Pretzels, Oil, and Sauces.

SNACKS & CANDY \$1.99 - \$35.99

National and Local Snacks, including Packaged Snacks, Packaged Candy, Gum, Mints, Breakfast/Nutrition Bars, Cookies, Crackers, Chips, Popcorn, Chocolate Bars, Boxed Chocolates, Snack Mixes/Nuts/Seeds, Plant Based Snacks, Keto Snacks, Gluten Free Snacks, and Pretzels.

BEVERAGES \$2.69 - \$14.99

National and Local Beverages, including Bottled Water, Soda, Sports Drinks, Energy Drinks, Juices, Iced Tea, Ready-to-Drink Coffee, and Kombucha.

TRAVEL & WELLNESS

WELLNESS \$1.29 - \$39.95

Over the Counter Medication, PPE Items, Comb/Brush, Location, Shaving Needs, Disinfecting Wipes, Disposable Masks, First Aid, Motion Sickness Bands, Vitamins, Supplements, Diapers & Baby Essentials, Personal Hygiene Items, Health & Beauty.

TRAVEL \$2.99 - \$199.99

Blankets, Eye Masks, Travel Pillows, Sleep Aids, Disposable Camera, Compression Socks, Earplugs, Film, Luggage Tag, Lint Brush, Nylons, Note Pads, Reading Glasses, Sewing Kit, Travel Belt, Totes, TSA Luggage Locks, and Luggage Accessories.

TECH \$9.99 - \$499.99

Cameras, Headphones, Earbuds, Web Cams, Cases, Flash Drives, Screen Protectors, Cables, Accessories, Portable Speakers, Phone Cards, Chargers, Tablets, Smart Watches.

SPECIALTY SUNGLASSES \$75.99 - \$399.99

A selection of premium eyewear from Ray Ban, Gucci, and Tom Ford.

MEOW WOLF \$5.99 - \$164.99

Women's Tees, Tanks, Hoodies, Crews, and Beanies; Men's Tee's, Hoodies, Crews, Hats and Beanies; Youth Tee's, Hoodies, and Onesies; and a selection of Meow Wolf branded merchandise.

NEW MEXICO UNITED \$3.99 - \$129.99

Women's Tees, Tanks, Hoodies, Crews, Jerseys, and Beanies; Men's Tee's, Hoodies, Crews, Jerseys, Hats and Beanies; Youth Tee's, Hoodies, Jerseys, and Onesies; and a selection of New Mexico United branded merchandise.

UNIVERSITY OF NEW MEXICO PRESS Per Published Price

A creatively curated selection of regional and national books across a variety of genres, including the top 20 New York Times Best Sellers. Local, national, and international daily/weekly newspapers. A selection of magazine titles across a variety of topics.

PRICING

Retail price ranges above are shown in airport pricing. MRG will comply with ABQ's pricing policy throughout the term of the lease.



DESIGN NARRATIVE

Duke City Station is an homage to the historic Albuquerque rail yards and warehouses. The two-tone concrete-look tile floor is inspired by the materiality of the rail yards while the subtle pattern brings interest to the flooring. The walls have a mix of tile, wood, metal, and textured wall covering to create cohesive, yet distinct sections throughout the store. The ceiling elements are inspired by the large trusses and materiality of the railroad. The linear lights mixed with industrial style pendants juxtapose the industrial nature of the warehouses with the pattern of railroad ties.

The front of the store showcases our **New at the Station** zone, featuring rotating product displays. Shop-in-shops for **Meow Wolf** and **New Mexico United** anchor the far side of the space and catch the eye of passengers with their bold colors and lighting.

A central POS offers traditional check out and self-checkout options. Our fixture layout provides easy access for customer queuing and ADA turning radiuses. Counters and POS stands will be ADA compliant in height. All pathways will be a minimum of 36" wide.

All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

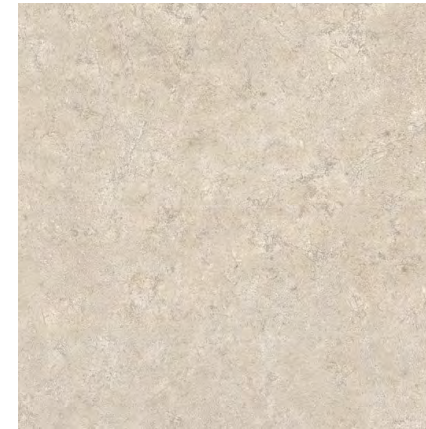
Design renderings are conceptual by nature and the final design and construction upon award will be subject to full architectural and engineering reviews, as appropriate, and in conjunction with the design review process.







LAMINATE



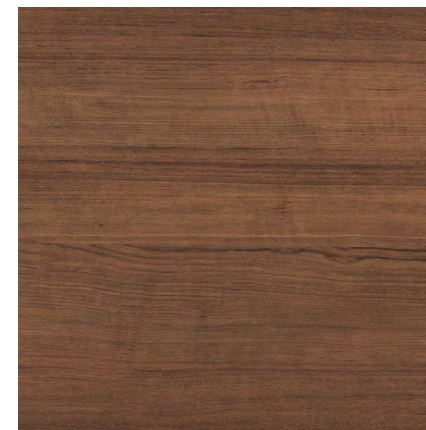
WALL TILE



WALL TILE



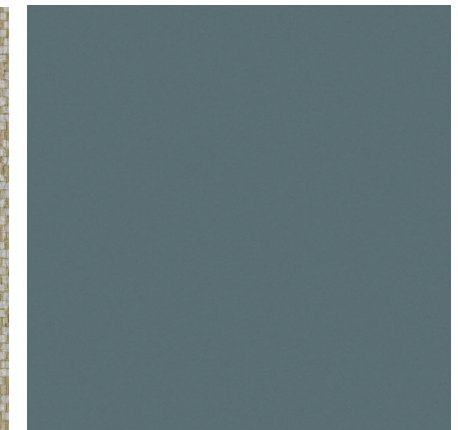
WALL & CEILING COVERING



WALL COVERING



LAMINATE



FLOORTILE



FLOORTILE



METAL





FOH: 2,687 SQ FT
BOH: 295 SQ FT
TOTAL: 2,982 SQ FT

- TECH & SUNGLASSES
- FRESH ARTISAN MARKET
- GIFTS & NEW AT THE STATION
- TRAVEL & WELLNESS
- MEOW WOLF
- UNIVERSITY OF NEW MEXICO PRESS
- NEW MEXICO UNITED
- POINT OF SALE
- SELF-CHECKOUT
- BACK OF HOUSE



FLOW OF TRAFFIC

University of New Mexico Press

STREET ADDRESS & SHIPPING
1717 Roma Ave. NE
Albuquerque, NM 87106-4509
Phone: 505-277-3495
Fax: 505-277-3343
unmpress.com



MAILING ADDRESS
MSC05 3185
1 University of New Mexico
Albuquerque, NM 87131-0001

March 8, 2024

Roderick I. McOwan
Chief Development Officer
Marshall Retail Group
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Letter of Intent to propose a business concept at Albuquerque International Airport ("ABQ") between University of New Mexico dba State Gov't Educational Institution IRC 115(1) ("UNM Press") and The Marshall Retail Group, LLC ("MRG")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to move forward with an agreement to permit the sale of UNM Press books, including the right to develop and operate a branded UNM Press store or shop-in-shop location offering UNM Press book products from any concessions which may be awarded to MRG at ABQ.

We are excited to work with you on this opportunity and look forward to MRG opening a UNM store at ABQ, for sale of our products to passengers and employees alike.

Yours truly,

UNIVERSITY OF NEW MEXICO
dba State Gov't Educational Institution IRC 115(1)


Stephen P. Hull
Director, UNM Press



April 9, 2024

Roderick I. McOwan
Chief Development Officer
WH Smith North America, Inc.
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Non-binding Letter of Intent to supply products to concessions at Albuquerque International Airport ("ABQ") between Meow Wolf, Inc. dba Meow Wolf ("MWI") and WH Smith North America, Inc. ("WHS")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to begin negotiating a vendor agreement to provide MWI products to WHS for sale from any concessions which may be awarded to WHS at ABQ. If such concessions were awarded to WHS, MWI would allow WHS to be the vendor of MWI products at ABQ pursuant to the terms of such vendor agreement negotiated by the parties.

We are excited to work with you to explore these opportunities.

Yours truly,

MEOW WOLF, INC.


Luciano Mor
EVP Merchandise

DocuSign Envelope ID: 2537979B-A2B1-44D0-89F8-5E5A086A5B5B



NEW MEXICO UNITED
3500 Central Ave SE, Ste 2
Albuquerque, NM 87106
505-209-PLAY (7529)
NewMexicoUTD.com



March 20, 2024

Roderick I. McOwan
Chief Development Officer
Marshall Retail Group
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Letter of Intent to propose a business opportunity at Albuquerque International Airport ("ABQ") between New Mexico United, LLC ("NMU") and The Marshall Retail Group, LLC ("MRG")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to move forward with a non-exclusive agreement to permit the sale of NMU from any concessions which may be awarded to MRG at ABQ.

We are excited to work with you on these opportunities and look forward to MRG offering NMU products at ABQ, for sale to passengers and employees alike.

Yours truly,

NEW MEXICO UNITED, LLC

DocuSigned by:

Ron Patel

BDE96DEEA6504DB...

Ron Patel
President



m a t a



VEGETARIAN KITCHEN

116 AMHERST DRIVE SE, ALBUQUERQUE, NM 87106
505.256.6374 MATA-G.COM

March 21, 2024

Roderick I. McOwan
Chief Development Officer
WH Smith North America, Inc.
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Letter of Intent to propose a business opportunity at Albuquerque International Sunport Airport ("ABQ") between Mata G, LLC dba Mata G Vegetarian Kitchen ("MVK") and WH Smith North America, Inc. ("WHS")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to move forward with an exclusive agreement to permit the sale of MVK Grab and Go from any concessions which may be awarded to WHS at ABQ.

We are excited to work with you on these opportunities and look forward to WHS offering MVK products at ABQ, for sale to passengers and employees alike.

Yours truly,

MATA G, LLC
dba Mata G Vegetarian Kitchen

Gurubachan K Khalsa
Owner



April 11, 2023

Roderick I. McOwan
Chief Development Officer
Marshall Retail Group
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Letter of Intent to propose a business opportunity at Albuquerque International Sunport ("ABQ") between Peter Defries Corp., doing business as Dion's ("Dion's") and The Marshall Retail Group, LLC ("MRG")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to move forward with negotiating an exclusive agreement ("Agreement") to license the use of our brand trademarks and logos in connection with a branded store, including the negotiation of a vendor agreement to provide Dion's products to MRG for sale from any concessions which may be awarded to MRG at ABQ.

We are excited to work with you on these opportunities and look forward to MRG offering Dion's products at ABQ for sale to passengers and employees alike.

Yours truly,

PETER DEFRIES CORP.

Deena Crawley
Chief of Staff



April 14, 2024

Roderick I. McOwan
Chief Development Officer
Marshall Retail Group
3755 W. Sunset Road, Suite A
Las Vegas, NV 89118

RE: Letter of Intent to propose a business opportunity at Albuquerque International Airport ("ABQ") between Invictus Unlimited, LLC. dba New Mexico Fresh Foods ("NMF") and The Marshall Retail Group, LLC ("MRG")

Dear Mr. McOwan:

This letter shall serve as notice of our intent to move forward with negotiating an exclusive agreement ("Agreement") for the use of our brand trademarks and logos, including the negotiation of a vendor agreement to provide NMF products to MRG for sale from any concessions which may be awarded to MRG at ABQ.

We are excited to work with you on these opportunities and look forward to MRG offering NMF products at ABQ for sale to passengers and employees alike.

Yours truly,

INVICTUS UNLIMITED, LLC
dba New Mexico Fresh Foods

Kelly Egolf
CEO & Founder

INMOTION

UNIT #R6

THE #1 AIRPORT ELECTRONICS RETAILER GLOBALLY

For location R6 at Albuquerque International Sunport, we are proud to present our awarding-winning, tech-forward, cutting-edge brand, and the No. 1 airport-based electronics retailer in the world: **InMotion**. InMotion has over 120 stores in 42 U.S. Airports and 40 stores in airports around the world, with stores in the U.K., Australia, Ireland, and mainland Europe. We are the undisputed retail leader in airport electronics and the traveler's top destination for electronics on the go.

InMotion has received countless industry awards and was the winner of the "Best Concessions Award, Highest Regard for Customer Service for Large Retailers" for five consecutive years by Airport Experience News (AXN). For seven years in a row, we were the only airport retailer to appear on Dealerscope's Top 101 Consumer Electronics Retailer List.

LICENSING

InMotion is a proprietary brand owned by our parent company, WHSmith PLC. We own the exclusive rights to operate the brand.



ELITE

TRAVEL TECH

At **InMotion**, our mission is to make customers' journeys better – more enjoyable, more productive, and more comfortable. **InMotion** has become a destination retailer, sought out by customers, in airports around the world, through our dedication to understanding the traveler's need to be entertained, stay connected, and their desire to experience something new. Customers have time to spend in airports and they look forward to visiting InMotion to be inspired by the latest tech products from leading brands such as **Apple, Bose, Sony, Beats, Dyson** and **Samsung** – with whom we have strong partnerships. The strength of our partnerships with our vendors means we are their preferred "launch partner" and are prioritized for inventory for major new and bestselling products. For example, two months after the release dates, the Apple AirPods Pro 2 and the Bose QuietComfort Earbuds II, were only available in three out of forty-three competitor airport tech stores. InMotion stores had these, the markets two biggest and newest noise cancelling products in stock – a perfect example of how the strength of our partnerships with iconic brands like Apple and Bose, sets us apart as the tech specialist in Airport Retail.

For Albuquerque International Sunport, we are presenting the very latest store design concept, which delivers an interactive and innovative digital experience along with a product offering to inspire travelers passing through ABQ.

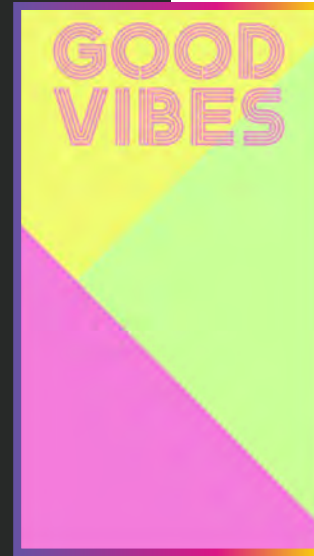
At **InMotion**, we are continuously seeking ways to transform an average shopping visit into an engaging and immersive experience.

Start your journey with InMotion.





Examples Of In-Store Presentation, Signage, and Digital Screens

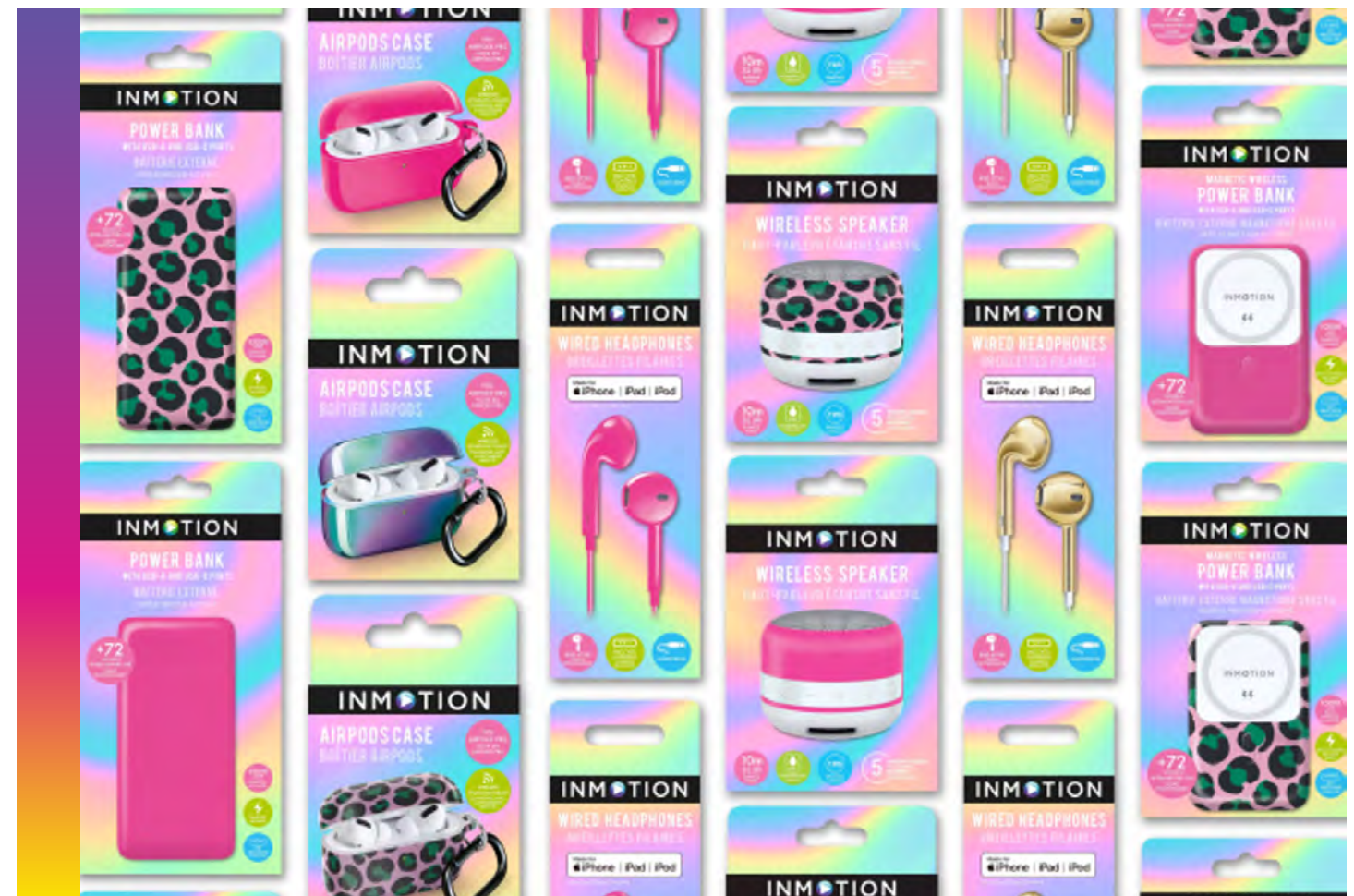


GOOD VIBES

CAMPAIGN

InMotion is excited to introduce a vibrant new range of products that will add a splash of color to our stores – the **"Good Vibes"** line of merchandise. This includes a variety of fun and bright audio products and accessories including charging cables like USB-C and lightning, designed with the Gen Z demographic in mind. When selling the product, we encourage highlighting the fashion-forward and unique style, expressing Gen Z's individuality, and embracing the fun, bright designs.

- **PACKAGING:** *Young, Fun, Good Vibes!*
- **PRODUCT RANGE:** *Headphones, Speakers, Battery Banks, Cables, Earbud Cases, Phone Cases, Lanyards, and Wrist Straps*
- **IN-STORE PRESENTATION, SIGNAGE, AND DIGITAL SCREENS:** Aligned with colors and packaging with "Good Vibes" messaging.



CREATING A WORLD-CLASS

GUEST EXPERIENCE

InMotion is designed to create an innovative environment and an exceptional in-store experience that excites customers with modern architectural design, aesthetic, and unifying customer touchpoints. Engaging digital experiences help consumers understand how technology can improve their journeys and beyond that, impact their lives.

For the ease and convenience of travelers, our **InMotion** stores showcase exciting lifestyle brands' products and dynamic displays of exclusive and trusted global brands, including **Apple, Beats, Bose, JBL,** and **Sony**. The unparalleled wide and varied product range ensures broad appeal to all travelers. Something for everyone can be found within each store including noise canceling headphones, wireless headphones, true wireless earphones, chargers, portable speakers, fitness and wellness products, laptop bags, fashion tech accessories, business telecommuting products, portable power, and a wide array of mobile accessories.



SONY



PRODUCT DEMONSTRATION

Product demonstration is a vital part of our customer experience, and we have designed our demonstration counters with ease of use for customers and staff with products presented on suede-lined trays and digital screens detailing product features. These hands-on displays encourage people to explore and test the latest electronic products and stimulate interaction with the team.



QUALITY PRODUCTS & VALUE



Our latest customer research shows that hardware such as watches, phones, digital cameras, tablets, and laptops are important categories for business customers and more affluent leisure travelers, centered around Apple and Samsung which together account for over 90% of the hardware sales.

We are the **only retail operator in North American airports with Apple Authorized Reseller status** across the entire range of accessories, audio and hardware. We have added iPad and Apple Watch into many **InMotion** locations across the USA, increasing total sales per passenger by an average of 13%.

Along with adding iPad and Apple Watch, **InMotion** offers the popular AirPods Max, promoted via in-store signage and digital

screens, in all our airport locations across North America. Not only do we carry AirPods Max in all our locations, but we carry the full color assortment, and we benchmark our pricing and availability against other retailers in airports. Due to our strong relationship with Apple, who prioritize us for inventory which is often limited in the market, we typically have significantly better availability and pricing. For example, during comp shopping at 33 different airports conducted in June 2023, only eight airports had another retailer that sold AirPods Max. Of the eight competitors, only five had available inventory to sell and only three offered the full color assortment. The other retailers' price ranged from \$649.99 to \$719.99, whereas our price was \$499.99. During this same period, with the \$99.99 promotional price, we saw total sales increase by 280%, and our strongest ever market share of 2%.

To offer our customers high quality products at great value, we have developed a range of InMotion branded electronic accessories, via our Asia sourcing office, which are distributed across North America in **InMotion** and MRG stores, and internationally in more than 1,000 stores worldwide within WHSmith Travel and High Street stores in the U.K. This scale enables us to offer value to customers while creating an economic model with attractive returns for our airport partners.

InMotion stores are designed to create an innovative and inviting environment. Merchandise is well lit and easily identified, and contemporary graphic headers guide customers to display categories.



beats by dr. dre

What a **phenomenal world-class retail experience** InMotion is for our Beats customers. You are a premium retail experience that is almost unparalleled anywhere. It starts with passion, people are knowledgeable, people care about the products and convey that enthusiasm and passion to the customer. What's great about InMotion is not only what you do day in and day out for our in-line product, but **what you do for our new launches and our new product experience.**

- BEATS, AN APPLE SUBSIDIARY



SONY

PERSONALIZED

CUSTOMER SERVICE

InMotion is for any traveler's lifestyle, but not all travelers are tech savvy, and those who are demand more. At **InMotion**, every customer interaction is a one-on-one consultation. Our mission is for every guest's retail needs to be met with an exciting mix of specialty retail products and digital and technology-driven experiences. In this rapidly evolving tech field, customers are often unaware of the differences between similar products. Our well-trained associates guide store visitors through hands-on demonstrations of the latest electronic innovations. For example, at the Headphone Bar, asking questions about the customer's listening preferences and typical use of headphones allows our team members to properly explain the performance distinctions of each model and make product recommendations that best suit the customer's needs and budget. This consultation style approach builds the customer's confidence in making the right purchasing decision and increases customer satisfaction.

Our store team has more than training, experience, and courtesy - they have passion. Passion for sharing what they know about the latest technology products, passion for helping people who are unsure about their buying options, and passion to succeed! We consider team members as stakeholders in the success of the business, motivating and engaging our people with weekly initiatives and sales contests. Our people enjoy working in a dynamic, high-energy environment that challenges them while rewarding their performance. Many of our store managers and team members have been with the business for many years – and simply love what they do.

OPERATIONAL EXCELLENCE

One of our key goals is to ensure the products that customers most need and desire are always in stock. Every aspect of our operation, from sales team training to real-time inventory replenishment, has an efficiently managed system to guarantee the best possible customer experience. It is important to continually evolve and improve to respond to the changing needs of the airport customer. For example, our sales team is now able to utilize a new portable tablet-based system that enables purchase transactions to be completed anywhere in the store. This allows the sales team to provide a greater level of customer service, significantly increases the speed and efficiency of each transaction, and ultimately leads to an enhanced shopping experience.



A PERFECT FIT FOR ABQ



WHY INMOTION?

- InMotion is now the No. 1 tech retailer in the U.S. and globally.
- Offering InMotion brings tremendous customer recognition and the ability to offer multiple brands under one roof.
- InMotion has access to brands and products that no other tech retailer in U.S. airports has.
- InMotion is the only airport tech retailer operating in U.S. airports with authorization from Apple to sell products across the full assortment of audio and accessories and the only retailer with authorizations in Apple Watch and iPad.
- **InMotion is Dyson's travel retail partner in North America and is the exclusive launch partner for Dyson's innovative Zone Headphones with air purification in travel retail.**
- InMotion is the exclusive brick & mortar retail partner for Raycon earbuds by Ray J, all of their other business operations are online.
- InMotion also offers its own branded line of products and accessories, providing high quality, great value solutions for customers.
- InMotion has a dedicated leadership team, ensuring we always have the latest products and highest possible standards in customer service, expert staff, and operational standards.
- **Lowest Price Guarantee - Throughout the year, InMotion will offer this promotion that matches best pricing for selected products from all major competitors including Amazon and Best Buy.**



INMOTION MERCHANDISE LIST

ELECTRONICS

Cameras	\$99.99	-	\$599.99
Headphones ANC/BT	\$34.99	-	\$999.99
Earbuds - Bluetooth	\$29.99	-	\$149.99
True Wireless Earbuds	\$39.99	-	\$499.99
Web Cams - Presenters	\$29.99	-	\$149.99

ACCESSORIES

Cases	\$9.99	-	\$129.99
Flash Drives - SD Cards - Micro SD	\$9.99	-	\$89.99
Screen Protectors	\$29.99	-	\$79.99
Cables - Adapters	\$14.99	-	\$79.99
Fashion Accessories	\$14.99	-	\$69.99
Misc. Accessories	\$9.99	-	\$49.99
Portable Bluetooth Speakers	\$39.99	-	\$499.99
Phone Cards	\$60.00	-	\$95.00
Portable Chargers	\$29.99	-	\$199.99

HARDWARE

Tablets	\$279.99	-	\$1,199.99
Phones (pre-paid & unlocked)	\$99.99	-	\$499.99
Smart Watches & Wearables	\$129.99	-	\$999.99
Laptops/Notebooks	\$949.99	-	\$2,299.99
Digital Cameras	\$149.99	-	\$529.99
Health & Wellness Accessories	\$29.99	-	\$599.99

PRICING

Airport pricing is shown above. MRG will comply with ABQ's pricing policy through the term of the lease.

TRAVEL

Travel Accessories	\$19.99	-	\$109.99
Backpacks/Totes	\$9.99	-	\$289.99
Luggage	\$59.99	-	\$449.99
Pillows	\$12.99	-	\$64.99

APPLE

Tablets	\$329.99	-	\$1,199.99
Watches	\$299.99	-	\$849.99
Accessories	\$14.99	-	\$249.99





DESIGN NARRATIVE

InMotion is the traveler’s top destination for electronics on the go. As the largest airport-based electronics retailer in the nation, **InMotion** is proud to serve traveler’s needs on any adventure. **InMotion** carries the most cutting-edge premium electronics, including noise-canceling headphones, wireless headphones, speakers, tablets, digital action cameras, fitness trackers, portable power, and a wide array of mobile accessories.

Favorite brands such as Apple, Beats by Dr. Dre, Bose, Fitbit, GoPro, mophie, Samsung, and Sony often launch their coveted products with **InMotion** to get them to savvy customers first.

The design reinforces these goals. Dynamic, integrated, digital screens are eye catching and inviting. Brand logos are on display to let customers know immediately that they can find the devices they are looking for. High contrast interior signage helps customers find what they need easily.

Our fixture layout provides easy access for customer queuing and ADA turning radiuses. Counters and POS stands will be ADA compliant in height. All pathways will be a minimum of 36” wide.

All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

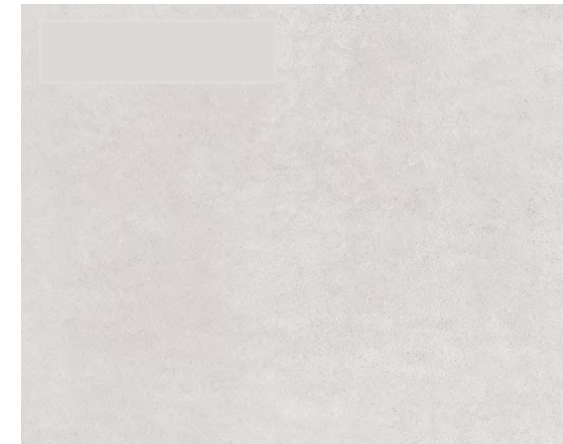




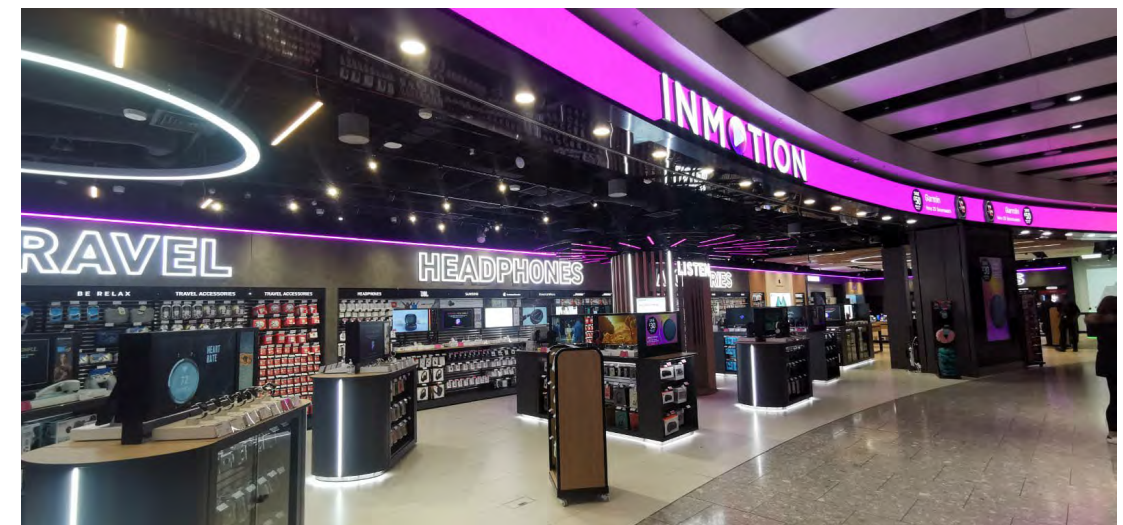
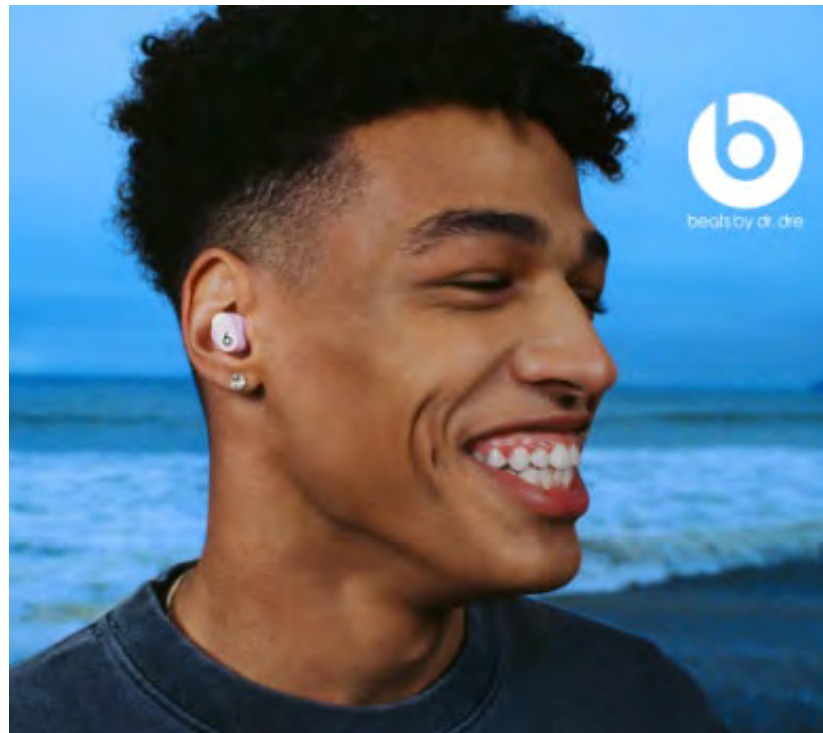
LAMINATES



FLOOR TILE



INTERIOR SIGNAGE





FOH: 980 SQ FT
BOH: 200 SQ FT
TOTAL: 1,180 SQ FT

- APPLE**
- TRAVEL & LUGAGGE**
- TECH ACCESSORIES**
- HEADPHONES**
- DEMO TABLE**
- SAMSUNG**
- POINT OF SALE**
- BACK OF HOUSE**

FLOW OF TRAFFIC



NOB HILL NECESSITIES

UNIT #R7

Welcome to **Nob Hill Necessities**, a gateway to an extraordinary travel essentials experience, where vintage vibes meet the iconic spirit of Route 66. Inspired by the lively and unique Nob Hill neighborhood, travelers are sure to feel a bit of nostalgia as they stroll in for often forgotten essentials, reading material, electronics, local gifts, commemorative souvenirs, beverages, and grab & go food.

Nob Hill Necessities is a proprietary concept created exclusively by Marshall Retail Group and our local partners for ABQ.

THE ESSENCE OF NOB HILL

ALBUQUERQUE'S VIBRANT HEARTBEAT

Nob Hill, the funky, friendly neighborhood situated along Central Avenue, aka Historic Route 66, is a dynamic force in Albuquerque. A vibrant, flourishing district, known for its vintage flair is popular with locals and visitors alike. Often described as "the heart of Albuquerque's Route 66 culture and also its hippest, funkier retail and entertainment district", Historic Nob Hill is full of delicious dining options, locally owned shops and boutiques, a chic nightlife, and plenty of sights to see. Nob Hill is a place where the present meets the past; vintage neon signs adorn the streets and the nostalgia of yesteryear is capped at each end with neon arches—a distinct nod to its rich history and humble beginnings.

GET YOUR KICKS ON ROUTE 66

Historic Route 66 is a piece of Americana forever etched in history. Affectionately known as America's Main Street, Route 66 stretched across eight states from Chicago, Ill to Los Angeles, CA.; 2,448 miles of open road, paving the way for interstate commerce and fueling the dreams of American entrepreneurs. The long and winding road, once the lifeblood of economic development, is now a nostalgic nod to the past; a historic backdrop brought to life through classic novels, catchy tunes, and memories yet to make. Route 66 is no doubt the quintessential symbol of freedom, mobility, and adventure.

A SLICE OF AMERICANA

The mid-century modern design elements, coupled with the bright illuminated digital screens, is a comfortable space, filled with products to enhance our guests' travel experience with a mixture of both local and national brands. Featured brands such as Buffet's Candies, a company that has been handcrafting chocolates in Albuquerque since 1956, bring a bit of nostalgia to passengers flying through ABQ.



TAKE A STROLL THROUGH NOB HILL



At **Nob Hill Necessities**, our layout is crafted to enrich the shopping journey and enhance traveler discovery. Embracing a strategy informed by flow and customer engagement, we analyze trends from similar spaces to optimize our environment. The store is divided into distinct zones, each thoughtfully curated to display an array of national, regional, and local products, meeting the varied tastes of travelers.



GIFTS

Featuring a small selection of soft-line and hard-line souvenirs and gifts, we're showcasing all that's great about Albuquerque.



FRESH

Catering to all tastes and cravings, we offer a variety of grab & go options, snacks, beverages, and treats sourced from national and local companies.



READ

A selection of books, magazines and newspapers for travelers looking for a good read on their journey.



TRAVEL & WELLNESS

A curated selection of essential sundries and travel items to ensure a comfortable journey.



TECH

A variety of essential tech merchandise including headphones, chargers, adapters, and more.





FEATURED LOCAL VENDOR

BUFFET'S CANDIES

Made in: Albuquerque

Buffett's Candies, founded in Albuquerque in 1956 by George Buffett, has grown from humble beginnings to become New Mexico's sweetest tradition. With a commitment to using only the finest ingredients like U.S. Grade AA butter, heavy whipping cream, and 100% pure chocolate, the brand embodies the mantra "Anything worth doing is worth doing right." Handcrafting chocolates, piñon candy, candy canes, and more, the Buffett family and their team ensure that every box carries a bit of love.



CARAMEL
KISSES

LOCAL VENDORS

DION'S

Merchandise: Grab & Go with Dion's Famous Ranch Dressing; Dion's Lemonade; Dion's Cookies

Made In: Albuquerque, NM

MATA G | WOMAN & MINORITY OWNED

Merchandise: Vegetarian Grab & Go

Made In: Albuquerque, NM

CELINA'S BISCOCHITOS | WOMAN & MINORITY OWNED

Merchandise: Biscochitos and Wedding Cookies

Made In: Albuquerque, NM

HEART OF THE DESERT

Merchandise: Pistachios & Popcorn

Made In: Alamogordo, NM

TAOS BAKES

Merchandise: Food Bars, Nuts, Granola

Made In: Taos, NM

SOUTHWEST POPCORN & CANDY CO.

Merchandise: Popcorn & Candy

Made In: Albuquerque, NM

VIGIL'S BEEF JERKY

Merchandise: Beef Jerky, Jerky Sticks, Exotic Meats & Chips

Made In: Albuquerque, NM

BLUE FLY FARMS | WOMAN OWNED

Merchandise: Herbal Sparkling Water

Made In: Peralta, NM

NEW MEXICO FERMENTS | WOMAN & LGBTQ OWNED

Merchandise: Kombucha

Made In: Albuquerque, NM





A PERFECT FIT FOR **ABQ**

Nob Hill Necessities is a perfect fit for the airport, in line with ABQ's goals.

- **Nob Hill Necessities** provides **Diverse** and **Reasonably Priced Products** catering to all travelers and enriching the ABQ experience.
- The store emphasizes a strong **Sense of Place**, reflecting New Mexico's modern Nob Hill neighborhood, enhancing the airport's ambiance.
- Our commitment to featuring **Locally Made Products** showcases New Mexico's best alongside tried-and-true national brands.
- Its floorplan is designed with **Efficiency** and **Convenience** in mind, enabling quicker and more comfortable shopping experiences for visitors.



MERCHANDISE LIST

GIFTS

LOCALLY MADE GIFTS \$2.95 - \$89.95

PAPER GOODS \$1.95 - \$39.95

Cards, Notepads, Journals, Pencils, Pens, Postage Stamps, Postcards, Stickers.

DESTINATION APPAREL & ACCESSORIES \$5.95 - \$89.95

Apparel and Accessories, including Tees, Crewnecks, Hoodies, etc.

DESTINATION SOUVENIRS \$2.95 - \$34.95

Bottle Keychains, Koozies, Magnets, Mugs, etc.

GIFT CARDS Selected Dollar Value

A variety of gift cards for popular brands, such as eBay, Disney, Amazon, Best Buy, Apple, Spotify, Netflix, and more.

FRESH

GRAB & GO \$1.49 - \$15.99

Fresh & Healthy Snacks, Sandwiches, Salads, Bowls, Yogurt, Hard Boiled Eggs, Cheese, Vegetable Snack Kits, Charcuterie Snack Kits, Plant Based Cheese, Plant Based Dessert, Cookies, etc.

LOCAL FOODS \$3.99 - \$35.99

Boxed Chocolates, Chips, Crackers, Jerky, Popcorn, Snack Mixes, etc.

SNACKS & CANDY \$1.99 - \$35.99

National and Local Snacks, including Packaged Snacks, Packaged Candy, Gum, Mints, Breakfast/Nutrition Bars, Cookies, Crackers, Chips, Popcorn, Chocolate Bars, Boxed Chocolates, Snack Mixes/Nuts/Seeds, Plant Based Snacks, Keto Snacks, Gluten Free Snacks, and Pretzels.

BEVERAGES \$2.69 - \$14.99

National and Local Beverages, including Bottled Water, Soda, Sports Drinks, Energy Drinks, Juices, Iced Tea, Ready-to-Drink Coffee, and Kombucha.

TRAVEL & WELLNESS

WELLNESS \$1.29 - \$39.95

Over the Counter Medication, PPE Items, Comb/Brush, Location, Shaving Needs, Disinfecting Wipes, Disposable Masks, First Aid, Motion Sickness Bands, Vitamins, Supplements, Diapers & Baby Essentials, Personal Hygiene Items, Health & Beauty.

TRAVEL \$2.99 - \$199.99

Eye Masks, Travel Pillows, Sleep Aids, Earplugs, Film, Luggage Tag, Lint Brush, Sewing Kit, TSA Luggage Locks, etc.

TECH \$9.99 - \$499.99

Cameras, Headphones, Earbuds, Cases, Flash Drives, Screen Protectors, Cables, Accessories, Portable Speakers, Phone Cards, Chargers, Tech Accessories.

READ Per Published Price

A creatively curated selection of regional and national books across a variety of genres, including the top 20 New York Times Best Sellers. Local, national, and international daily/weekly newspapers. A selection of magazine titles across a variety of topics.



PRICING

Retail price ranges above are shown in airport pricing. MRG will comply with ABQ's pricing policy throughout the term of the lease.



DESIGN NARRATIVE

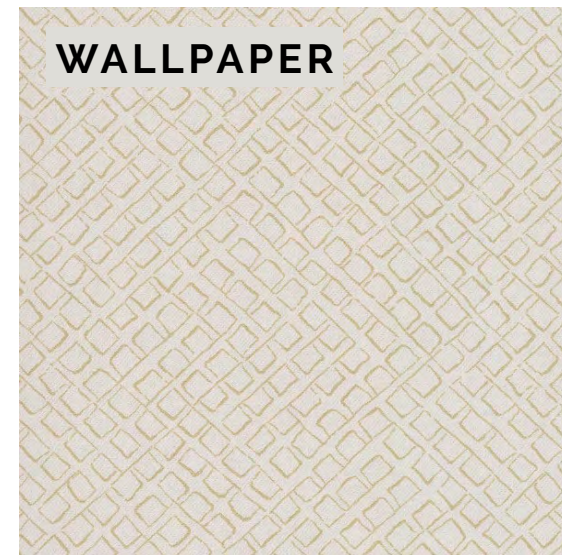
Nob Hill Necessities takes its inspiration from the Nob Hill neighborhood of Albuquerque, the historic Route 66, and the mid-century modern design aesthetic of that era. The floor tile brings a vibrant pop of color and pattern, which the white brick walls and gold accent lighting evoke the time of traveling along Route 66. The ceiling of the kiosk design is built of wood and integrates lighting in a southwestern design inspired geometric pattern.

Our fixture layout provides easy access for customer queuing and ADA turning radiuses. Counters and POS stands will be ADA compliant in height. All pathways will be a minimum of 36" wide.

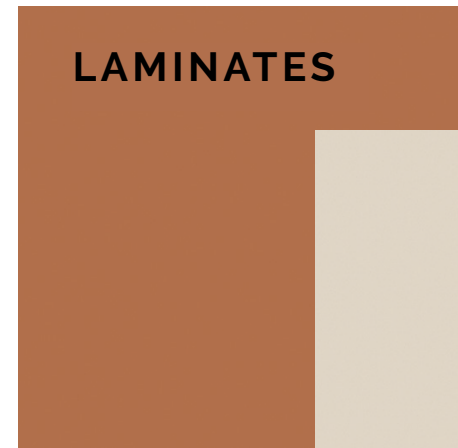
All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

Design renderings are conceptual by nature and the final design and construction upon award will be subject to full architectural and engineering reviews, as appropriate, and in conjunction with the design review process.

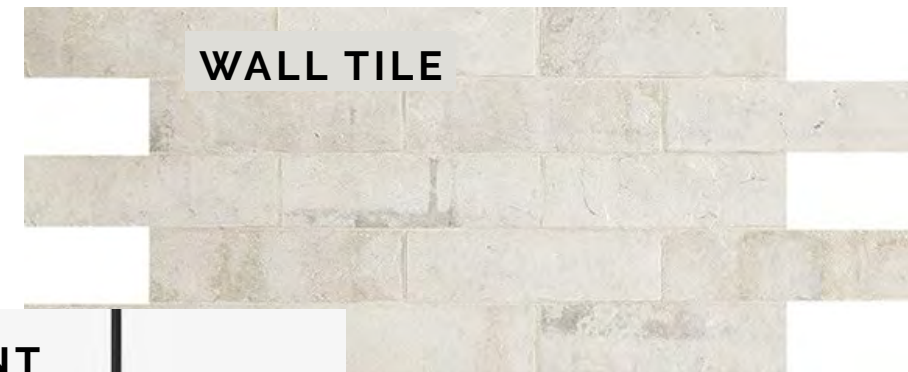




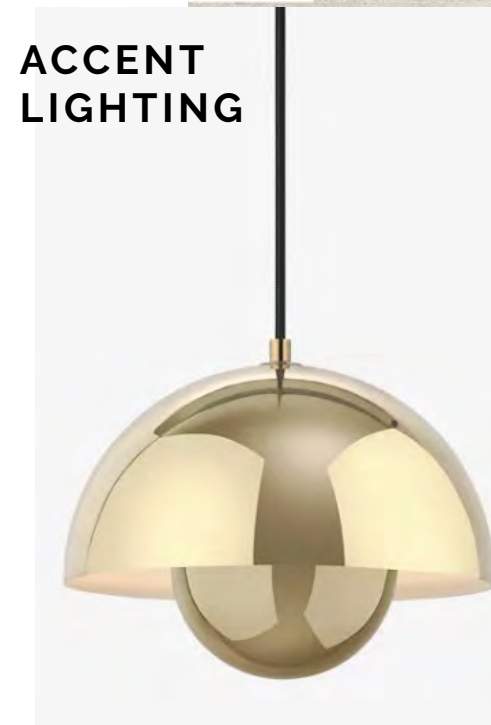
WALLPAPER



LAMINATES



WALL TILE

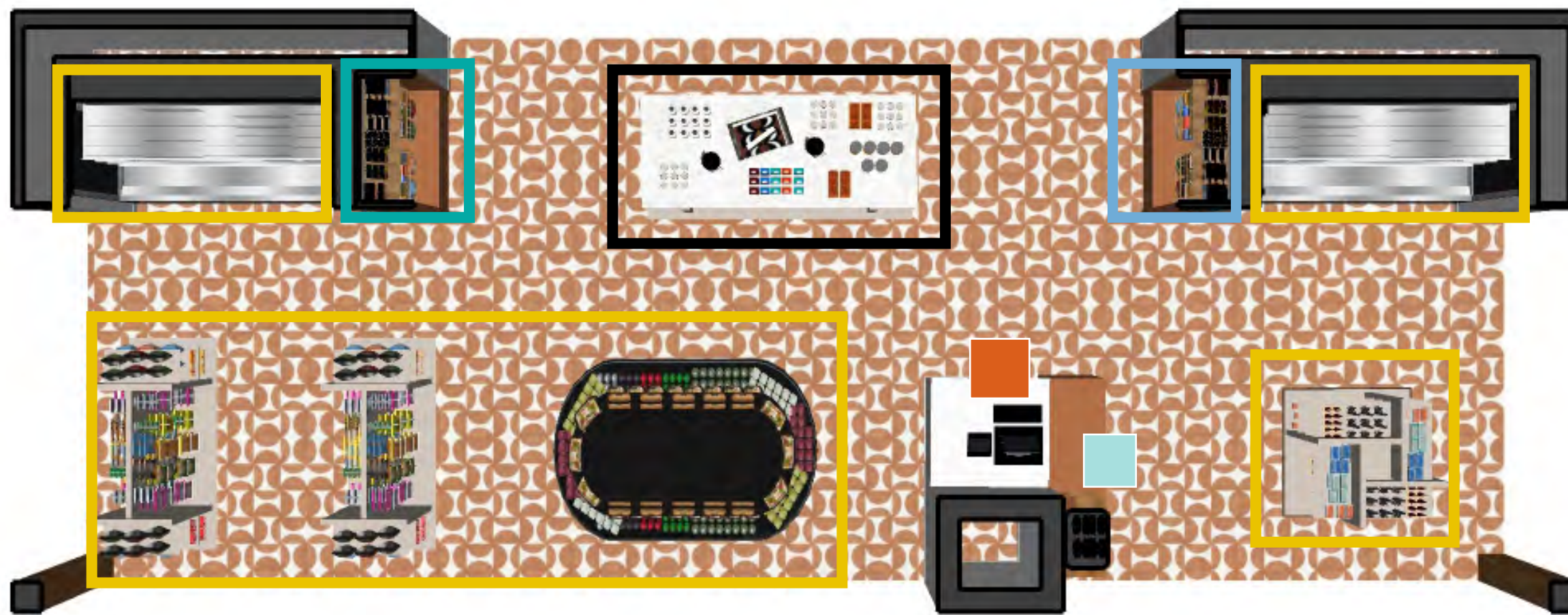


ACCENT LIGHTING



FLOOR TILE

FOH: 475 SQ FT
BOH: 0 SQ FT
TOTAL: 475 SQ FT



- TECH
- FRESH
- GIFTS
- READ
- POINT OF SALE
- TRAVEL & WELLNESS



FLOW OF TRAFFIC



WHSmith

Just Walk Out

technology by amazon

UNIT #R8

JUST WALK OUT:

Revolutionizing Shopping at ABQ

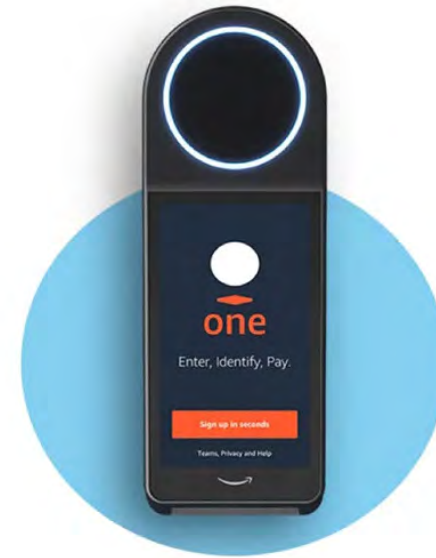
WHSmith Just Walk Out is set to be a success at Albuquerque International Sunport with the growing trend of speed, convenience, and efficiency as driving forces of customer loyalty. In today's busy world, passengers are looking for brands that can offer them the convenience they desire in a way that suits them best. **WHSmith Just Walk Out** provides a wide selection of healthy and popular food and drink options and travel merchandise in the most convenient format possible. By offering a Just Walk Out format, travelers can save time and avoid lines by simply picking up the items they need and walking out, making the shopping experience hassle-free and on their terms. MRG successfully launched its very first Just Walk Out location at LaGuardia Airport Terminal B in 2021, and has taken those learnings into our next two upcoming **Just Walk Out** locations slated to open later this year at Reagan National Airport. We are committed to continually improving this seamless and convenient shopping format for this ABQ opportunity.

When it comes to technology, airport retail is just scratching the surface of what's possible. For this opportunity, we offer Just Walk Out concept utilizing Amazon Go technology. This store will be available 24 hours a day to provide passengers and airport employees alike with a full grab & go selection and core travel essentials.



Yours hands are uniquely yours
Your palm is made up of tiny, distinct features on and below the surface, many that are indiscernible to the human eye or a standard camera.

+



The Amazon One device is designed to read them
In seconds, a process of proprietary imaging and computer vision algorithms capture and encrypt your palm image.

=



To create your unique palm signature
Amazon One uses the information embedded in your palm to create a unique palm signature that it can read each and every time you use it.



CREATING AN EFFORTLESS, UBER-FAST EXPERIENCE

Just Walk Out provides travelers with checkout-free shopping that's effortless and uberfast. The technology enables shoppers to simply enter the store, tap their credit card, grab what they want, and get to their flight. Travelers can also create a profile and add a credit card to their account by scanning the app based QR code that is located at the entrance to the store and then utilize the Amazon One palm readers to quickly scan, enter, and shop. There's no more waiting in line, worrying about missing a flight. It's the ultimate in speed and convenience that ABQ Concourse deserves to have in the program.

INNOVATIVE TECHNOLOGY

Developed by Amazon, **Just Walk Out** technology works through a combination of computer vision (cameras), sensor fusion, and deep learning algorithms - determining when a shopper removes something off a shelf and adds it to their virtual cart. When the shopper puts an item back, it comes out of their cart. When the shopper leaves, the payment method they used to authenticate entry into the store is charged with no checkout required. **Just Walk Out** technology removes lines, checkouts, and friction to deliver a fast, safe, and convenient customer experience. **A transaction can take as little as 7 seconds.**

Merchandise



Verde.

In terms of merchandise, the emphasis is on FRESH and FAST with specific attention to well known Internationally recognized labels, along with unique offerings spotlighting all the goodness of Albuquerque.

FOOD

Sandwiches and wraps; yogurt and parfaits; fruit cups and protein boxes; lunchables, and cheese snacks.

DRINKS

Bottled water and sodas; pressed fresh juices; sports and energy drinks, kombucha, iced coffee, and milk.

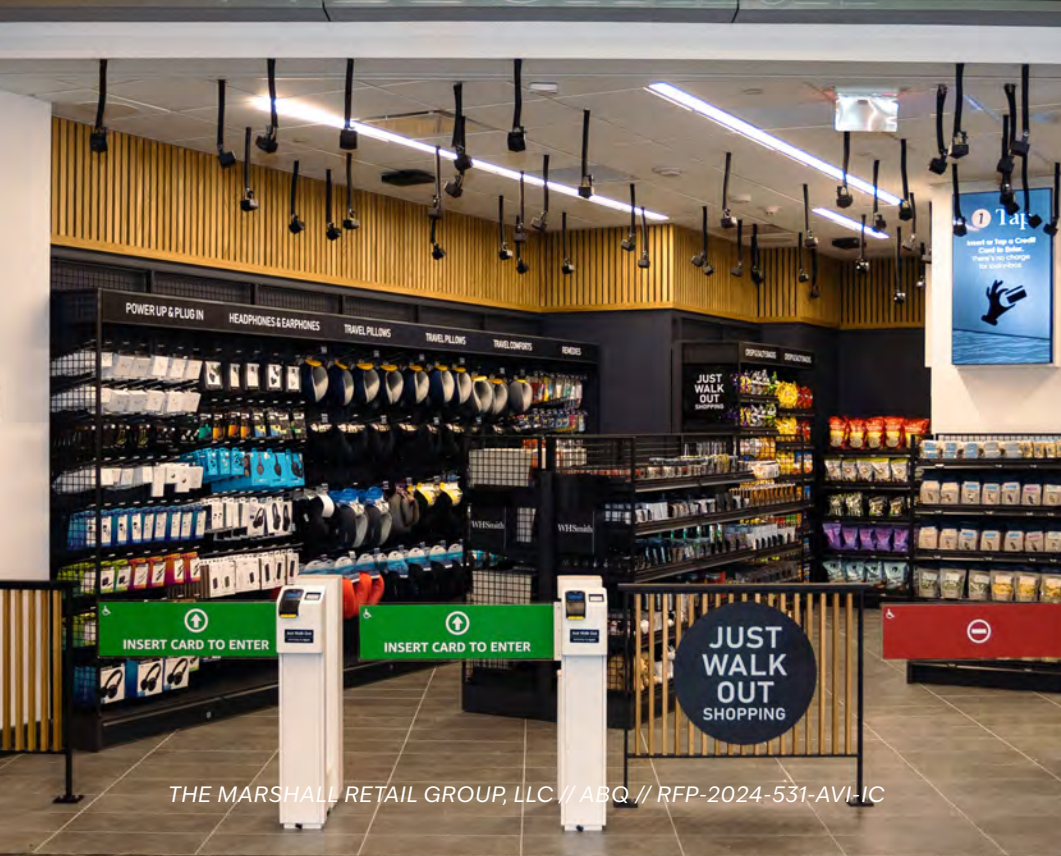
CONVENIENCE ITEMS

Health and beauty products (including vitamins and supplements) and travel essentials.

TAB
2.1.1



WHSMITH - LGA



THE MARSHALL RETAIL GROUP, LLC // ABQ // RFP-2024-531-AVI-IC

Capability

Just Walk Out Technology

Other

Eliminates checkout lines	✓	✓
Multiple entry/exit methods	✓	
Multiple integration options	✓	
Multiple payment methods	✓	
Flexible shopper experiences	✓	
Flexible store formats	✓	✓
Ability to retrofit	✓	
Fraud and Audit solution	✓	
Simplified back of house management tools	✓	
Analytics	✓	✓
Insights	✓	
Ability to scale technology with future solutions	✓	
Technology proven at scale	✓	
Vendor proven at scale	✓	

CUSTOMERS WANT CONVENIENCE ON THEIR TERMS

With swamped schedules like never before - and the growing acceptance of mobile ecommerce - convenience is one of the best drivers of loyalty, perhaps along with price, the greatest driver. But, unlike the past, customers now choose brands that provide convenience in the way they like - not the other way around. With the new **WHSmith Just Walk Out** location at ABQ, MRG is committed to providing travelers with a wide array of healthy, popular food and drink choices - and travel merchandise - in the most convenient format possible - all on their terms. We will be thrilled to provide this very progressive and exciting technology as an amazing addition to Concourse A. International passengers will enjoy the convenience of this 24-hour concept, while domestic passengers and employees alike will be thankful for this amenity.

Marketing guru Seth Godin writes: "The ultimate way you can tell if you've satisfied a customer is to ask: "Would you miss us if we were gone?" We agree. **Just Walk Out** is memorable; it provides a new way to shop in airports that suits our sophisticated tastes and busy lives. Based on our experience, we're confident that once ABQ passengers experience Just Walk Out, they won't settle for any other way to grab travel essentials again.



MERCHANDISE LIST

PUBLICATIONS

Magazines	\$5.99	-	\$9.99
Books	\$9.99	-	\$20.00

BEVERAGE COOLER

Bottled Water - Still & Sparking	\$2.69	-	\$3.89
Bottled Carbonated Beverages	\$2.59	-	\$2.99
Bottled Juices	\$2.59	-	\$3.50
Sports Drinks	\$2.59	-	\$2.99
Energy Drinks	\$2.39	-	\$4.39
Pressed Fresh Juices	\$2.59	-	\$6.49
Iced Coffee	\$3.99	-	\$6.99
Milk/Muscle Milk	\$2.39	-	\$6.49

CONVENIENCE ITEMS

Health & Beauty Products	\$4.99	-	\$18.99
Travel Accessories	\$4.99	-	\$59.99
Electronics	\$14.99	-	\$59.99



GRAB & GO COOLER

Parfaits	\$6.99	-	\$8.99
Yogurt	\$3.49	-	\$4.99
Fruit Cups	\$4.99	-	\$7.99
Vegetable Cups	\$4.99	-	\$7.99
Protein Boxes	\$5.99	-	\$7.99
Sandwiches & Wraps	\$6.99	-	\$9.99
Lunchables	\$3.99	-	\$5.99
Cheese Snacks	\$1.69	-	\$2.99



PACKAGED SNACKS

Candy Bars - King Sized	\$3.99	-	\$4.99
Peggable Candy	\$3.99	-	\$6.99
Chips	\$3.29	-	\$4.99
Pretzels	\$3.29	-	\$4.29
Popcorn	\$3.29	-	\$4.29
Crackers	\$1.69	-	\$5.99
Beef Jerky	\$5.99	-	\$15.99
Nuts/Seeds/Trail Mix	\$2.49	-	\$6.99
Cookies	\$2.49	-	\$4.99
Bakery	\$3.99	-	\$4.99
Nutrition/Breakfast Bars	\$1.99	-	\$4.99
Mints	\$1.99	-	\$4.99
Gum	\$1.99	-	\$4.99

PRICING

MRG will comply with ABQ's pricing policy through the term of the lease.



DESIGN NARRATIVE

The design for **WHSmith Just Walk Out** integrates speed and efficiency with the aesthetic of the southwest. The terracotta wall tile and textured wall covering bring together the neutral and warm tones of the region. The wood and metal surround and ceiling integrate the warm wood tones with a light industrial aesthetic inspired by the industrial history of Albuquerque.

Our fixture layout provides easy access for customer queuing and ADA turning radiuses. All pathways will be a minimum of 36" wide.

All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

Design renderings are conceptual by nature and the final design and construction upon award will be subject to full architectural and engineering reviews, as appropriate, and in conjunction with the design review process.

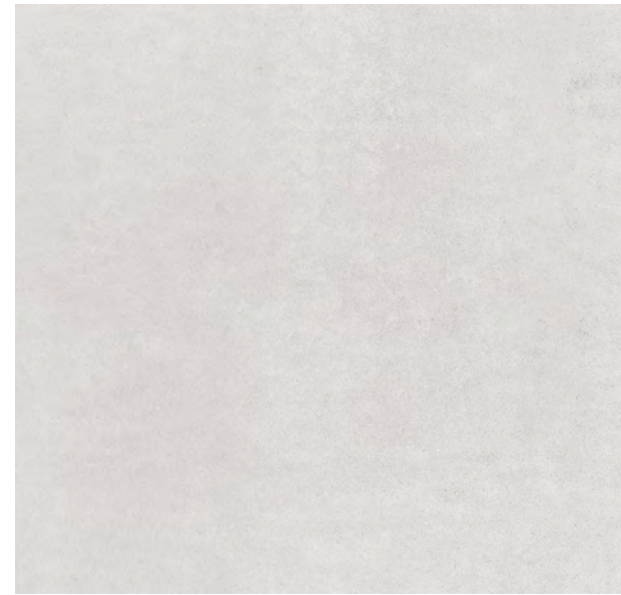




WALL TILE



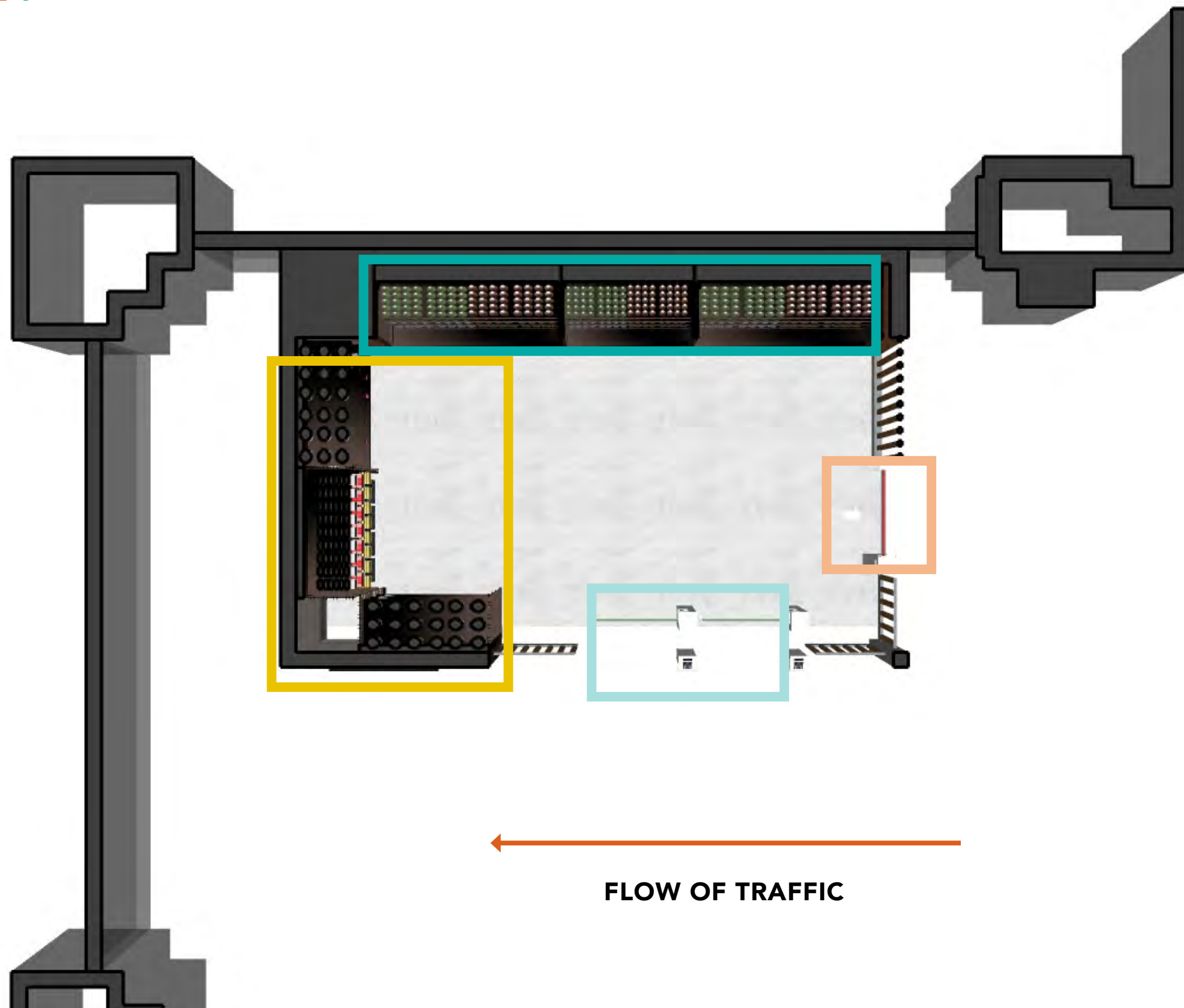
WALLPAPER



FLOOR TILE



WOOD PANELING



FOH: 240 SQ FT
BOH: 0 SQ FT
TOTAL: 240 SQ FT

-  BEVERAGES & FOOD
-  SNACKS & CONVENIENCE
-  ENTRY
-  EXIT



GLOBO MERCADO

UNIT #R9

Introducing **Globo Mercado**, an exclusive travel essentials concept created just for Concourse B. With a name and design inspired by one of the biggest events that defines a city and the airport that serves it, Globo, Spanish for “balloon” is the perfect addition for the Sunport’s concessions program, bringing inspiration from the annual Albuquerque International Balloon Fiesta.

LICENSING

Globo Mercado is a proprietary concept created exclusively by Marshall Retail Group and our local partners for ABQ.

ENCHANTING THE SKIES

The **Albuquerque International Balloon Fiesta**, where visitors enjoy special-shaped balloon rodeos, twilight balloon glows, and colorful balloon-filled skies, all of which are associated with the state of New Mexico, happens every year in early October. Started in 1972 with just 13 balloons, the Albuquerque International Balloon Fiesta set an all-time attendance record in 2023, with an estimated 968,516 visitors. Although there are many balloon festivals, the largest hot-air balloon festival in the United States is the Albuquerque International Balloon Fiesta, bringing visitors from all over the world to ABQ.

BALLOONING AT ABQ

Balloon festival design elements, detailed with woven material like the basket of a hot air balloon and bright colored light fixtures mimicking the balloon filled skies, makes **Globo Mercado** a charming space, filled with products to enhance our guests’ travel experience with a mixture of both local and national brands. Featured brands such as **Señor Murphy Candymaker**, a company that has been handcrafting candy and chocolate in Santa Fe since 1971, gives passengers a true taste of New Mexico with every bite.

TAB
2.1.1

TAKE FLIGHT AT GLOBO MERCADO

At Globo Mercado, our layout is crafted to enrich the shopping journey and enhance traveler discovery. Embracing a strategy informed by flow and customer engagement, we analyze trends from similar spaces to optimize our environment. The efficient footprint is divided into distinct zones, each thoughtfully curated to display an array of national, regional, and local products, meeting the varied tastes of travelers.



GIFTS: Featuring a small selection of souvenirs and gifts, including locally-made products, we're showcasing all that's great about Albuquerque.



FRESH: Catering to all tastes and cravings, we offer a variety of grab & go options, snacks, beverages, and treats sourced from national and local companies.



READ: A selection of books, magazines and newspapers for travelers looking for a good read on their journey.



TRAVEL & WELLNESS: A curated selection of essential sundries and travel items to ensure a comfortable journey.



TECH: A variety of essential tech merchandise including headphones, chargers, adapters, and more.



FEATURED LOCAL VENDOR

In 1971, Señor Neil Murphy opened his first chocolate kitchen and store in a long, narrow, adobe building in Santa Fe, NM. Señor Murphy was a fourth-generation candy maker from Dublin, Ireland, who dedicated himself to creating confections that combined old-world traditions and techniques with indigenous New Mexican ingredients such as piñon nuts and chile, making his chocolate distinctive and irresistible. All toffees, brittles, caramels, and fudges are hand stirred in copper kettles to ensure that the taste and texture meet standards, and that the batches are small and fresh. Whenever possible, they use local ingredients from small businesses that are as committed to quality as they are. Even after five decades since its first opening, **Señor Murphy Candymaker** chocolates are still produced in Santa Fe with several retail locations spread throughout New Mexico.



LOCAL VENDORS

DION'S

Merchandise: Grab & Go with Dion's Famous Ranch Dressing; Dion's Lemonade; Dion's Cookies
Made In: Albuquerque, NM

MATA G | WOMAN & MINORITY OWNED

Merchandise: Vegetarian Grab & Go
Made In: Albuquerque, NM

CELINA'S BISCOCHITOS | WOMAN & MINORITY OWNED

Merchandise: Biscochitos and Wedding Cookies
Made In: Albuquerque, NM

HEART OF THE DESERT

Merchandise: Pistachios & Popcorn
Made In: Alamogordo, NM

TAOS BAKES

Merchandise: Food Bars, Nuts, Granola
Made In: Taos, NM

SOUTHWEST POPCORN & CANDY CO.

Merchandise: Popcorn & Candy
Made In: Albuquerque, NM

VIGIL'S BEEF JERKY

Merchandise: Beef Jerky, Jerky Sticks, Exotic Meats & Chips
Made In: Albuquerque, NM

BLUE FLY FARMS | WOMAN OWNED

Merchandise: Herbal Sparkling Water
Made In: Peralta, NM

NEW MEXICO FERMENTS | WOMAN & LGBTQ OWNED

Merchandise: Kombucha
Made In: Albuquerque, NM



A PERFECT FIT FOR **ABQ**

Globo Mercado is a perfect fit for the Sunport, in line with ABQ's goals.

- **Globo Mercado** provides **Diverse** and **Reasonably Priced Products** catering to all travelers and enriching the ABQ experience.
- The store emphasizes a strong **Sense of Place**, echoing New Mexico's Albuquerque International Balloon Fiesta.
- Our commitment to featuring **Locally Made Products** showcases New Mexico's best alongside tried-and-true national brands.
- Its floorplan is designed with **Efficiency** and **Convenience** in mind, enabling quicker and more comfortable shopping experiences for visitors.



MERCHANDISE LIST

GIFTS

LOCALLY MADE GIFTS \$2.95 - \$89.95

PAPER GOODS \$1.95 - \$39.95

Cards, Notepads, Journals, Pencils, Pens, Postage Stamps, Postcards, Stickers.

DESTINATION APPAREL & ACCESSORIES \$5.95 - \$89.95

Apparel and Accessories, including Tees, Crewnecks, Hoodies, etc.

DESTINATION SOUVENIRS \$2.95 - \$34.95

Bottle Keychains, Koozies, Magnets, Mugs, etc.

GIFT CARDS Selected Dollar Value

A variety of gift cards for popular brands, such as eBay, Disney, Amazon, Best Buy, Apple, Spotify, Netflix, and more.

FRESH

GRAB & GO \$1.49 - \$15.99

Fresh & Healthy Snacks, Sandwiches, Salads, Bowls, Yogurt, Hard Boiled Eggs, Cheese, Vegetable Snack Kits, Charcuterie Snack Kits, Plant Based Cheese, Plant Based Dessert, Cookies, etc.

LOCAL FOODS \$3.99 - \$35.99

Boxed Chocolates, Chips, Crackers, Jerky, Popcorn, Snack Mixes, etc.

SNACKS & CANDY \$1.99 - \$35.99

National and Local Snacks, including Packaged Snacks, Packaged Candy, Gum, Mints, Breakfast/Nutrition Bars, Cookies, Crackers, Chips, Popcorn, Chocolate Bars, Boxed Chocolates, Snack Mixes/Nuts/Seeds, Plant Based Snacks, Keto Snacks, Gluten Free Snacks, and Pretzels.

BEVERAGES \$2.69 - \$14.99

National and Local Beverages, including Bottled Water, Soda, Sports Drinks, Energy Drinks, Juices, Iced Tea, Ready-to-Drink Coffee, and Kombucha.

TRAVEL & WELLNESS

WELLNESS \$1.29 - \$39.95

Over the Counter Medication, PPE Items, Comb/Brush, Location, Shaving Needs, Disinfecting Wipes, Disposable Masks, First Aid, Motion Sickness Bands, Vitamins, Supplements, Diapers & Baby Essentials, Personal Hygiene Items, Health & Beauty.

TRAVEL \$2.99 - \$199.99

Eye Masks, Travel Pillows, Sleep Aids, Earplugs, Film, Luggage Tag, Lint Brush, Sewing Kit, TSA Luggage Locks, etc.

TECH \$9.99 - \$499.99

Cameras, Headphones, Earbuds, Cases, Flash Drives, Screen Protectors, Cables, Accessories, Portable Speakers, Phone Cards, Chargers, Tech Accessories.

READ Per Published Price

A creatively curated selection of regional and national books across a variety of genres, including the top 20 New York Times Best Sellers. Local, national, and international daily/weekly newspapers. A selection of magazine titles across a variety of topics.



PRICING

Retail price ranges above are shown in airport pricing. MRG will comply with ABQ's pricing policy throughout the term of the lease.



DESIGN NARRATIVE

Globo Mercado brings the joy and liveliness of the Albuquerque International Balloon Fiesta to the airport so passengers can experience it year-round. The green tile floor evokes the sense of looking down at the ground like you are in a balloon. The colorful wall tile and woven, basket-like wall covering bring the textures and colors of balloons to the forefront. Colorful accent lighting emphasize this theme. The ceiling element is inspired by the structure of the balloons and will integrate lighting for the space.

Our fixture layout provides easy access for customer queuing and ADA turning radiuses. Counters and POS stands will be ADA compliant in height. All pathways will be a minimum of 36" wide.

All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

Design renderings are conceptual by nature and the final design and construction upon award will be subject to full architectural and engineering reviews, as appropriate, and in conjunction with the design review process.





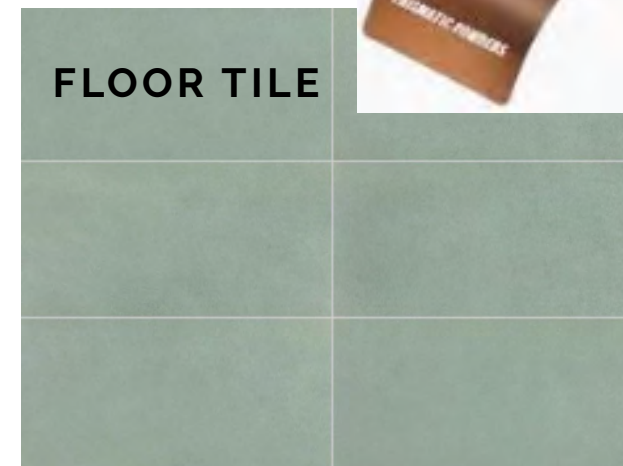
WALL TILE



LAMINATE

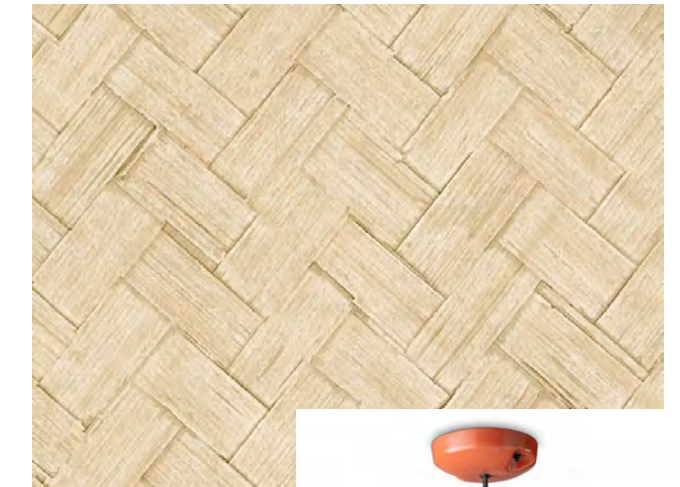


METAL



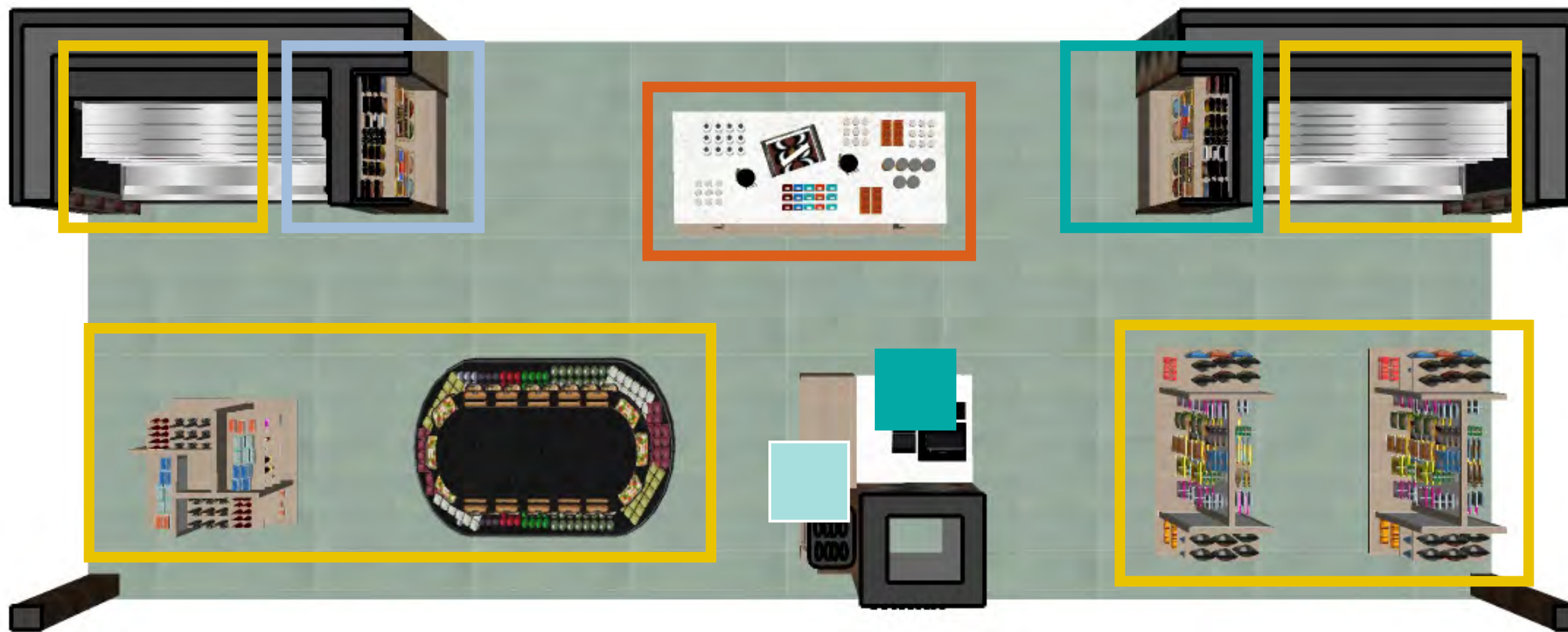
FLOOR TILE

WALL COVERING



ACCENT LIGHTS

FOH: 504 SQ FT
BOH: 0 SQ FT
TOTAL: 504 SQ FT



- TECH
- FRESH
- GIFTS
- COOLERS
- BOOKS
- TRAVEL & WELLNESS
- POINT OF SALE



FLOW OF TRAFFIC



Zócalo Public

UNIT #R10

Marshall Retail Group proudly presents **Zócalo Public**, a peaceful airport space with all the charm of **Old Town Albuquerque**. Zócalo translates to public square in Spanish and is the perfect fit for meeters and greeters waiting in the Great Hall. A beautiful, spacious store, inspired by historic Old Town Albuquerque, **Zócalo Public** offers a friendly and welcoming outlet for those meeting or sending off travelers or those who simply need to stop in for a needed travel essential.

LICENSING

Zócalo Public is a proprietary concept created exclusively by Marshall Retail Group and our local partners for ABQ.

Discover

OLD TOWN ALBUQUERQUE

OLD TOWN CHARM

Old Town is the heart of Albuquerque, crossroads of the Southwest, and a focal point of the community. Locals and visitors alike flock to the historic district, filled with the city's best shops, restaurants, art galleries, and museums. Much of historic Old Town's charm is found in its gorgeous, centuries-old architecture, where buildings were formed out of the earth itself, sculpted of mud brick (adobe) with roofs suspended by large beams of sugar pine (vigas). Old Town perfectly embodies the tranquil spirit of Albuquerque and New Mexico in general with the brilliant colors of the Southwest—rich browns, terracotta, and turquoise—reflecting its Native American heritage.

WHERE HISTORY MEETS TRAVEL

Showcasing the peaceful vibe of Old Town and its unforgettable history, **Zócalo Public** offers a lovely, inviting shopping space to ABQ. Located pre-security, further enhancing the new meet-and-greet area, Zócalo is mindful of travelers as well as those meeting them. Our charming and spacious travel essentials store, decorated in the soft tones of brick, terracotta, and turquoise, instantly call to mind the enchanting grace of Historic Old Town. The festive lights strung across the ceiling is a thoughtful touch, joining past with present and welcoming all. The beautiful turquoise on the back wall is a welcome sign and a traditional symbol of warmth and hospitality. Ancient peoples believed in its power to protect, give wisdom, provide calmness, and pass along good fortune.

Our cheery travel store is meant to enhance both the traveler and greeter's airport experience, with common convenience items, reading material, electronics, thoughtful local gifts and souvenirs, refreshing beverages, and grab & go food from Albuquerque's own Mata G—the mindful restaurant offering food to nourish your body and feed your soul.



TAKE A STROLL THROUGH **Zócalo**

MRG has extensive experience operating travel essentials stores in the airport. A proven track-record provides a clear-cut path to success, and we want to make our mark on the Sunport's vibrant vision for the future. At **Zócalo Public**, we aim to enhance traveler discovery by thoughtfully curating product zones with an array of national, regional, and local products, offering something for every traveler.



NEW IN THE ZÓCALO

Located prominently at the front of the store, Zócalo Public features a "new arrivals" area with compelling visual storytelling.



READ

A selection of books, magazines and newspapers for travelers looking for a good read on their journey.



GIFTS

Featuring an expanded selection of souvenirs and gifts, including locally-made New Mexico True Certified products, we're showcasing all that's great about Albuquerque.



TRAVEL & WELLNESS

A curated selection of essential sundries and travel items to ensure a comfortable journey.



FRESH

Catering to all tastes and cravings, we offer a variety of grab & go options, snacks, beverages, and treats sourced from national and local companies.



TECH

A variety of essential tech merchandise including headphones, chargers, adapters, and more.



New ^{new} IN THE ZÓCALO

Our New in the Zócalo zone showcases rotating displays of exciting new product features, capturing the city's cultural essence for travelers. By partnering with local brands and highlighting their products through thematic exhibitions, we've seen a notable 20% sales boost during event periods. These displays, refreshed every six to eight weeks, keep our offerings exciting and relevant. For example, despite reduced traffic, our featured SockSmith display at District Market saw a sales increase of over 100%. This space not only showcases local culture but also fosters traveler exploration and discovery.



NEW MEXICO  TRUE

When you can shop anywhere, shop local! For generations, New Mexicans have made a living from the land, herding cattle, growing pecans, creating magnificent pieces of jewelry from stones harvested underground. Today those traditions live on, supporting present day families and inspiring a new generation of makers, growers and ranchers.

When you buy jewelry, textiles, arts and crafts, food, wine, beer and other products with the New Mexico True Certified mark, you have our promise that they are authentically “New Mexico True”—made, grown and born & raised right here with pride, love and the finest quality ingredients. Buy authentic. Buy local. Buy New Mexico True Certified

FUTURE SHOP-IN-SHOP FORMAT

We have engaged in productive discussions with Marketing Director Erin Ladd and her team at the New Mexico Department of Tourism. Given their direct affiliation with the state, we chose not to submit a Letter of Intent for this proposal to avoid any potential conflicts of interest. This decision was guided by our understanding of the distinct roles and responsibilities in City and State engagements, ensuring transparency and fairness in the procurement process. Should we be selected for this project, we are committed to collaborating closely with New Mexico True to prominently feature their brand and local artisans in a dedicated shop-in-shop featuring **New Mexico True Certified** brands within our store.

TAB
2.1.1



LOCAL FOOD & GIFTS



Our store will feature a variety of local and regional food and beverages, including the ones listed below alongside traditional snacks and drinks. In addition to souvenirs found at a traditional travel essentials store, we are excited to include a limited selection of local gift vendors. We will continue to introduce new vendors throughout the term of the lease.

MATA G | WOMAN & MINORITY OWNED

Merchandise: Vegetarian Grab & Go

Made In: Albuquerque, NM

Mata G is a delightful vegetarian and plant-forward restaurant with their roots in the Nob Hill neighborhood of Albuquerque.

TAOS BAKES

Merchandise: Food Bars, Nuts, and Granola

Made In: Taos, NM

HEART OF THE DESERT

Merchandise: Pistachios, Popcorn, Herbs and Spices, Olive Oil, Balsamic Vinegar, Candies and Cookies

Made In: Alamogordo, NM

GILLY LOCO

Merchandise: Salsa, Hot Sauce, and Chips

Made In: Albuquerque, NM

DION'S

Merchandise: Grab & Go with Dion's Famous Ranch Dressing; Dion's lemonade; Dion's cookies

Made In: Albuquerque, NM

NM PINON COFFEE

Merchandise: Coffee and Cold Brew

Made In: Albuquerque, NM

INCIENSIO DE SANTA FE

Merchandise: Incense and Burners

Made In: Santa Fe, NM

BROTIQUE 505

Merchandise: Apparel, Pet Products, Hats, Beanies, Pins & Stickers

Made In: Albuquerque, NM

AND MORE!





A Perfect Fit FOR ABQ

Zócalo Public is a perfect fit for the airport, in line with ABQ's goals.

- Zócalo Public provides **Diverse** and **Reasonably Priced Products** catering to all travelers and enriching the ABQ experience.
- The store emphasizes a strong **Sense of Place**, echoing Albuquerque's first neighborhood, Old Town.
- If awarded, we will work with New Mexico True to add a prominent **Shop-in-Shop** featuring **New Mexico True Certified** brands.
- Our New at Zócalo Public section offers **Rotating Product Displays** to keep the assortment fresh.
- Offered in addition to the traditional point of sale experience, **Self-Checkout** streamlines the shopping experience, offering **Efficiency** and **Convenience** for busy travelers.

NEW IN THE ZÓCALO

A rotating selection of new, seasonal and/or local products.

GIFTS

NEW MEXICO TRUE CERTIFIED GIFTS \$2.95 - \$89.95

Apothecary, Beauty & Bath, Candles, Games, Home Goods, Pet Accessories, Plushies, Toys, Soap, and Souvenirs.

NATIVE AMERICAN MADE GIFTS & TRADITIONAL HISPANIC CRAFTS \$9.99 - \$499.99

Pottery, Textiles, Baskets, Jewelry, Scarves, Home Décor, Clay Figures, Tinwork, Woodwork, and More.

PAPER GOODS \$1.95 - \$39.95

Bookmarks, Calendars, Greeting Cards, Markers, Notepads, Journals, Pencils, Pens, Postage Stamps, Postcards, Art Prints, Stationery, Stickers, Local and State Maps.

DESTINATION APPAREL & ACCESSORIES \$5.95 - \$89.95

Women's, Men's, Unisex, and Youth Apparel and Accessories, including Tees, Crewnecks, Hoodies, Long Sleeve Shirts, and Tank Tops, Beanies, Hats, Handbags & Totes, Backpacks, Jewelry, Scarves, Socks, and Sunglasses.

DESTINATION SOUVENIRS \$2.95 - \$34.95

Bottle Openers, Buttons, Coasters, Keychains, Koozies, Magnets, Mugs, Ornaments, Patches, Pins, Pint Glasses, Playing Cards, Plushies, Shot Glasses, Snow Globes, and Totes.

GIFT CARDS Selected Dollar Value

A variety of gift cards for popular brands, such as eBay, Disney, Amazon, Best Buy, Apple, Spotify, Netflix, and more.

FRESH

GRAB & GO \$1.49 - \$15.99

Fresh & Healthy Snacks, Sandwiches, Salads, Bowls, Yogurt, Hard Boiled Eggs, Cheese, Vegetable Snack Kits, Charcuterie Snack Kits, Plant Based Cheese, Plant Based Desserts, Cookies, and other Baked Goods.

ARTISAN & LOCAL FOODS \$3.99 - \$35.99

Boxed Chocolates, Coffee, Tea, Honey, Jelly, Spreads, Caramel, Chips, Crackers, Jerky, Hazelnuts, Licorice, Popcorn, Toffee, Salt, Seasoning, Snack Mixes, Popcorn, Chips, Pretzels, Oil, and Sauces.

SNACKS & CANDY \$1.99 - \$35.99

National and Local Snacks, including Packaged Snacks, Packaged Candy, Gum, Mints, Breakfast/Nutrition Bars, Cookies, Crackers, Chips, Popcorn, Chocolate Bars, Boxed Chocolates, Snack Mixes/Nuts/Seeds, Plant Based Snacks, Keto Snacks, Gluten Free Snacks, and Pretzels.

BEVERAGES \$2.69 - \$14.99

National and Local Beverages, including Bottled Water, Soda, Sports Drinks, Energy Drinks, Juices, Iced Tea, Ready-to-Drink Coffee, and Kombucha.

TRAVEL & WELLNESS

WELLNESS \$1.29 - \$39.95

Over the Counter Medication, PPE Items, Comb/Brush, Location, Shaving Needs, Disinfecting Wipes, Disposable Masks, First Aid, Motion Sickness Bands, Vitamins, Supplements, Diapers & Baby Essentials, Personal Hygiene Items, Health & Beauty.

TRAVEL \$2.99 - \$199.99

Blankets, Eye Masks, Travel Pillows, Sleep Aids, Disposable Camera, Compression Socks, Earplugs, Film, Luggage Tag, Lint Brush, Nylons, Note Pads, Reading Glasses, Sewing Kit, Travel Belt, Totes, TSA Luggage Locks, and Luggage Accessories.

TECH \$9.99 - \$499.99

Cameras, Headphones, Earbuds, Web Cams, Cases, Flash Drives, Screen Protectors, Cables, Accessories, Portable Speakers, Phone Cards, Chargers, Tablets, Smart Watches.



PRICING

Retail price ranges above are shown in airport pricing. MRG will comply with ABQ's pricing policy throughout the term of the lease.



DESIGN NARRATIVE

Zócalo Public is inspired by Old Town Albuquerque. The wood ceiling element evokes the traditional latilla while the wall colors play with the adobe colors from the historic buildings. The tile around the coolers bring in a more contemporary feel.

The flooring tile is a brick look in white to pay homage to the brick floors while not contrasting with the base building flooring. The arch at the cash wrap is inspired by the turquoise doors seen in the traditional architecture.

The front of the store features a **New in the Zócalo** section with rotating product displays to draw interest. If awarded, we intend to work with New Mexico True to add a shop-in-shop within the space, featuring **New Mexico True Certified** brands and products.

Travelers can check out through a manned point of sale system or through self check-out. Our fixture layout provides easy access for customer queuing and ADA turning radiuses. Counters and POS stands will be ADA compliant in height. All pathways will be a minimum of 36" wide.

All materials and equipment will be of the highest quality, durable and energy efficient. This project will adhere to all sustainability guidelines with the inclusion of materials with high recycled content, no VOC paints and stains, daylight and energy-efficient lighting systems and controls.

Design renderings are conceptual by nature and the final design and construction upon award will be subject to full architectural and engineering reviews, as appropriate, and in conjunction with the design review process.





METAL



WALL TILE

LAMINATE

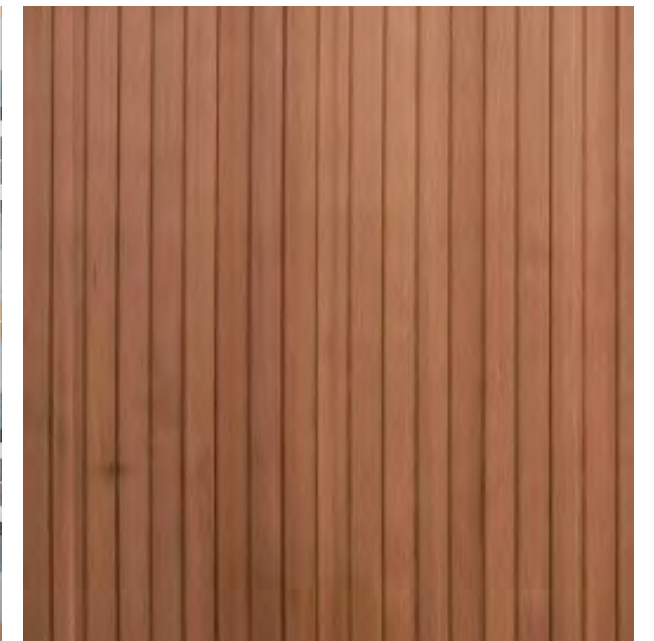


WALL & CEILING COVERING

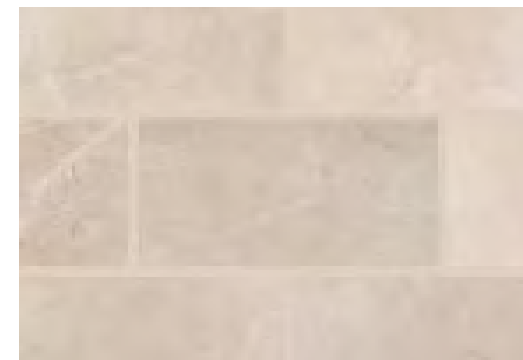
LAMINATE



FLOOR TILING



ACCENT LIGHTING

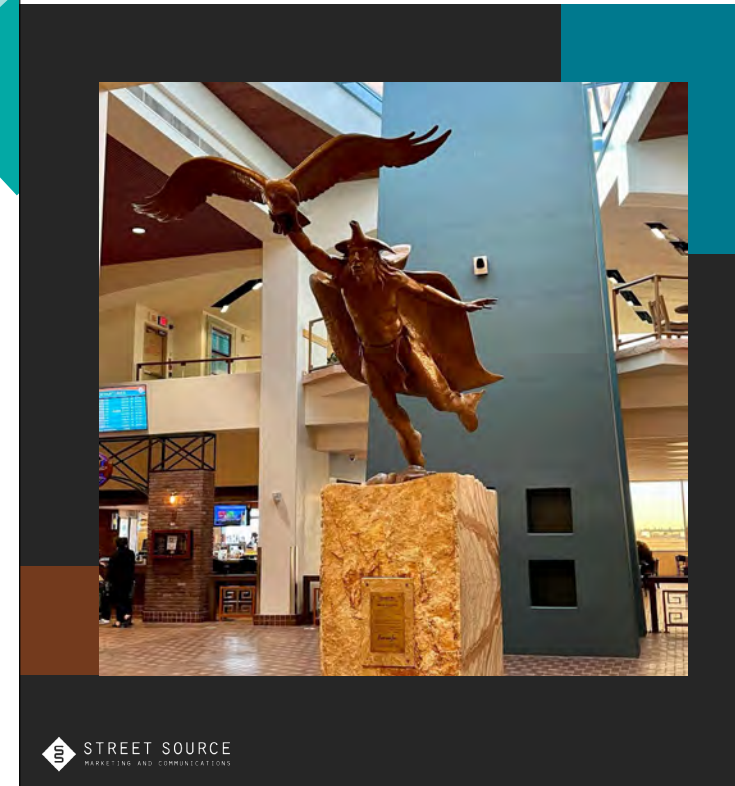




FOH: 903 SQ FT
BOH: 93 SQ FT
TOTAL: 996 SQ FT

- TECH
- FRESH
- NEW IN THE ZÓCALO
- TRAVEL & WELLNESS
- GIFTS
- READ
- POINT OF SALE
- SELF-CHECKOUT
- BACK OF HOUSE

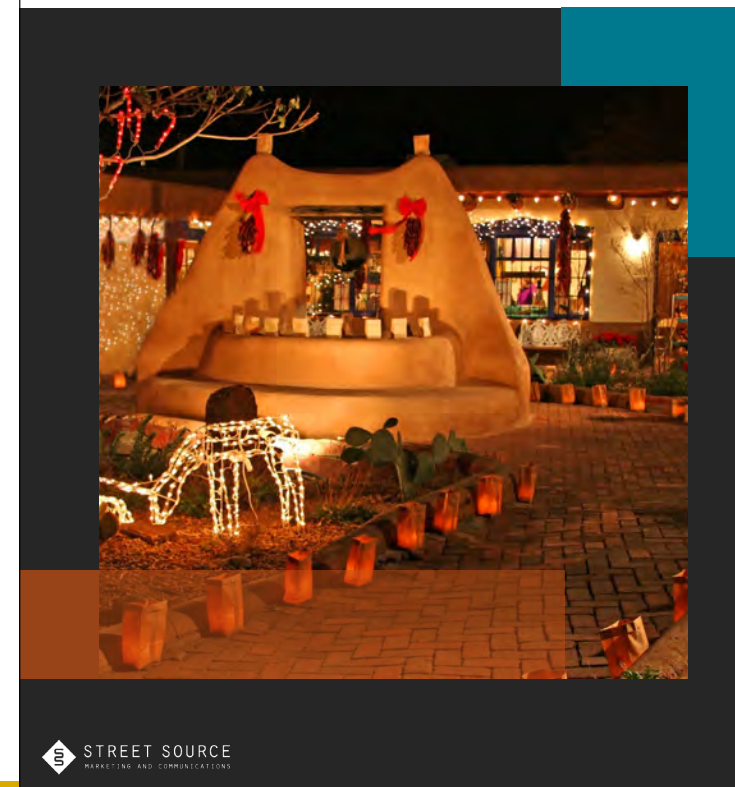
← FLOW OF TRAFFIC



Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

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- Executive Summary
- Concessions Traveler Behaviors
- Demographics
- Concessions Recommendations
- Detailed Findings
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Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Albuquerque

At an elevation of 5,314 feet above sea level, Albuquerque is the highest metropolitan city in the USA. Albuquerque has more than a dozen museums, an Old Town Area featuring more than 150 shops, restaurants and galleries, and a nostalgic stretch of Route 66 that combines old and new for visitor experience. The biscochito, a small anise-flavored cookie, is the official New Mexico state cookie.

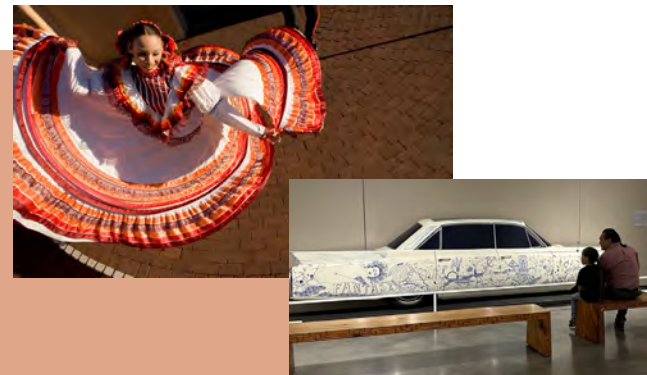
Albuquerque dining is best known for its unique local cuisine - blending Native American and Spanish flavors - and preparations with signature ingredients: red and green chilis. The smoke-kissed flavor of freshly roasted green chilies and earthy fruitiness of red chile sauce are the backbone of New Mexico cooking.

The influence of Native American, Spanish, and Western heritage is clear: It's in the Pueblo and Spanish-inspired architecture. It's in the world-famous cuisine, the music, and the art. But most of all, it's in the people - evident in the Southwestern hospitality.

Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine.

Albuquerque

Albuquerque is recognized as one of the most culturally diverse cities in the country. Albuquerque's ethnic tapestry is reflected in its architecture, artwork, cultural centers and cuisine. Countless customs and traditions passed down over generations are a vibrant part of daily life in the city and make Albuquerque a center of authentic Southwestern culture.



Research Background

The Marshall Group is submitting a proposal to the Albuquerque International Sunport (ABQ) to include several of its concessions in early 2024. In preparation, The Marshall Group would like to conduct a study among Albuquerque airport travelers in order to more fully understand concession concept preferences, behaviors and attitudes.

In addition, the marketing team would like demographic information on travelers collected.

Respondents:

- Online test; N=120
- Albuquerque DMA, as well as surrounding cities that feed ABQ
- Travel in last year to/from ABQ & plan to travel in future
- Purchased from concession at ABQ in the past & plan to in the future.
- 18-80 / Mix of ages
- Male / Female mix of gender – compare results among male vs. female (no more than 45% either gender)
- Business and Leisure travelers - compare results among business/leisure vs. leisure only as well as Hispanic / Latino.
- Each respondent saw 6 concepts in randomized order

6 Concepts Tested

Los Poblanos Farm Shop

A farm gift shop featuring products from the historic Los Poblanos, including bath and body items, aromatherapy, pantry goods, tea, coffee, artisanal local gifts, home decor, and botanical gin. Set in Albuquerque, Los Poblanos is a renowned inn and organic farm surrounded by 25 acres of lush lavender fields.



Los Poblanos Farm Shop

New Mexico Museum Foundation Gift Shop

A gift store aligned with the New Mexico Museum Foundation offering a variety of authentic Native American and traditional Hispanic crafts including jewelry, pottery, textiles, folk art, home decor, accessories, alongside a collection of books and paper goods.



New Mexico Museum Foundation Gift Shop

InMotion Electronics Store

A premium electronics store featuring an extensive range of headphones, tech accessories, and travel gear from leading brands like Apple, Beats, Bose, Fitbit, JBL, Mophie, and Sony.



InMotion Electronics Store

New Mexico United Store

A sports store featuring apparel, accessories and souvenirs from the popular soccer team based in Albuquerque.



New Mexico United Store

University of New Mexico Press Bookstore

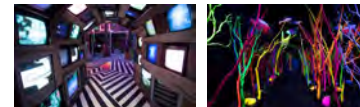
A UNM bookstore offering a diverse selection of local selling books, magazines and newspapers, and local/regional literature, contributing to the preservation of New Mexico and Southwest cultures, languages, and histories.



University of New Mexico Press Bookstore

Meow Wolf Store

Store for Meow Wolf merchandise, offering a range of popular apparel and accessories reflecting the unique, immersive art experiences created by the Santa Fe artist collective.



Meow Wolf Store

Objectives

- Profile Albuquerque International Sunport (ABQ) passenger demographics, behaviors and attitudes toward airport concessions.
- Understand differences among subgroups (including Hispanic/Latino), if sample is large enough to read separately.
- Gauge interest in specific concession concepts among ABQ travelers.
- Profile demographics of travelers that respond to the survey.

Executive Summary

STREET SOURCE
MARKETING AND COMMUNICATIONS

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Concessions Traveler Behaviors

STREET SOURCE
MARKETING AND COMMUNICATIONS

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Albuquerque Sunport Quantitative Study: Marshall Retail Group, April 2024

Concept Winners – Total Sample

- The top scoring concept was Los Poblanos with 63% Top 2 Box (T2B) interest (definitely and somewhat interested in shopping here). This concept is statistically higher than both InMotion Electronics (41% T2B) and New Mexico United (36% T2B).
- Los Poblanos, NM Museum Gift Shop, Meow Wolf and University of New Mexico Bookstore all scored statistically at parity on Top 2 Box interest.
- These two concepts both performed significantly higher than all other concepts.

Key Takeaway: Los Poblanos was the top scoring concept with a 63% Top 2 Box Interest

Definitely, Probably interested	Los Poblanos	NM Museum Gift Shop	InMotion Electronics	NM United	U of NM Bookstore	Meow Wolf
	A	B	C	D	F	G
Base: Total Respondents	120	120	120	120	120	120
Top 2 Box [NET]	63% CD	58% D	41%	36%	58% D	59% D

Los Poblanos Farm Shop
A farm gift shop featuring products from the historic Los Poblanos, including bath and body items, aromatherapy, pantry goods, tea, coffee, artisanal local gifts, home décor, and botanical gin. Set in Albuquerque, Los Poblanos is a renowned inn and organic farm surrounded by 25 acres of lush lavender fields.

STREET SOURCE
MARKETING AND COMMUNICATIONS

Note: Significant differences noted in CAPITAL LETTERS by column letter at the 90% confidence level.
Q 11 If this concession were at the Albuquerque International Sunport, please indicate how interested you are in shopping here in the future? 5 pt scale

10

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Concession & Travel Behaviors

- Leisure Only Travel**
63% of passenger respondents in the past year traveled for leisure only.
- Business Only Travel**
3% of passenger respondents are business only travelers.
- B-Leisure Travel**
34% travel for both leisure and business.
- Travel with Others**
34% travel for both leisure and business.

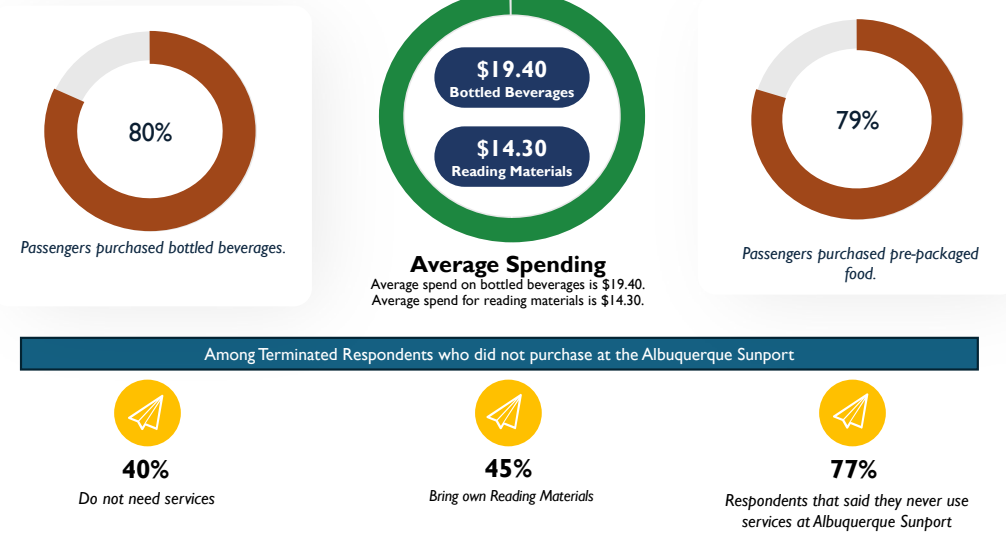
Total trips from all airports average 4.6. Total from Albuquerque average 3.7.

STREET SOURCE
MARKETING AND COMMUNICATIONS

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Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Concession & Travel Behaviors



STREET SOURCE
MARKETING AND COMMUNICATIONS

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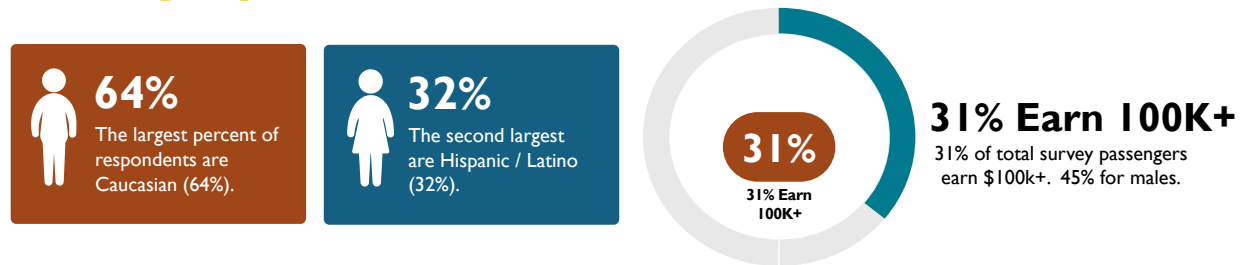
Demographics

STREET SOURCE
MARKETING AND COMMUNICATIONS

14

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Demographics



Race

The largest percent of respondents are Caucasian (64%).
The second largest are Hispanic / Latino (32%).

Lifestyle

51% of respondents are married.
31% are single.
18% are retired.

Education

33% of respondents have "some College"; 24% have a Bachelor's degree.
18% have a Master's degree.

Earning

31% of total survey passengers earn \$100k+. 45% for males.
43% of respondents are employed full-time.

STREET SOURCE
MARKETING AND COMMUNICATIONS

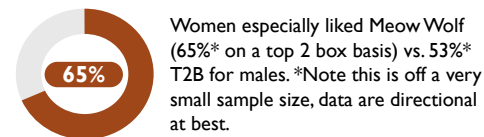
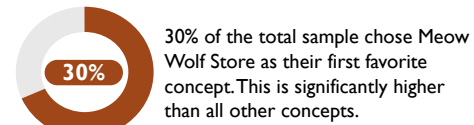
15

Concessions Recommendation

STREET SOURCE
MARKETING AND COMMUNICATIONS

Concessions Recommendations

Pursue Meow Wolf (27% very interested – top box) and Los Poblanos (23% very interested – top box).



Consider how to cater to leisure only passengers as they are significantly more numerous vs. business only travelers.

Develop concessions and concession areas where families and groups can gather, as 53% travel with others.



Concept Rankings



Concept Winners Total Sample

- 30% of the total sample chose Meow Wolf Store as their first favorite concept. This is significantly higher than all other concepts. Refer to slide 16.
- The top scoring concept was Los Poblanos with 63% Top 2 Box (T2B) interest (definitely and somewhat interested in shopping here). This concept is statistically higher than both InMotion Electronics (41% T2B) and New Mexico United (36% T2B).
- Los Poblanos, NM Museum Gift Shop, Meow Wolf and University of New Mexico Bookstore all scored statistically at parity on Top 2 Box interest.

	Los Poblanos	NM Museum Gift Shop	InMotion Electronics	NM United	U of NM Bookstore	Meow Wolf
Definitely, Probably interested	A	B	C	D	F	G
Base: Total Respondents	120	120	120	120	120	120
Top 2 Box [NET]	63% CD	58% D	41% D	36% D	58% D	59% D

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

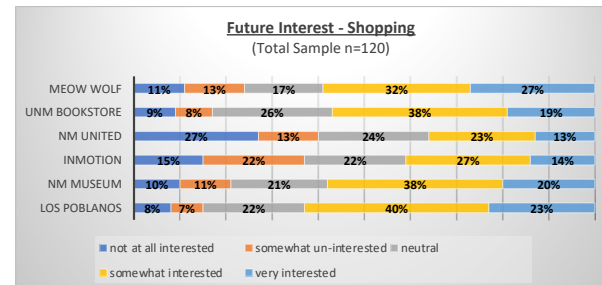
Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Top Box and Bottom Box- Total Sample

- Over a quarter: 27% are very interested in Meow Wolf – this is a strong top box score.
- Breaking out concepts by response, we can see that some are polarizing – where top 2 box and bottom 2 box are quite large.
- InMotion and New Mexico United have bottom box scores (not at all interested, somewhat un-interested) that are large (37%+).

Good scores:
Based on past airport tests:

- Top Box concept 25% +
- Top 2 Box 70% +
- Bottom box higher than 15% is a red flag.



Concepts by Subgroup

- Among the sample of 120, only 53 are male, 63 female and 75 Leisure only travelers. These base sizes are extremely small (ideal minimum is n=100; n=75 is acceptable). Please use male and female data directionally.
- Meow Wolf did well among Leisure travelers(64%), more so vs. total sample (59%), though not significantly so.

Interest in future shopping by subgroup Top 2 box ; 5 pt scale	Male	Female	Leisure traveler only
	B	C	D
Base: Total Respondents by subgroup	N=53*	N=63*	N=75
Los Poblanos	60%	64%	61%
New Mexico Museum Foundation Gift Shop	55%	62%	57%
InMotion Electronics Store	42%	40%	35%
New Mexico United Store	38%	35%	32%
University of New Mexico Press Bookstore	59%	56%	52%
Meow Wolf	53%	65%	64%

Note: Significant differences between lettered columns is noted in red font at the 90% confidence level.

Q 11 If this concession were at the Albuquerque International Sunport, please indicate how interested you are in shopping here in the future? 5 pt scale

*NOTE: Sample too small. Use data directionally.

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Concepts - Ranking

First and Second Favorites:

- 30% of the total sample chose Meow Wolf Store as their first favorite concept. This is significantly higher than all other concepts.
- 18% of the total sample chose Los Poblanos as their first favorite concept.

Rank 1 st , 2 nd – total sample (n=120)	Los Poblanos	NM Museum Gift Shop	InMotion Electronics	NM United	U of NM Bookstore	Meow Wolf
	A	B	C	D	E	F
Base: Varied Bases						
1st Rank	18%	16%	8%	12%	14%	30%
	C					ABCDE
2nd Rank	21%	17%	13%	9%	22%	12%
	DF				CDF	

Design Theme

- 57% of passengers are interested in a store theme of the Albuquerque Balloon Fiesta.

Purchase Interest in Locally made products (Top 2 box %) 5 point scale	N=120
Albuquerque International Balloon Fiesta	57%
Old Town Albuquerque	53%
Nob Hill/Route 66	43%
Albuquerque Railyards & Historic Warehouses	38%
Rio Grande	36%
Cinematic	22%

Albuquerque, April 2024

Purchase Interest: Locally-Made Products

- 80% of passengers are interested in Dion's Grab and Go options.
- 65% are interested in Buffet's Candies.

Purchase Interest in Locally made products (Top 2 box %) 5 point scale	N=120
Verde Juice: Health-centric cold-pressed juices for wellness & vitality	45%
Dion's: Grab & Go options served with Dion's famous salad dressing	80%
Mata G: Healthy, vegetarian grab & go	34%
Buffet's Candies: Local handcrafted chocolates, brittle and fudge	65%
Senior Murphy Candy: Local handmade chocolates and piñon candies	55%

STREET SOURCE Q14. How interested are you in purchasing the following locally made products at Albuquerque International Sunport? Check all that apply.



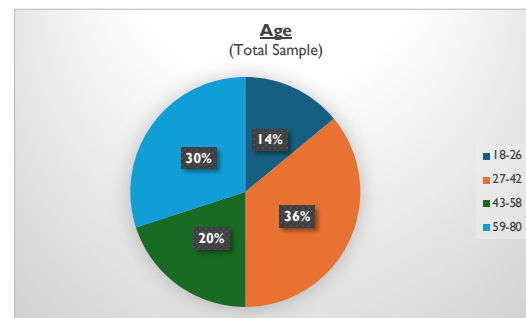
Demographics of Respondents

STREET SOURCE

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Albuquerque, April 2024

Age & Income



Respondents' age is evenly distributed.

Income	Total	Males	Females	Leisure only Travelers
	N=120	N=53*	N=63*	N=75
<\$50k	35%	25%	43%	41%
\$50k-\$100k	32%	32%	33%	36%
>\$100K	31%	45%	24%	20%

- 35% of the total sample earn < \$50k.
- 41% of Leisure only travelers earn <\$50k.
- All other subgroups are too small to read separately.

STREET SOURCE 2. What group does your age fall in to?
14. What group does your household income fall in to?
*NOTE: Sample too small. Use data directionally.

Education & Ethnicity

- 33% of total respondents have a Bachelor's degree.
- 18% have a Master's degree; 26% of males.
- The largest percent of respondents are Caucasian (64%).
- The second largest are Hispanic / Latino (32%).

Education	Total	Male	Female	Leisure Traveler
Less than high school	-	-	-	-
High school diploma or eq.	12%	4%	19%	11%
Assoc degree/trade	7%	4%	10%	7%
Some college	33%	36%	29%	41%
Bachelor's degree	24%	25%	24%	24%
Master's degree	18%	26%	11%	12%
PhD - graduate degree	6%	6%	6%	4%

Ethnicity	Total	Male	Female	Leisure Traveler
Caucasian	64%	72%	60%	63%
Black / AA	7%	8%	6%	7%
Hispanic / Latino	32%	21%	40%	33%
Asian / Pacific Islander	4%	4%	5%	4%

STREET SOURCE 15. What is the highest level of education you have completed?
16. What is your ethnicity? (check all that apply)
Significant differences noted in red font at the 90% confidence level – use caution as base sizes are too small. Data are directional.

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Marital Status & Employment

- 51% of respondents are married.
- 31% are single.
- 43% of respondents are employed full time.
- 18% are retired.

Marital Status – Total (n=120)	% of respondents
Single	31%
Married / civil union	51%
Divorced	11%
Separated	2%
Widowed	3%

Employment – Total (n=120)	Total
Employed full time	43%
Employed part time	12%
Self employed	11%
Full time student	4%
Work as house-spouse (housewife, husband)	6%
Retired	18%
Disabled	5%

STREET SOURCE MARKETING AND COMMUNICATIONS
17. What is your marital status?
18. Which of the following best describes your current employment?

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Passenger Behaviors



STREET SOURCE MARKETING AND COMMUNICATIONS

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Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Airlines Flown

- 67% of all passengers fly Southwest from Albuquerque International Sunport.

% Airlines Flown	Total
	N=120
Southwest	67%
American Airlines	45%
United	31%
Delta	29%
Spirit	9%
Alaska Airlines	8%
Frontier	5%

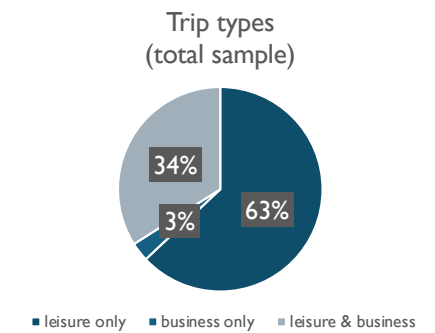
STREET SOURCE MARKETING AND COMMUNICATIONS
Q 8 During the past year or so, while at the Albuquerque International Sunport, did you purchase any of the following? (Check all that apply)
*NOTE: Sample too small. Use data directionally.

31

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors - Travel

- Of all passengers in this test, only 3% travel for business only.
- Most people travel for leisure only (63%).
- People who travel for both business and leisure make up 34% of respondents.



STREET SOURCE MARKETING AND COMMUNICATIONS
Q 5 On average, how many total round trips per year via airlines have you taken for business vs. leisure from the Albuquerque International Sunport?

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Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors - Travel

- Average number of leisure trips from Albuquerque International Sunport is 2.6 among the total sample.
- Average number of business trips from Albuquerque International Sunport is 1.1 among the total sample.

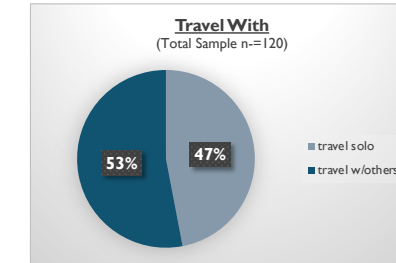
Avg. # TOTAL Trips per year ALB	Total N=120	Males N=53*	Females N=63*	Leisure only Travelers N=75
# of Leisure trips	2.6	2.2	3.0	2.7
# of Business trips	1.1	1.7	0.6	0
TOTAL Albuquerque trips	3.7	3.9	3.6	2.7

STREET SOURCE Q.5 On average, how many total round trips per year via airlines have you taken for business vs. leisure from the Albuquerque International Sunport? *NOTE: Sample too small. Use data directionally.

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors

Avg. Total trips / yr- all airports	Total N=120	Males N=53*	Females N=63*	Leisure only Travelers N=75
Avg. # trips - mean	4.6	4.6	4.6	3.9



MEAN (%)	Total	Males	Females	Leisure only Travelers
Travel Solo	47%	53%	45%	41%
Travel w/ others	53%	47%	55%	59%

- Trips from all airports among leisure only passengers average a lower number of total trips (3.9) vs. the total (4.6).
- Males and females average the same number of trips from all airports (4.6).

- ✓ **53%** Travel with others
 - More passengers travel with others – 53% of the total sample.
 - More Leisure only travelers also travel with others vs. solo.

STREET SOURCE Q.6 Including the Albuquerque International Sunport trips, how many total trips per year from any airport have you taken in the past year or so? Q.7 Thinking about your trips in the past year or so, what percent do you travel solo vs. travel with other(s)? Significant difference noted in red font at the 90% confidence level. *NOTE: Sample too small. Use data directionally.

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors – Concessions Purchases

- 80% of all passengers purchase bottled beverages at Albuquerque International Sunport.
- 79% of passengers bought pre-packaged food.
- 33% bought reading materials.
- Leisure only subgroup is at parity to the total sample. All other subgroups have small base sizes and data are directional only.

% People purchasing at ALB past year	Total N=120	Males N=53*	Females N=63*	Leisure only Travelers N=75
Pre-packaged food (such as meals, snacks, sandwiches, sweets, etc.)	79%	77%	79%	76%
Bottled Beverages (such as bottled water, soda, etc.)	80%	77%	83%	79%
Electronics (headphones, chargers, adapters, etc.)	20%	15%	24%	17%
Reading Materials (such as books, magazines, newspapers, etc.)	33%	42%	25%	23%
Items from shops (clothing, luggage, souvenirs, jewelry, etc.)	24%	21%	27%	20%
Services at the airport (shoeshine, massage, nail salon, money exchange, etc.)	24%	21%	27%	20%

STREET SOURCE Q.8 During the past year or so, while at the Albuquerque International Sunport, did you purchase any of the following? (Check all that apply) *NOTE: Sample too small. Use data directionally.

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors – No Concessions Purchases

- 40 passengers did not purchase any items at the Albuquerque International Sunport. When asked why, passengers checked several reasons.
 - 45% brought own reading materials
 - 40% don't need any of the services offered
 - 33% believe items cost too much
 - 33% had just eaten prior to coming to the airport

Base: Did not purchase any at Albuquerque International Sunport /Terminated Respondents	N=40
Airport purchases at the Albuquerque International Sunport cost too much	33%
I had no time before my flight	13%
I brought food and beverage for my flight with me to the Albuquerque International Sunport	25%
The lines were too long for food and beverage at the Albuquerque International Sunport	0%
Nothing in the Albuquerque International Sunport shops interested me	8%
I don't need any of the services offered at the Albuquerque International Sunport	40%
I had just eaten prior to coming to the Albuquerque International Sunport	33%
I don't buy souvenirs or gifts at airports	30%
I brought my own reading materials - a book, E Reader, etc.	45%

STREET SOURCE Q.9 Earlier you said you did not make any purchases while at the Albuquerque International Sunport. Please check any of the following reasons as to why you did not purchase anything. (Check all that apply)

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors – concession typical spend

- Among the total sample, average spend on bottled beverages is \$19.40 on average.
- 77% never buy services. Only n=28 do buy services, making this data unstable.
- The same is true for Electronics, 65% (78 people) say they never buy Electronics at the Albuquerque International Sunport. This leaves only 42 people for spending behavior data – again, unstable.

TOTAL Sample (n=120)	Pre-packaged food	Bottled Beverages	Electronics	Reading Material	Shops	Services
Mean \$ spend total sample base	\$25.00	\$19.40	\$51.40	\$14.30	\$68.90	\$86.10
less than \$10	15%	47%	7%	28%	10%	7%
\$10-\$20	45%	30%	13%	17%	12%	3%
\$21-\$30	14%	9%	3%	4%	3%	3%
\$31-\$40	6%	1%	5%	2%	4%	2%
\$41-\$50	3%	4%	3%	1%	5%	2%
\$51-\$60	3%	0%	0%	2%	0%	2%
\$61-\$70	3%	0%	1%	0%	0%	0%
\$71-80	0%	0%	1%	0%	0%	0%
\$81-90	0%	0%	1%	0%	2%	2%
\$91-99	0%	0%	1%	0%	0%	0%
\$100 or more	1%	1%	2%	0%	3%	2%
Never buy	11%	5%	65%	46%	57%	77%

STREET SOURCE Q 10 Thinking about your past airline trip(s) from the Albuquerque International Sunport, approximately how much do you typically spend each the following concession types?

Albuquerque Sunport Quantitative Traveler Study: Marshall Retail Group, April 2024

Passenger Behaviors- Concessions Avg. Spend

- Among subgroups, average spending is at parity for all concession types.

NOTE: Services and Electronics are unstable data due to small sample.

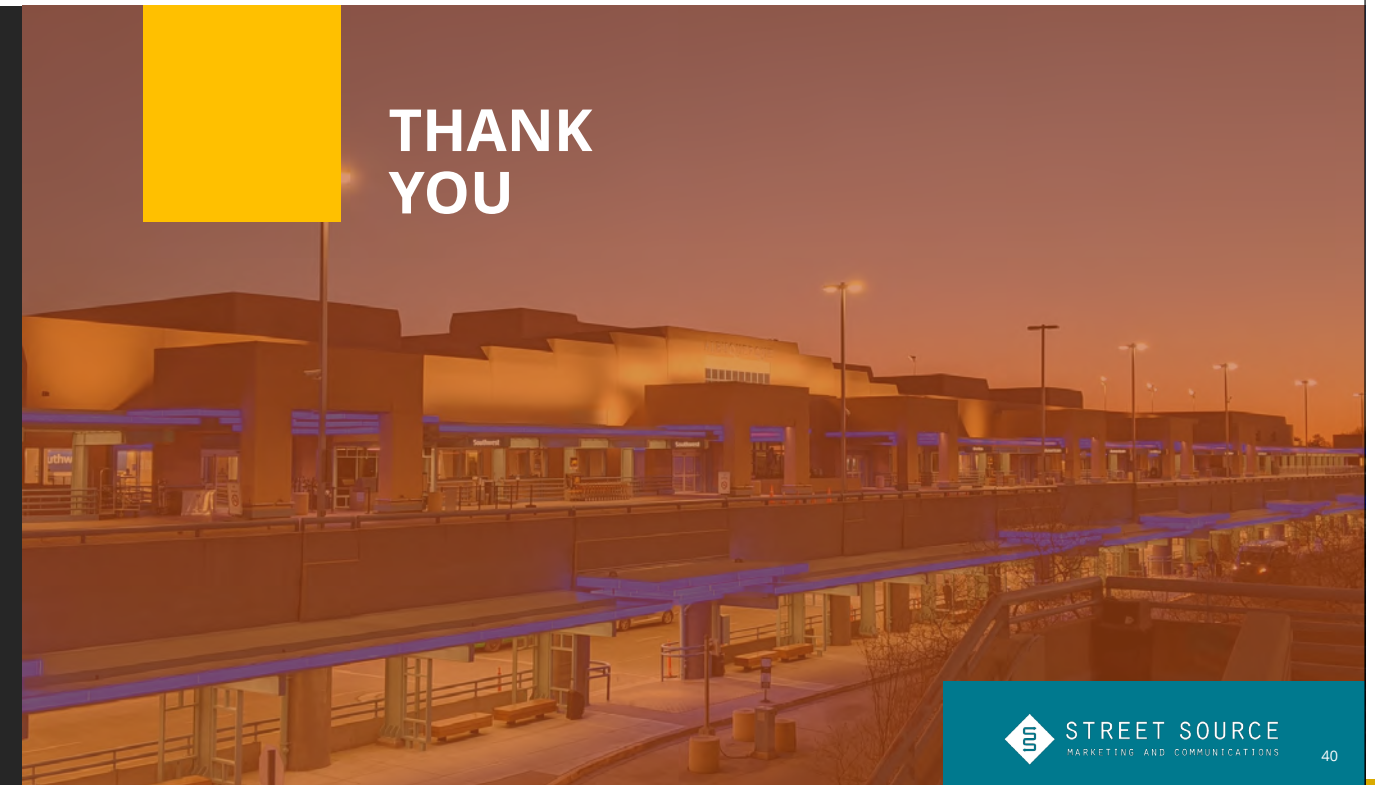
Ave. Dollar Spend (\$)	Total	Male	Female	Leisure traveler only
	A	B	C	D
Base:	120	53*	63*	75*
Pre-packaged Food (such as meals, snacks, sandwiches, sweets, etc.)	25.00	32.40	19.60	18.00
Bottled Beverages (such as bottled water, soda, etc.)	19.40	16.10	22.90	12.60
Electronics (headphones, chargers, adapters, etc.)	51.40	31.10	67.30	47.30
Reading materials (such as books, magazines, newspapers, etc.)	14.30	13.60	16.20	11.30
Items from shops (clothing, luggage, souvenirs, jewelry, electronics, etc.)	68.90	76.50	65.90	60.70
Services at the airport (shoe shine, massage, nail salon, money exchange, etc.)	86.10	99.90	70.20	22.00

STREET SOURCE Q 10 Thinking about your past airline trip(s) from the Albuquerque International Sunport, approximately how much do you typically spend each the following concession types? *NOTE: Sample too small. Use data directionally.

Background + Objectives



THANK YOU



2.1.2

PROJECT DELIVERY





THE WELL -
SMF

DESIGN & CONSTRUCTION

The Marshall Retail Group, LLC is committed to following best practices in design and construction, including detailed project budgeting and scheduling, expedited permitting to the extent possible, technically sound and correct architecture and engineering drawings, proper bidding techniques, inclusion of Disadvantaged Business Enterprise (DBE) contractors, trades, engineering and architectural consultants, and thorough project management and oversight.



PAUL HEFLIN // VICE PRESIDENT, DESIGN & CONSTRUCTION

Paul brings a wealth of expertise to MRG, with over thirty years of leadership in design and construction, including seven years within the airport concessions sector. A licensed, award-winning architect, Paul is eager to infuse his creativity and construction expertise into our diverse portfolio of brands. His extensive experience promises to be a significant asset as we continue to expand our business. Paul will be overseeing the design & construction of the entire package of retail locations at ABQ.



ANDREA WELSH // SENIOR PROJECT MANAGER, CREATIVE STORE DESIGN

Andrea has been with The Marshall Retail Group for two years and has produced many winning designs for MRG's airport growth in North America, including our expansion efforts in Canada with the additions of Edmonton and Calgary. She has a background in store design, architecture, and exhibition design and brings a keen, fresh eye to airport retail concessions.

MRG will conduct an independent and thorough assessment of the capital investment and the financial, corporate, professional, and human resources required to execute on our submission if selected.

CONSTRUCTION SCHEDULE

The Marshall Retail Group, LLC adheres to the required Construction Schedule and Phasing set forth in Appendix C to complete all design work, have plans approved, obtain requisite permits, and complete the construction and fit out of the concession units. Please see Construction Schedule provided below.

DISCLAIMER: The Construction Schedule below may be subject to delays if notice of award is made after 7/15/2024.

ABQ - Package 1

Task number	Name	Duration	Start	Finish
1	ABQ Program			
2	Design & Approval Process Drawing Package 1	182 days	7/15/2024	3/25/2025
3	Notice of Award	1 day	7/15/2024	7/15/2024
4	Post Award Design Kickoff	1 day	7/16/2024	7/16/2024
5	30% Design Package - AOR - Development - Package 1	10 days	7/17/2024	7/30/2024
6	R1 - Duke City Station	10 days	7/17/2024	7/30/2024
7	R6 - InMotion	10 days	7/17/2024	7/30/2024
8	R7 - Nob Hill Necessities	10 days	7/17/2024	7/30/2024
9	R8 - Just Walk Out	10 days	7/17/2024	7/30/2024
10	R9 - Globo Mercado	10 days	7/17/2024	7/30/2024
11	R10 - Zocalo Public	10 days	7/17/2024	7/30/2024
12	30% Design Review - AIRPORT - Package 1	10 days	7/31/2024	8/13/2024
13	R1 - Duke City Station	10 days	7/31/2024	8/13/2024
14	R6 - InMotion	10 days	7/31/2024	8/13/2024
15	R7 - Nob Hill Necessities	10 days	7/31/2024	8/13/2024
16	R8 - Just Walk Out	10 days	7/31/2024	8/13/2024
17	R9 - Globo Mercado	10 days	7/31/2024	8/13/2024

18	R10 - Zocalo Public	10 days	7/31/2024	8/13/2024
	60% CD Intmd. Package - AOR - Development - Package			
19	1	10 days	8/14/2024	8/27/2024
20	R1 - Duke City Station	10 days	8/14/2024	8/27/2024
21	R6 - InMotion	10 days	8/14/2024	8/27/2024
22	R7 - Nob Hill Necessities	10 days	8/14/2024	8/27/2024
23	R8 - Just Walk Out	10 days	8/14/2024	8/27/2024
24	R9 - Globo Mercado	10 days	8/14/2024	8/27/2024
25	R10 - Zocalo Public	10 days	8/14/2024	8/27/2024
26	60% CD Intmd. Review - AIRPORT - Package 1	10 days	8/28/2024	9/10/2024
27	R1 - Duke City Station	10 days	8/28/2024	9/10/2024
28	R6 - InMotion	10 days	8/28/2024	9/10/2024
29	R7 - Nob Hill Necessities	10 days	8/28/2024	9/10/2024
30	R8 - Just Walk Out	10 days	8/28/2024	9/10/2024
31	R9 - Globo Mercado	10 days	8/28/2024	9/10/2024
32	R10 - Zocalo Public	10 days	8/28/2024	9/10/2024
	90% CD Permit Package - AOR - Development - Package			
33	1	10 days	9/11/2024	9/24/2024
34	R1 - Duke City Station	10 days	9/11/2024	9/24/2024
35	R6 - InMotion	10 days	9/11/2024	9/24/2024
36	R7 - Nob Hill Necessities	10 days	9/11/2024	9/24/2024
37	R8 - Just Walk Out	10 days	9/11/2024	9/24/2024
38	R9 - Globo Mercado	10 days	9/11/2024	9/24/2024
39	R10 - Zocalo Public	10 days	9/11/2024	9/24/2024
40	90% CD Permit Review - AIRPORT - Package 1	10 days	9/25/2024	10/8/2024
41	R1 - Duke City Station	10 days	9/25/2024	10/8/2024

42	R6 - InMotion	10 days	9/25/2024	10/8/2024
43	R7 - Nob Hill Necessities	10 days	9/25/2024	10/8/2024
44	R8 - Just Walk Out	10 days	9/25/2024	10/8/2024
45	R9 - Globo Mercado	10 days	9/25/2024	10/8/2024
46	R10 - Zocalo Public	10 days	9/25/2024	10/8/2024
	100% CD FINAL Package - AOR - Development -			
47	Package 1	5 days	10/9/2024	10/15/2024
48	R1 - Duke City Station	5 days	10/9/2024	10/15/2024
49	R6 - InMotion	5 days	10/9/2024	10/15/2024
50	R7 - Nob Hill Necessities	5 days	10/9/2024	10/15/2024
51	R8 - Just Walk Out	5 days	10/9/2024	10/15/2024
52	R9 - Globo Mercado	5 days	10/9/2024	10/15/2024
53	R10 - Zocalo Public	5 days	10/9/2024	10/15/2024
54	100% CD FINAL Review - AIRPORT - Package 1	5 days	10/16/2024	10/22/2024
55	R1 - Duke City Station	5 days	10/16/2024	10/22/2024
56	R6 - InMotion	5 days	10/16/2024	10/22/2024
57	R7 - Nob Hill Necessities	5 days	10/16/2024	10/22/2024
58	R8 - Just Walk Out	5 days	10/16/2024	10/22/2024
59	R9 - Globo Mercado	5 days	10/16/2024	10/22/2024
60	R10 - Zocalo Public	5 days	10/16/2024	10/22/2024
61	Submit Drawings for Building Authority Review	36 days	10/23/2024	12/11/2024
62	Permit Drawing Review and Comments	35 days	10/23/2024	12/10/2024
63	Permits Issued - Package 1	1 day	12/11/2024	12/11/2024
64	Pre-Construction - Package 1	37 days	10/23/2024	12/12/2024
65	GC Bidding	30 days	10/23/2024	12/3/2024
66	Award to GC	5 days	12/4/2024	12/10/2024
67	Precon Meeting	1 day	12/11/2024	12/11/2024

68	NTP	1 day	12/12/2024	12/12/2024
69	Construction - Package 1	58 days	12/19/2024	3/10/2025
70	R1 - Duke City Station	40 days	1/13/2025	3/7/2025
71	R6 - InMotion	40 days	12/19/2024	2/12/2025
72	R7 - Nob Hill Necessities	40 days	12/19/2024	2/12/2025
73	R8 - Just Walk Out	40 days	12/19/2024	2/12/2025
74	R9 - Globo Mercado	40 days	12/19/2024	2/12/2025
75	R10 - Zocalo Public	40 days	12/19/2024	2/12/2025
76	Substantial Completion - R1 - Duke City Station	1 day	3/10/2025	3/10/2025
77	Substantial Completion - R6 R10	1 day	2/13/2025	2/13/2025
78	Opening Activities - R1 - Duke City Station	11 days	3/11/2025	3/25/2025
79	Airport Punch List Walk	5 days	3/11/2025	3/17/2025
80	Stock and Train	4 days	3/18/2025	3/21/2025
81	Airport Approval to Open	1 day	3/24/2025	3/24/2025
82	Ready to Open - R1 - Duke City Station	1 day	3/25/2025	3/25/2025
83	Opening Activities - R6 - R10	11 days	2/14/2025	2/28/2025
84	Airport Punch List Walk	5 days	2/14/2025	2/20/2025
85	Stock and Train	4 days	2/21/2025	2/26/2025
86	Airport Approval to Open	1 day	2/27/2025	2/27/2025
87	Ready to Open - R6 - R10	1 day	2/28/2025	2/28/2025

PHASING FOR MINIMAL INTERRUPTION

We have a proven track record of delivering temporary concessions during construction, offering airport travelers convenience and generating consistent revenue streams. We propose temporary kiosk units strategically positioned directly in front of, or integrated into, the temporary wall for Duke City Station, Nob Hill Necessities and Globo Mercado opening December/January 2024 until the permanent stores open in February/March of 2025.

The bottom line is that customer service and a continuous offering of core retail products to travelers cannot be interrupted, and MRG will do whatever it takes to make it happen.

2.1.3

CAPITAL

INVESTMENT

CAPITAL

PLAN



jayn & Este

JAYN & ESTE
LAS

CAPITAL INVESTMENT PLAN

We project a total capital investment of \$6.47M for Package 1 as shown in the table below. Our internal construction and design team performed a detailed cost estimation utilizing the most current cost management data sourced from recently completed MRG airport projects in the region and added in an inflationary component through the build out phase. MRG is prepared to spend at least 10% of the initial capital investment for a mid-term refurbishment.

Marshall Retail Group's parent company, WH Smith PLC (WHSmith), is a publicly-traded company on the London Stock Exchange boasting a robust financial strength that enables effective funding of continued operations. With a history dating back to 1792, WHSmith has established a strong position in the market and has demonstrated the ability to generate positive cash flow consistently. WHSmith's strong balance sheet, which includes ample cash reserves and liquidity, provides MRG with the necessary financial capability to sustain ongoing operations and meet obligations at ABQ and beyond. This financial strength provides confidence and stability required to weather economic uncertainties and invest in future growth opportunities such as this one at Albuquerque International Sunport. WHSmith's net worth plays a significant role in supporting successful business operations. As a company with a long-standing presence, WHSmith has accumulated substantial net worth over the years. This net worth serves as a testament to the company's value and financial stability. It provides a solid foundation for WHSmith to support MRG's expansion efforts and strategic initiatives. With North America identified as a core strategic market, WHSmith's strong financial position allows MRG to invest in and capitalize on growth opportunities in this region, further enhancing net worth and overall performance. Please see the following page to certify the company assets available to us from our parent company.

PACKAGE 1

Location	Size (sf)	A&E	Construction Costs	FF&E	Total Initial Investment	Mid Term Investment	Total Investment
R1 - Duke City Station	2,982	\$94,111	\$1,412,284	\$235,690	\$1,742,086	\$174,209	\$1,916,294
R6 - InMotion	1,180	\$52,012	\$780,522	\$130,258	\$962,792	\$96,279	\$1,059,071
R7 - Nob Hill Necessities	475	\$39,650	\$595,005	\$99,298	\$733,952	\$73,395	\$807,347
R8 - WHSmith Just Walk Out	240	\$32,351	\$485,478	\$81,019	\$598,848	\$59,885	\$658,733
R9 - Globo Mercado	504	\$41,986	\$630,066	\$105,149	\$777,201	\$77,720	\$854,921
R10 - Zócalo Public	996	\$57,469	\$862,418	\$143,925	\$1,063,813	\$106,381	\$1,170,194
TOTAL	6,377	\$317,579	\$4,765,773	\$795,340	\$5,878,692	\$587,869	\$6,466,561



WH Smith PLC

Aldgate Tower
10th Floor
2 Lemn St
London
E1 8FA

Telephone (01793 616161)

25 March 2024

City of Albuquerque
Department of Finance and Administrative Services, Purchasing Division
Post Office Box 1293
Albuquerque, New Mexico 87103

To Whom It May Concern,

**City of Albuquerque Request for Proposals Solicitation Number: RFP-2024-531-AVI-IC,
Retail Concessions Program at Albuquerque International Sunport**

This letter confirms that The Marshall Retail Group, LLC (the "Company") is a wholly owned subsidiary of WH Smith PLC ("WH Smith"), a company quoted on the London Stock Exchange. WH Smith currently has a £400 million (approximately \$508 million) Revolving Credit Facility ("RCF"), of which £230 million (approximately \$292 million) is unutilized. WH Smith also has cash of circa £18 million (approximately \$23 million) as of the date of this letter. Funds advanced under the RCF are permitted to be used to finance the general working capital needs of the Company, including capital investments necessary to complete the proposed Concessions Development Plan as presented within this proposal.

This funding would be subject to the Company receiving a successful award and execution of all necessary documentation for the operation and management of the retail stores.

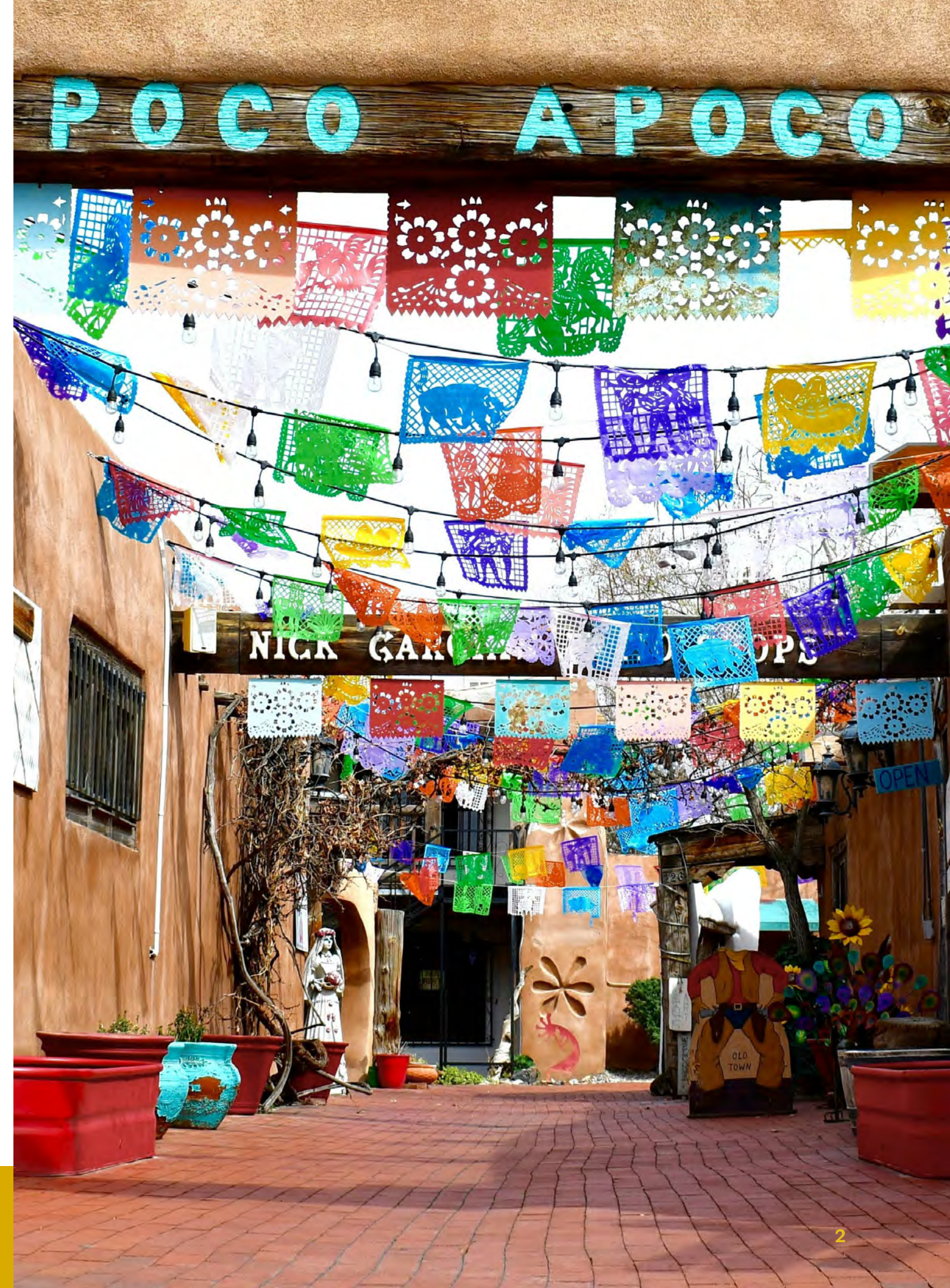
Please do not hesitate to contact me if you have any questions or require any additional information.

Yours sincerely,

Mark Boyle
Finance Director, Group

+44 7879 897687
mark.boyle@whsmith.co.uk

WH Smith PLC Registered Number 5202036 Registered in England and Wales Registered Office Greenbridge Road Swindon Wiltshire SN3 3RX



2.1.4

SUSTAINABILITY





IN-STORE SUSTAINABILITY

COMPANY GOALS

PROTECTING OUR PLANET

We have a responsibility to protect our planet and minimize our impact on the environment. We're working hard to use resources more efficiently, to lower our carbon emissions and to reduce the waste we produce. For MRG to be more sustainable, we must use the world's resources wisely and play our part in tackling climate change.

We are committed to reducing the environmental impacts of our operations and our supply chain. We're reducing carbon emissions through energy efficiency and improved logistics. We're ensuring our products do not impact the world's forestry resources. We're working hard to minimize waste from packaging, to reduce our use of plastics and to cut out food waste. We're also making it easier for customers to recycle our products and the packaging that they're sold in.

◆ OUR GOALS ARE TO: ◆

- 1 Be carbon neutral by the end of 2025 and engage with key suppliers responsible for 50 percent of our supply chain emissions to ensure that by 2025 they have plans in place to reduce emissions to limit global warming to 1.5 degrees.
- 2 Reduce the environmental impact from our packaging by removing it where possible, switching to better environmental options where packaging is necessary, and minimizing waste from our operations.
- 3 Ensure no deforestation from sourcing of raw materials for our own brand products or goods not for resale by the end of 2025

GREEN BUSINESS

PRACTICES & PROCESSES



NINA TERJESEN, LEED AP ID+C
Divisional Vice President - Creative Store Design

While there are many factors that impact today's environment, buildings have a significant impact on the construction, maintenance, and operations of the spaces we design and construct. Sustainability, by definition, means the avoidance of the depletion of natural resources to maintain an ecological balance. One of the most widely referenced programs for architectural design and sustainability is LEED. Under the leadership of our Divisional Vice President of Creative Store Design, Nina Terjesen, who is a LEED Accredited Professional in ID+C, MRG takes great measures to do our part for the environment. Nina works closely with our construction and facility maintenance teams to ensure that our company follows sustainable practices. From material selections, including recycled content, VOC paints and LED lighting, to creating waste management and recycling programs, we do our best to create energy efficient and environmentally friendly stores.



CAESARSTONE

Endorsed by the National Health and Safety Foundation (NSF) in accordance with international NSF 51 sanitary standards, Caesarstone surfaces are qualified for installation in hospitals, restaurants, hotels and more.

NSF International is a not-for-profit, non-governmental organization that is the **world leader in standards development**, product certification, education and risk-management for public health and safety.

Caesarstone is a Gold Member of USGBC. USGBC is a non profit organization committed to expanding sustainable building practices. USGBC developed Leadership in Energy, and Environmental Design (LEED), a third-party certification program and the US nationally accepted benchmark for the design, construction, and operation of high-performance green buildings.



ENERGY STAR EQUIPMENT

ENERGY STAR® is the government-backed symbol for energy efficiency, providing simple, credible, and unbiased information that consumers and businesses rely on to make well informed decisions. In 2019 alone, ENERGY STAR and its partners **helped Americans save nearly 500 billion kilowatt hours of electricity** and avoid \$39 billion in energy costs.



GREENGUARD

All American Gypsum board meets Greenguard Gold Certification.



FOREST STEWARDSHIP COUNCIL (FSC)

Construction projects using FSC certified wood have a 3-fold advantage. First, FSC as the gold standard in sustainable forest management verifies that the wood has been **responsibly sourced**. Second, FSC is the only recognized forest products certification standard for both leading global green building promotion schemes: Leadership in Energy and Environmental Design (LEED) and the Living Building Challenge. Third, the public procurement policies of many countries (like the Netherlands, Germany, Australia, Spain), require FSC certification as proof of compliance with public procurement requirements, to varying degrees.



LED LIGHTING

Efficiency — While incandescent bulbs and CFLs generate most of their energy in heat, LEDs are cool to the touch which translates into less wasted energy. It also means your air conditioner won't have to run as high in hot weather. LEDs are more efficient than even CFLs: A 16.5-watt LED bulb is equivalent to a 20-watt CFL and a 75-watt incandescent. According to US Department of Energy research in 2007, adoption of LED lighting over standard incandescents over 20 years will prevent 40 new power plants from being constructed, generate more than \$265 billion in energy savings, and reduce lighting electricity demand by 33 percent in 2027.

Environmentally-friendly: unlike fluorescent lights, LED lights don't contain mercury, making it safe for humans and the environment

Highly efficient: they generally use 75% less energy than fluorescent light and last 25 times longer

Safety: LED light bulbs emit very little heat whereas fluorescent bulbs "release about 80% of their energy as heat"



WHSmith

MEMBER OF DOW JONES SUSTAINABILITY INDEX

POWERED BY THE S&P GLOBAL CSA

WHSmith, MRG's parent company, is proud to announce we have been included in the Dow Jones Sustainability Index as one of only nine companies globally in the retail sector!

This is the fourth consecutive year our actions towards building a more sustainable WHSmith have been recognized in the leading global sustainability index. We are determined to minimize our impact on the planet, engage our people, and support our communities.

The Dow Jones Sustainability™ World Index comprises global sustainability leaders as identified by S&P Global through the Corporate Sustainability Assessment (CSA). It represents the top 10% of the largest 2,500 companies in the S&P Global BMI based on long-term economic, environmental and social criteria.

CORPORATE ENVIRONMENTAL, SOCIAL & GOVERNANCE (ESG)



JEAN-MICHEL DOS REMEDIOS
*Divisional Vice President, Environmental,
Social and Governance (ESG) and Strategic Sourcing*

Jean-Michel is responsible for supporting core components of the Company's ESG strategy including achieving our supplier diversity, ethical sourcing, and environmental impact goals. He will also lead our indirect sourcing and procurement strategy and execution with the goal of delivering savings and improving governance.

Jean-Michel holds a master's degree in marketing and bachelor's degrees in Industrial Mechanics and Packaging from France. Jean Michel's illustrious career includes serving as Vice President of Strategic Sourcing at Bel Group – where he launched the North America team and a robust ESG program. He also teaches Strategic Sourcing and Procurement at the University of Illinois Chicago (UIC) Business School. Jean-Michel is an accomplished speaker in the industry and currently serves on the Supply Chain and Procurement Board at UIC.



Minimising our impact on the planet

	Aim	Target	Progress
Climate action	Net zero emissions by 2050	By 2030: reduce absolute Scope 1 and 2 emissions by 80 per cent from 2020 base year. By 2027: 75 per cent of suppliers by emissions covering purchased goods and services and up-stream transport and distribution will have science based targets.	2023 emissions are 66* per cent lower than 2020. 15* per cent of GHG emissions from purchased goods and services and up-stream transport and distribution are from suppliers with science based targets.
Reducing waste	Reduce environmental impact from packaging and materials	By 2025: reduce waste material and minimise own-brand plastic packaging.	In 2020 we sent 400 tonnes (12 per cent) of waste to landfill. In 2023 we sent 24* tonnes (one* per cent) of waste to landfill.
Protecting natural resources	Net zero deforestation	By 2025: ensure forestry materials in own-brand products and core non-trade goods come from recycled or certified sources.	In 2023, 100* per cent of pulp, paper and timber products purchased for resale were from certified sources or recycled material. Further work is planned to assess certification in relation to non-trade goods.

* We engaged SLR Consulting to provide independent limited assurance of the data marked with * in accordance with assurance standard ISAE 3000. Full details of the methodology and SLR Consulting's assurance statement are available at whsmithplc.co.uk/sustainability

2.1.5

ACCESS TO

SERVICES



LIMITED ENGLISH PROFICIENT

To ensure access to services for individuals who are limited English proficient, we train frontline staff on how to identify language needs, assess the need for language assistance, and request interpreter or translation services when necessary.

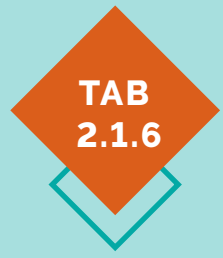
We have the ability to translate essential documents, forms, and notices into commonly spoken languages to ensure that individuals who are LEP have access to important information. Lastly, we regularly review policies, procedures, and resources to ensure compliance with language access requirements and address emerging needs, in order to best serve the customers of ABQ.

Specific to ABQ, we will offer visual aids and icons and/or signage with international symbols. We will also aim to hire multilingual team members. If at any point we should receive feedback from a customer or Sunport staff regarding access to our services related to language barriers, we will make reasonable efforts to provide better access to our services for individuals who are LEP.

2.1.6

MANAGEMENT





PLEASE SEE SEPARATE
UPLOAD OF THE RESPONSE SUBMISSION FORM,
APPENDIX I TO THE CITY'S E-PROCUREMENT SYSTEM.

2.1.7

MANAGEMENT

EXPERIENCE





MANAGEMENT EXPERIENCE

The Marshall Retail Group (MRG) is ideally positioned to manage the new retail concessions program at Albuquerque International Sunport (ABQ). Our extensive experience in airport retail ensures a blend of high operational standards and innovative customer engagement strategies, making us the top choice for enhancing ABQ's retail offerings. MRG brings:

- Demonstrated success in over 200 airport locations across 48 North American airports, showcasing our ability to elevate retail experiences.
- Commitment to excellent maintenance and visual merchandising that keeps facilities appealing.
- Advanced training in upselling techniques and personalized service that boosts sales and customer satisfaction.
- Effective use of technology, including Amazon Just Walk Out, self-checkout, and digital advertising and promotions to engage customers and drive sales.
- Support for local artists and businesses, enriching the ABQ community and economy.
- Recognition with multiple awards for customer service and local-inspired retail excellence.
- A dedicated leadership team and joint venture partners with decades of experience in retail management and operations, ensuring all ABQ retail stores are run efficiently and effectively.



CHIBOYS
ORD

PRESENTATION & VISUAL MERCHANDISING

We are committed to maintaining first-class, like-new facilities through the term of our lease through regular cleaning, preventative maintenance, equipment repairs or replacement, and refurbishment of our spaces.

Store teams receive continuous training and in-store visits by their Regional Managers and the visual team. Through this partnership, timely executions on visual expectations are addressed to satisfy customer and property needs. An opening and closing checklist to ensure daily maintenance and best practices are provided by the visual team during monthly calls accompanied with visual standards, providing the store teams with the tools, and know how to maintain a visually appealing store.

Visual standards for an elevated in-store experience include, but not limited to, cleanliness of window presentations and fixtures with clean, orderly, focused product organization. Our attention to detail coupled with product romance and curated statements, promote discovery while silently encouraging sales.

Replenish



REPLENISH
MCO



SALES/UPSELLING TECHNIQUES

SALES TRAINING

MRG has a six-step selling process which we call our **WE\$ACT**. All employees go through sales training as part of their orientation training.

- 1 WELCOME
- 2 ENGAGE
- 3 \$HOW, TELL & SELL
- 4 ADD ON & UPSELL
- 5 CLOSE THE SALE
- 6 THANK & INVITE BACK

These six simple steps that ensure every customer had their needs met, and when paired with the **POWER TO WOW** learning, ensures expectations are exceeded. The principle of the Power to Wow class is that customer service must be viewed through the lens of the customer. Our employees learn how to elevate every action from what might simply be good service into the realm of being an amazing experience. MRG specializes in experiences. We achieve this by actively listening. We train our team members to pick up cues that enable them to think the way each individual customer thinks, as opposed to making assumptions on generic customer needs. When a customer's pace is slow and conversational, we respond in the same manner. If the customer's pace is fast and to the point, we respond with likewise speed. This elevates the customer experience from ordinary to extraordinary. Our team members can speak to every product and service we offer. They become generalists who can guide a customer through everything we offer.

MARKETING PLANS

SALES GROWTH THROUGH PROMOTION



Marshall Retail Group stores offer a variety of rotating in-store promotions, for example:

- Gifts with Purchase
- Employee and Airport Staff Discounts
- Meal Deals
- Buy 1 Get 1 Discounts
- Buy 2 Get \$1 Off
- Buy 2 Get 1 Free
- Joint Brand Promotions
- 2 For \$XX Deals (Example: 2/\$40 Hats)
- Purchase with Purchase (Example: \$25+ Purchase, Buy a Tote for \$5)

DIGITAL SCREEN ADVERTISING

Digital screen advertising is the most effective advertising medium for seamlessly connecting with customers. Our research has proven that incorporating a digital screen within a space is the most compelling tool for engaging customers. On average, retailers have between 0.7 – 0.9 seconds to capture the attention of passersby. Modern travelers are continuously looking for experiential shopping - they want to touch, explore, and be in control of their shopping environment. It is the responsibility of retailers to provide new

experiences to capture their attention and dwell time.

Placing digital screens within our stores allows us the opportunity to use motion design, 4K film making, 3D animation, and other forms of media-making to create a digital media opportunity. This feature offers the potential to give the spaces a distinct character, an engaging experience, along with curiosity and intrigue for the customer so that they will want to enter the store.

SALES GROWTH THROUGH MARKETING



JENNIFER MILLER
Director Of Communications & Public Relations

SOCIAL MEDIA

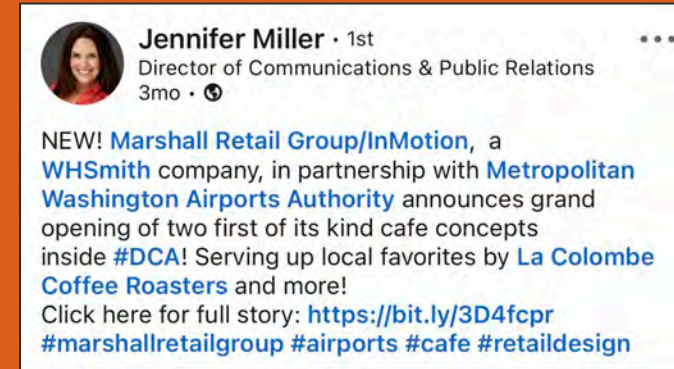
LinkedIn is MRG/InMotion’s preferred social platform of engagement! Jennifer Miller, our Director of Communications and Public Relations leads our external company communications strategy in partnership with airport, resort-casino, and brand partners, amplifying the company’s robust growth in the travel retail channel. Adding thousands of new followers on LinkedIn, Jennifer utilizes the platform for job openings, charity initiatives, store openings, and partnerships with landlords.

PUBLIC RELATIONS

MRG retains a dedicated public relations firm, Kirvin Doak Communications, to support our communications strategy. KDC works alongside our internal Communications and Public Relations Department to develop results driven marketing communication campaigns. They maintain extensive relationships with media and assist MRG in generating impactful media coverage and awareness locally, regionally, and nationally as well as within niche and trade media outlets.

PLANNED INVESTMENTS FOR PROMOTING THE NEW PROGRAM

We have already been brain storming ideas for grand opening activations, pop ups, and rotating product displays! Along with our brand partners - Los Poblanos, the Museum of New Mexico Foundation Shops, Meow Wolf, UNM Press, New Mexico United, Dion's, Buffet's, Verde and many more - we are excited to invest in promoting ABQ's new concessions program.

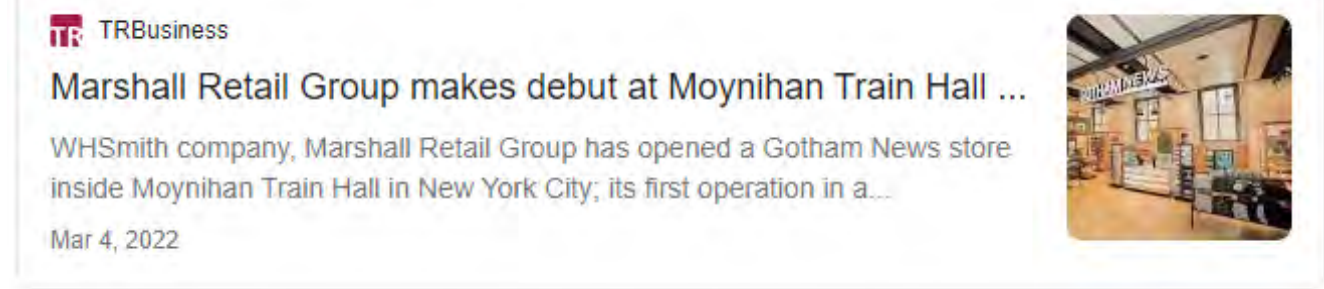
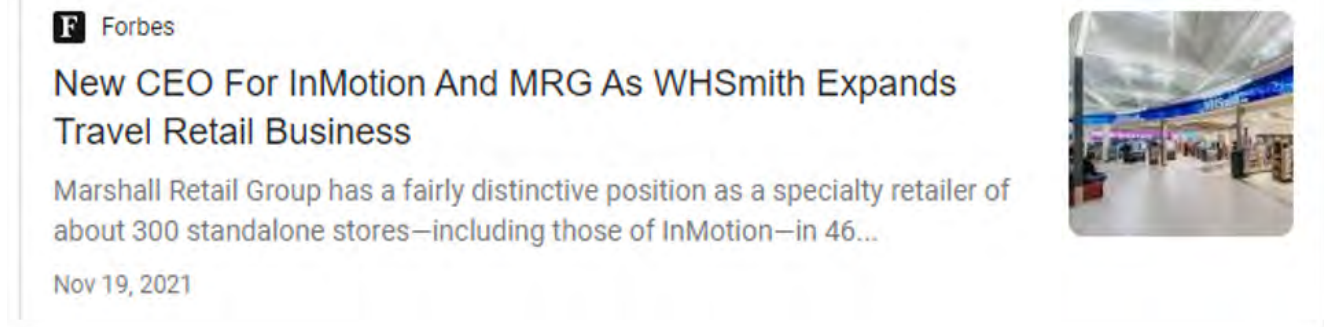


The Café at DCA, Opens Two Locations - Marshall Retail Group
marshallretailgroup.com • 3 min read



On location: Largest InMotion store globally opens at London Heathrow Terminal 5 : The M...
moodiedavittreport.com • 6 min read

Examples of LinkedIn posts by Jennifer Miller



MRG works with local, regional and national media outlets to showcase grand openings and company news.



DISTRICT
MARKET
SFO

DRIVING DOWN

OPERATIONAL COSTS

To drive down operational costs, MRG implements the following best practices and methods:

- Improved pricing initiative that reduces store labor with predesigned price point signs set to planogram.
- High value items locked or secured with anti-theft devices to retain inventory integrity.
- Utilizing the planning and allocation team for better stock control to improve forecasting of sales.
- General Manager/Regional Manager oversight of all locations, ensuring proper coverage and execution of store expectations.
- Utilization of StoreForce scheduling system to identify peak traffic segments to focus our staffing to hours with demanding traffic patterns. Please see more information on the Staffing Tools / Employee Scheduling page.

PRODUCT ORDERING

Evaluating unit productivity: To evaluate the productivity of each unit, our merchants (buyers) are paired with members of the planning and allocation department. Our buying team is responsible for discovering new vendors and ordering product, while our planning and allocation team is responsible for ordering product to ensure stock availability. Together, these two teams determine slow-selling merchandise and have a markdown cadence to move through slower selling product, to then fill in with more desired merchandise.

Offering seasonal promotions: We create special promotions or discounts on items that are particularly popular during specific seasons.

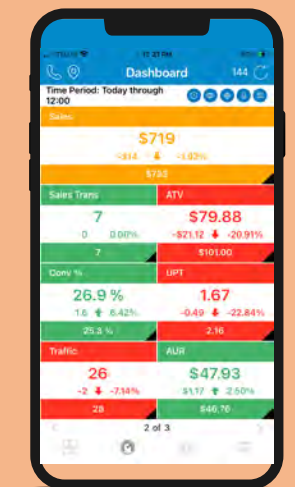
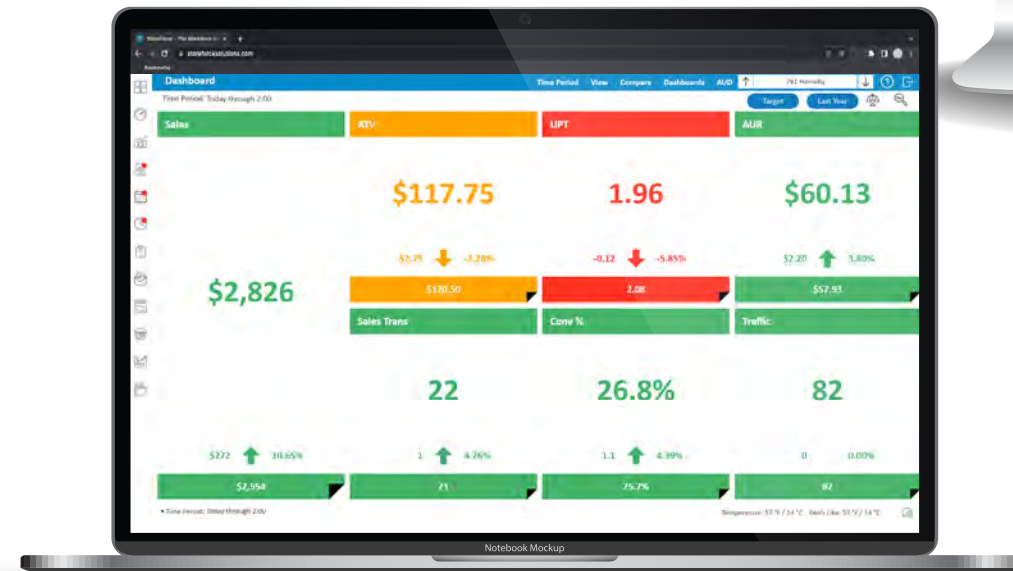
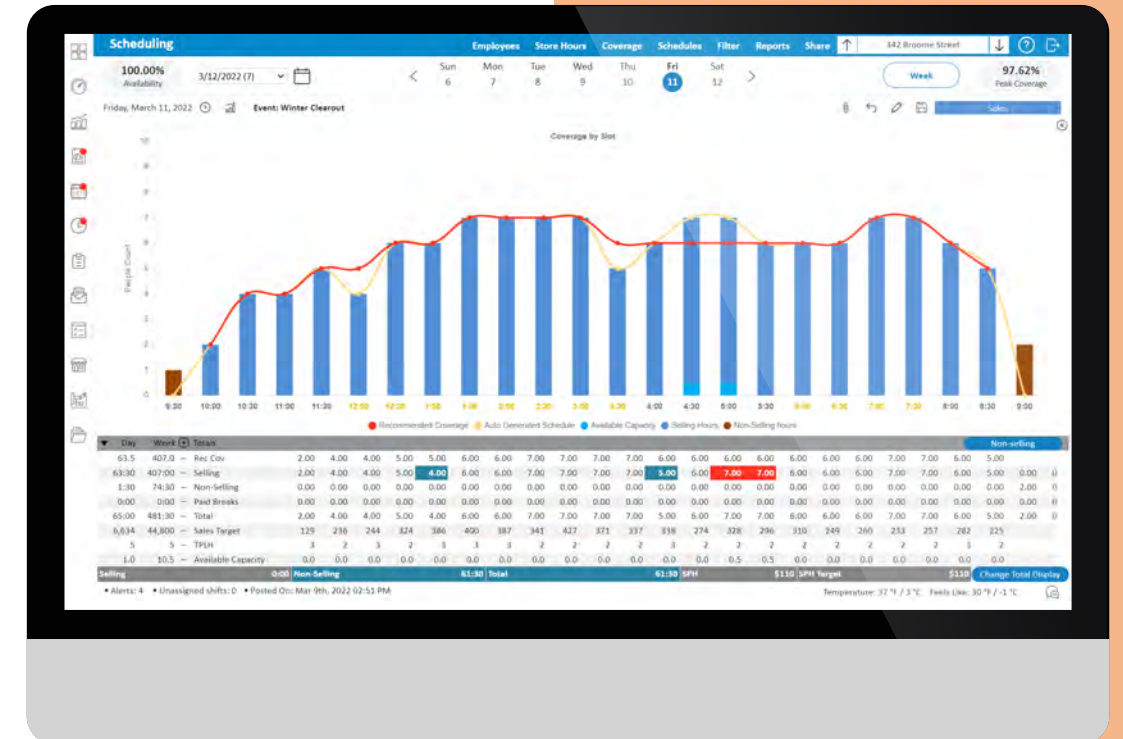
Diversifying product offerings: We diversify product offerings to appeal to a wider range of customers. For example, we offer a broader range of products that cater to different age groups, interests, and budgets while staying on top of changing trends.

STAFFING TOOLS/ EMPLOYEE SCHEDULING

Every store in every airport has their own unique traffic pattern. To manage the specific pattern for each location, we have partnered with a specialty retail workforce management company, StoreForce Solutions, to provide a full suite of store scheduling, timekeeping, performance, and execution tools. StoreForce takes all the analytical data on this store; traffic by 30-minute segment; sales by 30-minute segment; units per transaction; average transaction and helps preface the schedule process. StoreForce then reviews staff productivity and marries the staff productivity to the key metrics of the stores sales history to produce an optimal schedule for the upcoming week. Using this type of workforce management software ensures optimal store coverage for the variety of peaks and valleys in business.

SMOOTHING PROCESS

MRG's corporate operations team has created a smoothing process to analyze customer behavior and help to allocate payroll. The smoothing process is essentially a process that smooths key payroll metrics including payroll/sales percent, SPH, etc. by shifting payroll across the year. Smoothing pulls down peaks and pulls up troughs. It takes unnecessary hours from slow periods and plugs them into our busiest periods to support volume. The smoothing is all store specific & linked to budgets.



INVENTORY

CONTROL

We have implemented procedures to ensure store teams' accountability. Our Loss Prevention team supports stores in identifying and resolving operational shortages by investigating inventory management issues, analyzing shrink results, and providing feedback to district management teams. They facilitate a physical inventory count for all store locations twice annually. During the inventory cycle, stores conduct perpetual counts for high shrink risk merchandise and cycle counts for items with suspicious system on hands.

Loss Prevention uses tools provided by the Loss Prevention software module, a part of the Aptos Software Suite, along with other investigative tools and techniques (i.e., CCTV, interviewing, etc.), to identify the cause of unresolved cash shortages, stop further losses, and attempt to obtain restitution.

LOSS PREVENTION STRATEGIES

CCTV (Closed Circuit Television) - We provide a CCTV system to all new store locations. Our camera strategy covers POS terminal locations, entrances/exits, back rooms, and salesfloor locations. CCTV systems are used as a deterrent to internal and external dishonest activity, and as an investigative tool when losses or accidents occur.

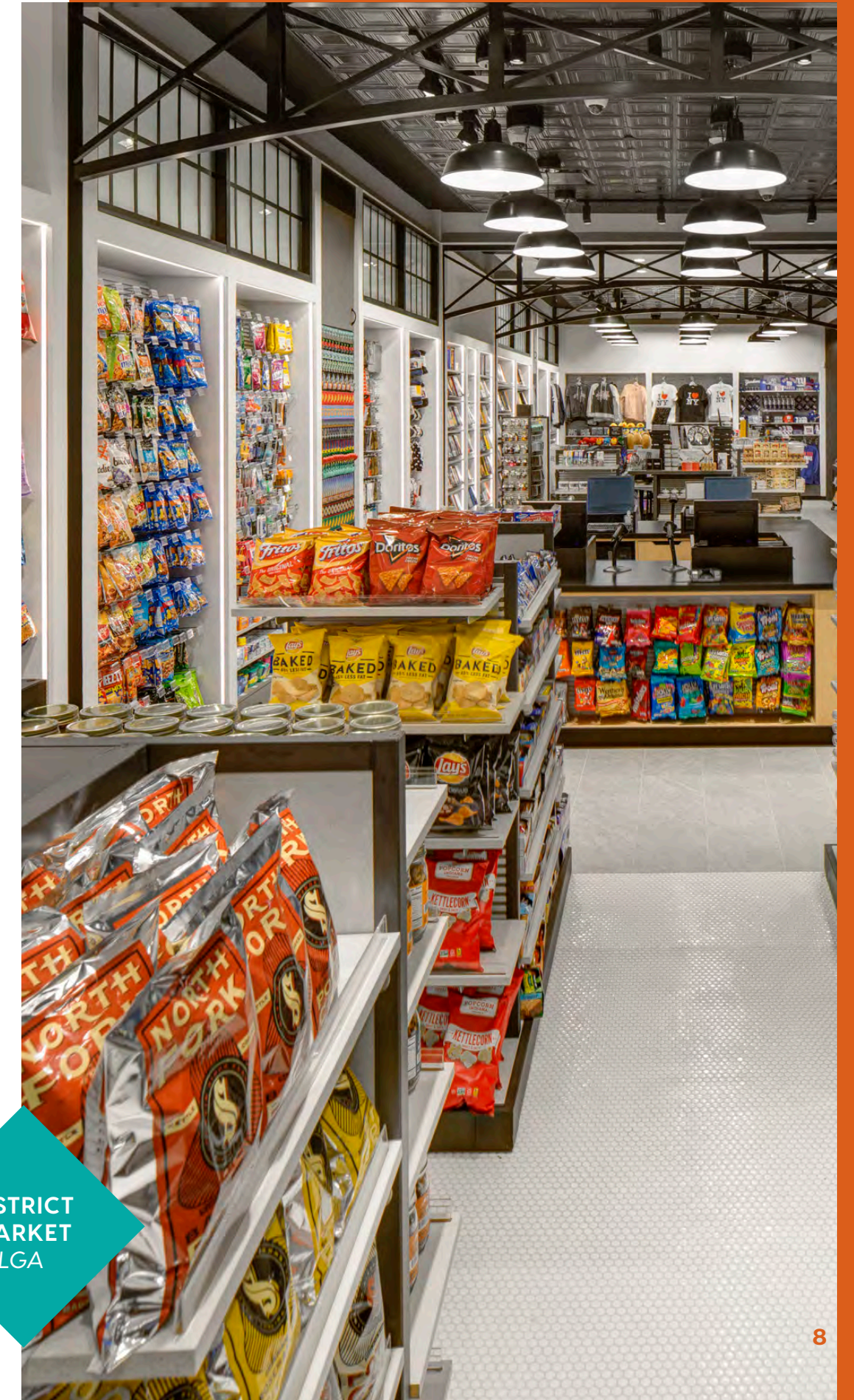
EAS (Electronic Article Surveillance) - We use EAS systems in select stores to deter merchandise theft. Our EAS sensor tagging strategy focuses on high value, high theft risk product. Merchandise is tagged at our Distribution Center prior to being shipped to stores. Store employees are trained to

remove tags at purchase and to respond to EAS alarms at the store's entrance in an appropriate manner.

Exception Based and Ad Hoc Reporting - Loss Prevention uses exception based and ad hoc reporting to identify incidents of employee dishonesty, activity trends, and to identify the scope of dishonest activity during a Loss Prevention investigation. Loss Prevention enlists the support of store management teams in investigating report exceptions when actual or likely dishonest activity is identified.

CASH CONTROLS

- Stores are required to generate detail POS cash balance reporting and make a cash drop into the store's cash deposit safe at the end of each shift. The store team is required to report any unresolved cash variances to their District Manager and to Sales Audit immediately.
- We have service agreements with national armored couriers to provide CIT service to all locations. Pickups are scheduled based on each store's cash volume to control the amount of cash funds being held at any given time to minimize risk of loss.
- Our Sales Audit department reviews cash shortages and reconciles reported cash deposit amounts with actual bank deposits. They use tolls provided by our sales audit software from the **Aptos Software Suite** to identify causes and resolve shortages. The sales audit team forwards unresolved shortages to the loss prevention department for investigation.



DISTRICT
MARKET
LGA

TRAINING PROGRAMS

Our team members are important to us, and we make them feel important by letting them know how valuable their contribution is to the success of the company. We are a culture that shows by taking care of our team, our team will take care of our customers. We provide ongoing training programs throughout the career of each team member which ensures a better understanding of workplace practices and career advancement potential. Here, we are excited to introduce you to the training programs that are designed specifically for our locations at ABQ.





BROOKSIDE
LOCAL
MCI

ORIENTATION

At MRG, training begins at a 4-hour orientation held in one of our stores by a human resources team member, in our home office city of Las Vegas. At this engaging and fun training we review company history, policies, benefits, company culture, organizational health, sales training, and more.

New Hire Orientation for outer markets: Tech stores (InMotion, Headphone Hub, Sound Balance, iStore) conduct their orientations via SmarterU.

Destination, fashion, and sundries stores (non tech) use a system called NEO in a Box. This system involves a presentation where the manager sits with the new hire and covers the introduction to the company, our history, policies, and benefits. The new hire will then view two training videos which cover customer experience and sales training. The NEO in a Box takes about 4 hours to complete.

Atlantic City, Atlanta, and New York have HR coordinators that conduct the in person class, however everyone else is entrusted to conduct their own.

We want every customer, team member, and partner to have experiences with MRG that they couldn't have anywhere else, with anyone else. Creating Unique Experiences "CUE" for our customers is paramount. Our customer experience philosophy is to WOW everyone who enters our stores, every time.



OUR LEARNING MANAGEMENT SYSTEM – SMARTERU

MRG utilizes a **Learning Management System (LMS)** platform called **SmarterU** to conduct in depth and ongoing training which has been implemented at all our retail locations throughout North America. Our dynamic and interactive LMS allows us to provide a scope of curriculum and training courses with a specific focus to meet the needs of each location and team member. The breadth of courses ranges from product and sales training to operational and human resources orientation and much more. Each course is typically a balance of material to read, videos to watch, along with interactive gamification and quizzes to assist with information retention and to provide a compliance component.

SmarterU allows us to supplement and build upon our in-person training that we perform either in a store in a meeting room setting. This ability to efficiently share vast amounts of training information and hold team members to a high standard of engagement throughout our entire company has proven to be immensely effective. Additionally, we provide specific courses and reporting privileges to concessions management and supervisors of each location. Access is restricted to active team members established and monitored by the store manager. We provide a unique experience based on the company brand and position by having a secured URL website address, customized dashboard, and personalized design for each concept we create.

We cultivate an environment where our employees are not just compliant, but committed, to our training and service. We have also built partner relationships with our vendor suppliers, who provide support and materials enabling us to provide our commitment for a hands-on demonstration experience unlike any other in the travel market.

Lastly, we recognize training is a continuous and necessary exercise. We achieve this ongoing training with a combination of live and recorded webinars hosted within **SmarterU**. Our webinars are comprised of new product training and announcements. Our typical cadence for announcing new online courses is two to three per month, but exceptions can be made.



CUSTOMER SERVICE

STANDARDS & TRAINING

CUSTOMER EXPERIENCE TRAINING PROGRAM

We will offer a universal Customer Experience Training Program that ensures our store teams are utilizing best of class operational business practices to achieve a friendly and stress-free environment that provides a playful experience as a part of the passenger journey.

The customer service training at ABQ will consist of four components:

1. **Foundational Training:** Launch Experience
2. **Foundational Training:** (E-Learning)
3. **Leadership Toolkit** (E-Learning)
4. **Customer Experience Reinforcement** (E-Learning)



1 FOUNDATIONAL TRAINING CUSTOMER SERVICE EXPERIENCE:
High energy, interactive learning experience that inspires buy-in and builds team members' ability to deliver on our ABQ customer experience vision:

- We are all part of one customer experience at the airport
- We care about customers and want to create the best travel experience for them
- Customer service skill building

2 FOUNDATIONAL TRAINING (E-LEARNING):
This training is an e-learning version of the Foundational Customer Service Training and is intended to support team members who are not able to attend the live sessions. This training also adds support for team members who are hired after the initial launch, allowing them to have access to the same training covered in the live launch. The e-learning module takes 60 minutes or less to complete.

3 LEADERSHIP TOOLKIT (E-LEARNING):
This training helps to reinforce our customer service experience vision by equipping managers with additional tools to assist them as they lead their direct reports and reinforce positive service behaviors. This e-learning module is completed after going through the foundational training and learning and takes 60 minutes or less to complete.

4 CUSTOMER SERVICE EXPERIENCE REINFORCEMENT (E-LEARNING):
This training is broken into brief, focused e-learning modules that are focused on the different components of excellent customer service. These modules can be pushed out to each operator, allowing the training to be focused on the unique opportunities each business has throughout the terminal. Store managers can also select modules for their team members to complete based on their own internal objectives and needs they may identify. Each module takes 15-20 minutes to complete, allowing for ongoing training to happen without major adaptations to the weekly schedule.



— ◆ —

RECRUIT & HIRE

EXISTING STAFF

Our teams are dedicated and committed to retaining current airport employees who love our environment and want to remain at Albuquerque International Sunport. We look forward to hosting job fairs at the airport and throughout the community. We are excited to meet and interview existing concessions employees to potentially join our team. We sincerely look forward to bringing them into the MRG family as we understand the value they bring to our team. Their knowledge of the airport and understanding of the customer base is invaluable. They are key to a smooth, seamless transition for ABQ travelers.



NATALIE'S
CANDY JAR
BNA

LEADERSHIP & STAFFING

Our leadership team brings a wealth of experience and a proven track record of success in airport concessions management. The following individuals will play pivotal roles in supporting and guiding our ABQ concessions program.



BRIAN GRIFFIN // DIVISIONAL VICE PRESIDENT, CENTRAL OPERATIONS

With 25+ years of leadership experience, Brian oversees 13 airports in the Central Region, demonstrating a strong capability in performance management, coaching, and training.



JON DE SALIS // DIRECTOR, INITIATIVES & FIELD OPERATIONS

With 34 years at WHSmith, Jon supports operations across 13 airports in the Central Region, showcasing a history of successful initiatives and operational excellence.



JENNI BICKERS // SENIOR REGIONAL MANAGER

Jenni serves as the regional manager for the mountain district and currently oversees all operations at DEN, SLC, and PHX. She's been with MRG since 2009 and has been vital in the training and development of staff.

GENERAL MANAGER

The GM is required to oversee assigned stores ensuring they are operating in accordance with company and property standards day to day. The GM will serve as a role model to all sales staff through effective sales techniques, positive communication, and demonstrating flexibility and initiative. Their role includes performance management, overseeing the operation of the store, communication with the regional manager, and serving as the main point of contact for the Sunport teams.

STAFFING

PLANS

Please see below for example staffing plans.

DUKE CITY STATION – R1

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
GM	5:00am-1:00pm	5:00am-1:00pm			5:00am-1:00pm		5:00am-1:00pm
Co-Manager	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm		
Sales Lead	1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm		2:00pm-10:00pm	2:00pm-10:00pm	
Sales Lead	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm			4:30am-12:30pm	4:30am-12:30pm
Sales Lead		2:00pm-10:00pm		1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm
Sales Lead	5:00am-1:00pm			5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm
FT - CSA	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm		
FT - CSA	1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm			4:30am-12:30pm	4:30am-12:30pm
FT - CSA			5:00am-1:00pm	1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm	1:30pm-9:30pm
FT - CSA		5:00am-1:00pm	2:00pm-10:00pm	2:00pm-10:00pm	2:00pm-10:00pm	5:00am-1:00pm	2:00pm-10:00pm
FT - CSA	2:00pm-10:00pm		2:00pm-10:00pm	2:00pm-10:00pm	2:00pm-10:00pm	2:00pm-10:00pm	
FT - CSA	2:00pm-10:00pm	2:00pm-10:00pm		5:00am-1:00pm		5:00am-1:00pm	2:00pm-10:00pm
Stock Lead	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm		4:30am-12:30pm	
FT - Stock	4:30am-12:30pm	4:30am-12:30pm			4:30am-12:30pm	4:30am-12:30pm	4:30am-12:30pm
FT - Stock	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm		10:00am-6:00pm	
FT - Stock	10:00am-6:00pm	10:00am-6:00pm			10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm

INMOTION – R6

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AGM - Sales	1:15pm-9:15pm	1:15pm-9:15pm					
Co-Manager	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm		5:15am-1:15pm	5:15am-1:15pm	
Sales Lead		5:15am-1:15PM		4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm
Sales Lead			1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm
FT CSA	5:15am-1:15pm	5:15am-1:15pm	5:15am-1:15pm	5:15am-1:15pm			5:15am-1:15pm

NOB HILL NECESSITIES – R7

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AGM - Ops						4:45am-12:45pm	4:45am-12:45pm
Co-Manager	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm		
Sales Lead	1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm		
Sales Lead		10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm		1:15pm-9:15pm	1:15pm-9:15pm
FT CSA	10:00am-6:00pm				10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm
FT - Stock		5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	
FT - Stock	5:00am-1:00pm						5:00am-1:00pm

WHSMITH JUST WALK OUT – R8

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
GM				5:00am-1:00pm			
Stock Lead	5:00am-1:00pm	5:00am-1:00pm			5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm
FT Stock	2:00pm-10:00pm	2:00pm-10:00pm	2:00pm-10:00pm	2:00pm-10:00pm		2:00pm-10:00pm	
PT Stock			5:00am-1:00pm		2:00pm-10:00pm		

GLOBO MERCADO – R9

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AGM - Ops		4:45am-12:45pm					
Sales Lead	4:45am-12:45pm			4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm
Sales Lead	1:15pm-9:15pm		4:45am-12:45pm		1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm
FT CSA		1:15pm-9:15pm	1:15pm-9:15pm	1:15pm-9:15pm		10:00am-6:00pm	
FT CSA	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm		
PT CSA							10:00am-6:00pm
FT - Stock		5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	

ZOCALO PUBLIC – R10

TEAM	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
AGM - Ops	4:45am-12:45pm						
Sales Lead			4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm	4:45am-12:45pm
Sales Lead		4:45am-12:45pm		3:15pm-11:15pm	3:15pm-11:15pm	3:15pm-11:15pm	3:15pm-11:15pm
FT CSA	3:15pm-11:15pm	3:15pm-11:15pm	3:15pm-11:15pm		10:00am-6:00pm	10:00am-6:00pm	
FT CSA	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm	10:00am-6:00pm			10:00am-6:00pm
FT - Stock		5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	5:00am-1:00pm	

DELIVERING A WORLD-CLASS GUEST EXPERIENCE



ENSURING HIGH STANDARDS

In today's ever-changing retail environment, consumers expect more from their shopping experiences. We provide an enhanced customer journey as service quality is an increasingly important factor for our success. A customer's personal experience allows us to improve our service and tailor our products to what customers want, thus improving customer satisfaction, strengthening customer loyalty, and increasing profitability. With an impressive range of products and unparalleled customer service, we are already ahead of the competition, but we want our landlord partners to be just as pleased in working with us as they are with the sales we deliver. We seek to provide a seamless retail experience that makes shopping for wants and needs easy and accessible for our customers.

WE LEARN ABOUT OUR CUSTOMERS

The landscape in airport retail is constantly evolving and we understand a retail organization must understand customer behaviors and attitudes. We also know that both customers and expectations change, and it is our responsibility to adapt to their expectancies. We are always learning about the customers we serve by gathering and assessing the powerful data that our high tech instore solutions provide. We learn about our customers through customer feedback received from social media and their instore experience which allows us to continuously improve/heighten the overall shopping experience.

UPTOWN *Phoenix*



MEMORABLE MOMENTS &

PERSONAL CONNECTIONS

Juan Pratt, Sales Lead at Uptown Phoenix within PHX, has a very contagious, positive energy that customers rave about! Shortly after opening Uptown Phoenix, the store team had the honor of presenting a check to Miracle Fights for the amount of “Miles the Bears” they had sold, a product made for the charity to help sick children receive the medical attention they need. Without anyone to actually be Miles the Bear, the General Manager asked Juan if he would be willing to come in on his day off and wear the Miles the Bear costume during a photo op to present the check. Without hesitation, Juan came in on his day off and rocked the costume, delivering an exceptional experience for the store team, the charity, and the passengers who were able to witness a special moment at the airport!

Sara's of Las Vegas, located in the Sahara Hotel, was MRG's first women's fashion store.



HISTORY

OF THE PROPOSER

PIONEERS FROM THE VERY BEGINNING

In 1955, brothers-in-law Art Marshall and Herb Rousso, along with their wives Jayn and Estelle, founded Marshall Retail Group as a family owned business. Their first store, a women's fashion concept called Sara's of Las Vegas, opened on Las Vegas Boulevard in a defining era for the city. The success of Sara's, now known as Marshall Rousso, paved the way for the company to expand throughout the Las Vegas Strip and ultimately into airports. In 1984, MRG opened its first retail airport location at McCarran (now Harry Reid) International Airport and later in 1996 we had our first foray into destination gifts. This was just the beginning of a journey in airport retail that continues to this day. With keen leadership and a clear focus on the future, what began as a small family business has grown into an incredible company focused on "Creating Unique Experiences." **Today MRG has more than 300 store locations in the United States and Canada, generating approximately \$470 million in annual gross receipts in FY 2023.** Through all of this, MRG has stayed true to its pioneering family and entrepreneurial roots.



MarshallRetailGroup
A WHSmith Company

EXPERIENCE

MRG was founded in 1955 and has been operating travel retail locations in Airports in North America since 1984. MRG and our partners are focused on enhancing the retail concessions at ABQ by providing the best level of service and optimizing revenue potential with ultramodern designed concepts, a seamless operational flow, and an appealing assortment of quality products at the appropriate price level, backed up by logistical support and unrivaled customer service.

Nationwide, we strive for continued growth and success in all our businesses, well beyond the first year of operation. We accomplish this by partnering the merchandise and operational teams and taking continuous learnings from the customer in how they respond to our product offering. Our approach is anything but cookie cutter. We constantly challenge, refine and develop new product assortments, measuring against strict key performance indicators and productivity targets to ensure we are always giving our customers a refreshing and exciting selection.

Understanding our customer's needs and wants is essential in driving revenue. From our years of experience, customer reviews, market surveys and analytics and our deep insight into customer behavior and purchasing motivations that we have gained from our extensive base of retail operations across the country, we are able to push sales growth across our operations through enhanced retail systems that allow us to align and maximize productivity opportunities.



DISTRICT MARKET
LGA

AWARDS

For over 68 years, MRG has provided its clients and customers with a collection of attractive, successful brands in more than 300 stores across the US and Canada, including more than 200 airport units in 48 airports and more than 100 resort locations in 36 resorts.

As an industry leader in travel retail, we have been recognized by Airport Experience News as 2024: **Best Local-Inspired Store**; 2020: **Best Overall Retailer, Best Travel Convenience Retailer, Retailer with the Best Customer Service**; 2019: **Best Airport Store for Local Merchandise, Best Brand Retailer, Best Local-Inspired Store, Best Customer Service**; and Airport Revenue News 2017 as the industry's **Best Specialty Retail Brand Operator**. We are proud of our heritage as the largest premier class retailer in the North American market and are eager to bring today's traveler inspired shopping experiences that truly connect customers with the world around them.



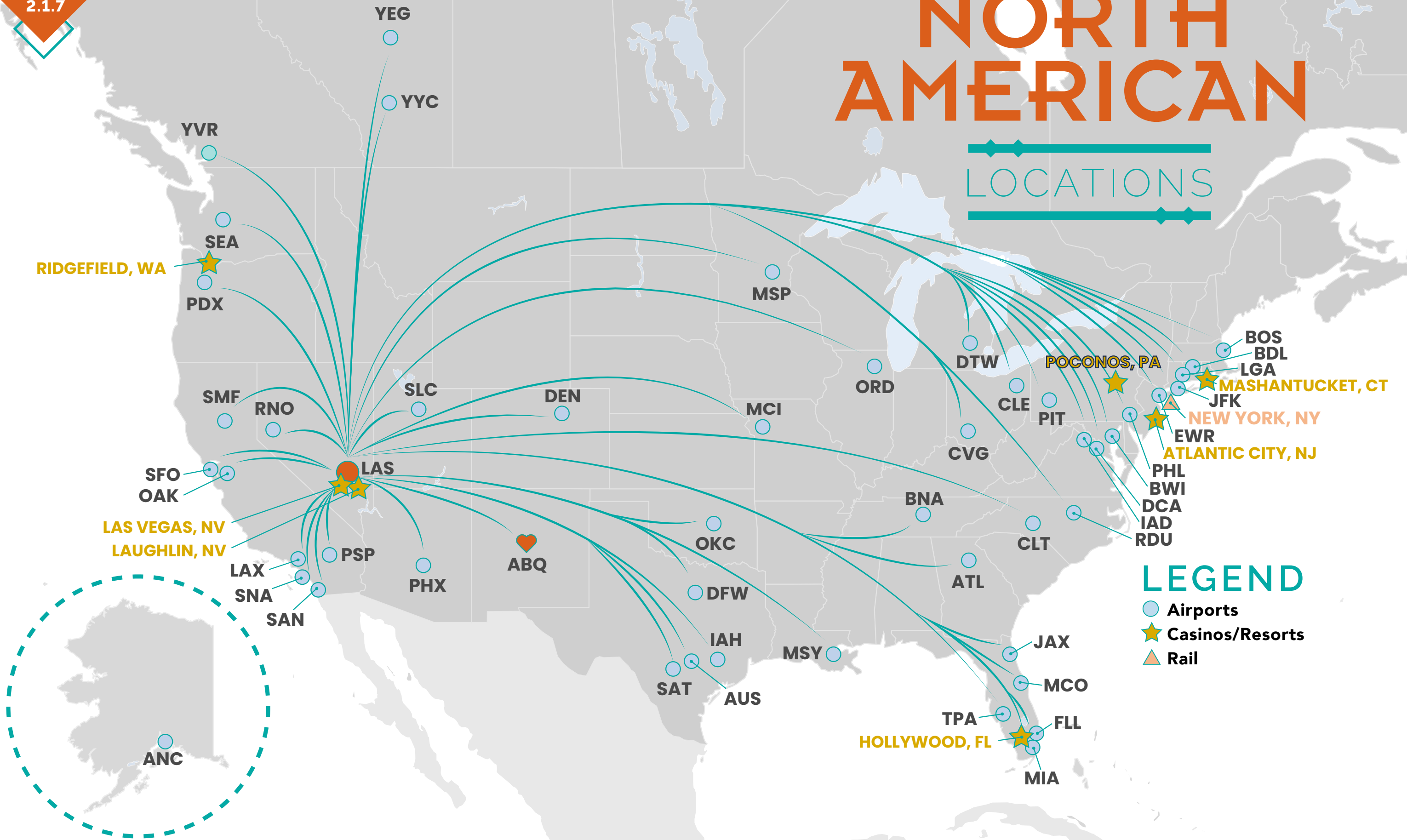
Airport Experience News 2024 Best Local-Inspired Store

RETAIL IS OUR MIDDLE NAME



NORTH AMERICAN

LOCATIONS





48
AIRPORTS

200+
AIRPORT
LOCATIONS

20M+
CUSTOMERS
S E R V E D

\$470
MILLION
IN SALES FY 2023

36
RESORTS

100+
RESORT
LOCATIONS

2300
TEAM MEMBERS
FT: 1800 PT: 500

\$1.3M+
AVERAGE
UNIT VOLUME

68+
YEARS
IN RETAIL

RECENTLY AWARDED/RECOMMENDED CONTRACTS:

PDX | PHX | OAK | PSP | LAX | SAN | EWR | LAS | DCA | SLC | ORD | YYC | YEG

SIMILAR/RELEVANT CONCEPTS





WHSmith
NORTH AMERICA
INCORPORATING INMOTION & MARSHALL RETAIL GROUP

Stores Safety Management Plan

Purpose:

At WHSmith, we care about the health and safety of every individual that enters our establishments. This Safety Management Plan addresses potentially hazardous conditions and reinforces safety practices to ensure the health and safety of all WHSmith employees, customers, contractors, vendors, and suppliers while visiting our stores.

Scope:

All WHSmith retail stores and kiosks in airports and resorts.

Safe Floors:

- Stores have a duty to their customers to keep them safe from foreseeable accidents. Store Managers will make every effort to ensure the floors in their store are clean and free of slip, trip or fall hazards. This includes immediately cleaning up spills of any nature, and placing signs conspicuously to warn customers wherever there are wet floors. A spill kit will be available that includes absorbent materials or paper towels, A-frame wet floor signs and a broom and dustpan to clean dry spills. Spill kits will be inspected monthly.
- Trip hazards include damaged or worn rugs and mats and electrical cords in walkways. Rugs or mats that are lifting at the corners or carpets that are frayed should be removed and replaced. Electrical cords should be rerouted or covered by an approved protector.
- Aisles will be kept clear of obstructions that could hinder safe movement or prevent free, safe, and timely egress in an emergency. Stockroom inventory levels shall be managed to the extent that merchandise is not stored in aisles or walkways. Sales floor merchandise and displays will maintain ADA requirements.

Stock stored in racking:

- Merchandise stored in stockroom racking shall be safely placed to prevent items from falling. Heavy items shall be placed on lower levels within the racking and not in the aisles. Lighter items shall be placed in the top racks and stored as uniformly as possible. Unstable stacking of cartons creates a risk of items being displaced and falling to the ground or onto employees in the area. Efforts will be made to manage the amount of inventory stored in the stockroom to facilitate safe stocking and storing of merchandise.

Ladders:

- Ladders and stepladders will be inspected prior to use and will be thoroughly inspected once a month. A checklist will be provided to stores to guide them through the pre-use and monthly inspections. The monthly ladder inspections will be documented with the date completed and the person completing the inspection.

Revised: 1/2/2024

WHSmith
NORTH AMERICA
INCORPORATING INMOTION & MARSHALL RETAIL GROUP
Stores Safety Management Plan

- Ladders will have a designated storage area and ladders should be stored there until use and returned after use. The storage area will be located away from any possible contact by employees or equipment.
- Ladders should have a hook or clamp to hold them securely in place.

First Aid Kits:

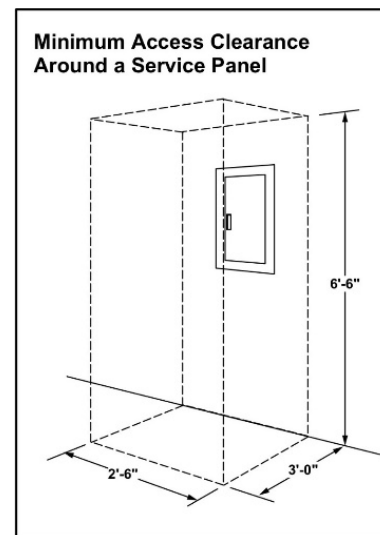
- Stores require a Class A first Aid Kit, suitable for low-risk workplaces. Class A First Aid Kits can service 25 people.
- A log should be kept documenting any items that are removed from the kit and by whom.
- Items can be reordered as needed based on usage.
- First Aid Kits will be inspected monthly.

Electrical Panels:

An electrical panel can be installed in a storage room, inside a stockroom or out in the open. There are multiple restrictions in the National Electrical Code (NEC) that must be observed:

- There must be a clear working space in front of an electrical panel that is 30" wide, 36" deep and 78" high.
- No storage is allowed in the clear working space.
- The panel cannot be in the vicinity of ignitable material.

Below is an illustration of the clearance requirements:



Revised: 1/2/2024

WHSmith
NORTH AMERICA
INCORPORATING INMOTION & MARSHALL RETAIL GROUP
Stores Safety Management Plan

Fire Extinguishers:

- Fire extinguishers require an annual maintenance check by a qualified service technician.
- Fire extinguishers must be inspected monthly and should be **visible** (including signage identifying its location), **accessible** (no hazard exists to the user who obtains the extinguisher), and **charged** (arrow is in the green section, indicating it is ready for use).

Safe cutting tools:

- Fixed blade knives (razor knives, Stanley knives, etc. that are not guarded and do not retract when not in use) are not permitted.
- Ceramic cutting tools, recessed blade safety knives, and retractable knives are approved cutting tools.
- Airport stores may only use safety scissors.

Evacuation route, location, and process:

- In the event of a fire or any other emergency requiring evacuation of the store, the evacuation process and staging area must be known to all employees.
- All stores must have a map posted that illustrates the evacuation routes and the location of the staging area.
- The evacuation route to the staging area must be maintained clear and free of obstructions and hazards.
- The evacuation map, process, and safe route will be inspected monthly.

Incident/Injury Reporting:

- Immediately report all Incidents or injuries, no matter how slight, to your Supervisor and to Human Resources.
- Use the Flow Chart below to guide your actions when an incident/injury occurs and to access the Incident Report and Witness Report Forms, the Nevada C-1 Form and the contact information for the Human Resources Team.

Incident Flow Chart:



Employee Incident
Flow chart.pdf

Revised: 1/2/2024



INMOTION
CLE

AIRPORT SECURITY

Marshall Retail Group will diligently comply with airport security standards. Airport security requirements start during our onboarding process when we assign a "signatory" to oversee the process. Once a new hire comes aboard, they complete a thorough MRG orientation, and the management team reviews key security policies with the employee at that time. Overall, awareness is key to security. In keeping with this, we have all employees stay vigilant on their shifts and while in public/sterile areas, to be able to ensure all TSA and ABQ policies are being adhered to, as well as to report any suspicious or unsafe activity, if witnessed. We can also stay briefed on those situations with email and/or text updates until the situation is contained or has ended. This has been an important safety tool and has helped our team provide better service to customers.

During the hours our stores are closed, our spaces will remain secured and locked with gates, which are included in the designs presented in this proposal.



CITY ARTS
MARKET
MCO

RESOURCE CONSERVATION

We will happily participate in resource conservation programs and/or requirements, whether that be terminal recycling programs, statutory product requirements, and the utilization of energy efficient equipment and lighting. Please see the sustainability section for more on MRG's efforts including examples of our work in other airports.

BADGING

MRG acknowledges its commitment to adhere to all ABQ badging requirements in full compliance. It is agreed that any associated fees pertaining to badging for employees will be assumed and settled by MRG.

OPERATING

DURING DISRUPTIONS

MRG is fully committed to adhere to the operating hours as set forth in the Retail Concession and Lease Agreement. We have developed strategies to address the unique service demands and fluctuating customer volumes throughout the year, which may result in extending operating hours. Our team is always prepared to provide customers with outstanding service at any time of day. Here are some methods we use to cope with fluctuations like unscheduled delays, and disruptions from weather, airline, and terminal events and conditions:

Modified operational plans: MRG has developed modified operational plans that can be implemented during various scenarios, such as extreme weather events. These plans outline specific actions to be taken, such as enhanced sanitation protocols, adjustments to service offerings, and alternative service delivery methods (e.g., delivery or grab & go options) to meet the changing needs of passengers and ensure their safety.

Minimum staffing plan: MRG has established a minimum staffing plan to ensure essential services and operations can continue even during periods of reduced staff availability. This plan includes cross-training employees, implementing flexible scheduling options, and maintaining a pool of trained backup staff to mitigate the impact of staffing shortages.

Emergency communication protocols: We have established robust communication protocols to promptly relay critical information to employees, customers, and relevant stakeholders during emergency situations. This includes utilizing multiple channels such as email, text alerts, and digital signage to provide updates, instructions, and any necessary changes to service operations.

By implementing these comprehensive measures, MRG strives to ensure that concessions services provided to passengers at ABQ remain resilient and adaptable in the face of unexpected events, thereby maintaining exceptional service standards and customer satisfaction.



ROOT &
BRANCH
RDU

OPERATING

WITH LIMITED STORAGE



INMOTION - LGA



CHIBOYS - ORD



LEGO - MCI

Adjusting inventory: We adjust inventory based on anticipated demand levels throughout the year. For example, during peak travel seasons, we stock up on more popular items to meet the increased demand and reduce inventory during slower seasons to avoid overstocking.

Supply chain redundancies: We have implemented redundancies within our supply chain to mitigate disruptions caused by local, national, or international occurrences. This includes diversifying suppliers, maintaining safety stock levels of essential items, and establishing alternative distribution channels to ensure the availability of products during emergencies.

Merchandise replenishment: MRG's system, used by the buying and planning & allocation teams, allows for constant replenishment of goods to stores by assigning a minimum quantity the store must have of a product so they never reach below that amount. Once the threshold is met, our system knows to send more product to that store, ensuring the store is not out of inventory to sell to customers. This system helps to ensure the stores have product while not oversupplying product with the limited amount of storage space available to the store.



JUST
JERSEY
EWR

OPERATING

UNDER CHALLENGING CIRCUMSTANCES

MRG recognizes the importance of planning for challenging circumstances while operating at ABQ. We have developed the following methods to deliver a first-class experience at all times while operating under these difficult conditions.

Flexible staffing: Our managers adjust staffing levels based on customer volumes throughout the year. During peak travel seasons, we may hire more staff to ensure that customers are attended to quickly, while reducing staffing during slower seasons to minimize costs. Using our workforce management system, StoreForce, we monitor peak segments and schedule accordingly to help drive in-store performance.

Investing in technology: MRG invests in technology such as self-checkout machines and mobile ordering systems to improve efficiency and reduce wait times for customers. This can help manage high traffic periods more effectively and reduce bottlenecks during peak travel seasons.

SERVICE RECOVERY

Service recovery is a priority, and every opportunity is taken to ensure that the guest has been satisfied. We empower our team to handle situations and challenges with an appropriate reaction. Our team is well-trained to respond with conviction and is committed to working out an immediate resolution. Service recovery is a highly effective ingredient in our customer service training program, not only for the guest, but for our team, who feels empowered knowing that management has faith and trust in their decision-making abilities. This level of service will generate repeat business and the guest's satisfaction will guarantee future customers, thus increasing overall, long-term revenues. Complaints are received by the store and corporate. Most times, the team can offer resolution by a return, replacement, or refund. If more attention is needed, a handwritten note and gift card is sent inviting the customer back.

PRICING POLICY

MRG will comply with the pricing policy as described in the Retail Concession and Lease Agreement. The price of items with pre-printed prices will not exceed the pre-printed price and the price of items without a pre-printed price will not be more than 10% greater than the price of the same or similar item at comparable Albuquerque locations. We will comply with ABO's pricing policy while at the same time driving sales for all stakeholders. We take pride in offering a wide range of price points for our esteemed customers.

CITY
MARKET
MCI

Below is an alternate way of viewing metrics at the store level. Store Employees and the Operations Team have the ability to view accurate data in different formats depending on preference and needs.



CORPORATE CITIZENSHIP

THE MISSION

Miracle Flights is a national nonprofit that provides free commercial flights to children in need of life-saving medical care, not found in their local communities.

MILES THE BEAR

Miracle Flights sends Miles the Bear to every child who flies with them so that they have a cuddly companion with them on their medical journey.

THE PARTNERSHIP

Marshall Retail Group/InMotion retails Miles the Bear in airport stores, and resorts across the country to raise money and awareness, which helps fuel the Miracle Flights mission. Many of our airport concession employees will get to be a part of welcoming children as ambassadors of Miracle Flights.

Almost all Miracle Flights patients suffer from medical conditions treated by only a handful of experts located across the country, which makes medical travel a necessity. While insurance may cover actual treatment, it rarely covers the cost of travel. As a result, many patients go untreated or misdiagnosed, simply because they can't get to the medical experts who can effectively treat their condition. That's where Miracle Flights comes in. They alleviate the financial burden of travel so families can focus on treatment and recovery.



Toby Keir, CEO WHSmith North America (MRG) and Robert Sanchez, VP of Operations Miracle Flights presenting a check with Miles the Bear.





ABQ + MIRACLE FLIGHTS

Since 2018, Miracle Flights has provided 112 flights to 19 patients from the ABQ area. WHSmith North America directly helps fund those flights with our partnership.

One of those patients is 4 year old ABQ resident Lyla D. Lyla has a rare form of Spina Bifida. The best physician to treat her medical condition is in Phoenix, so Miracle Flights has provided 3 flights from ABQ to PHX for her and her family so far and will continue to help with as many flights as they need. This can be done because of the support generated from the Miracle Flights + WHSmith North America partnership.



89,082,113
MILES FLOWN



157,511
FLIGHTS COORDINATED



700
FLIGHTS BOOKED EVERY MONTH



25,679
BEARS SOLD



\$225,500
DOLLARS RAISED



225
FAMILIES HELPED

STRENGTHENING ALBUQUERQUE'S COMMUNITY & CULTURE

Collectively with our network of brand partners and joint venture partners, we commit to actively supporting the local community by providing opportunities for small local makers, exposing visitors to the diverse culture of Albuquerque and New Mexico, and showcasing local events! We will also offer job opportunities and career development for New Mexicans. Our commitment to local engagement includes:

COMMUNITY SUPPORT

- Providing opportunities for small local makers.
- Exposing visitors to the diverse culture of Albuquerque and New Mexico and showcasing local events.
- Providing jobs and career development for New Mexicans.

FUNDRAISING, DONATIONS & VOLUNTEERING

- Organizing volunteering events for our teams.
- Donating unsold food to disadvantaged communities.

MIRACLE FLIGHTS AT ABQ

- Supporting our broader Miracle Flights partner through sales of Miles the Bear at ABQ.
- Greeting local Miracle Flights flyers at ABQ on their way to or from receive lifesaving medical care.

JOINT VENTURE NON-PROFIT SUPPORT

Our New Mexico-based joint venture partners support many local and statewide non-profit organizations:

- **Santa Fe International Literary Festival:** Connects writers, readers, and thinkers from around the world and close to home in the celebration of words and story.
- **New Mexico School for the Arts:** A non-profit arts educational institution where NMSA's diverse student body hails from 40 communities and Pueblos across New Mexico.
- **Santa Fe Hockey Association:** A 501(c)3 tax-exempt organization that brings life-changing and self-esteem-building opportunities of youth hockey to children from all over New Mexico.
- **Three Sisters Collective:** Engages in a land-based Rematriation praxis that restores wellness and uplifts traditional lifeways with an emphasis on art, advocacy, education, and community building.
- **Cornucopia Matanza:** A community-based day facility in Albuquerque, NM for seniors and adults with different abilities, providing services that help individuals and their families thrive.
- **Vital Spaces:** A Santa Fe-based arts organization aimed at sustaining and enhancing Santa Fe's cultural vibrancy by creating affordable spaces for artists, particularly supporting BIPOC artists and those whose socioeconomic status makes it difficult to maintain an artistic practice.
- **The Parador Santa Fe:** Artist Residency Program.
- Volunteering at the **Roadrunner Food Bank** and provide consulting services for the **Trading Post at Ghost Ranch.**
- Past Board Memberships at **Red Cross NM** and the **Natural History Museum.**



DIVERSITY, EQUITY & INCLUSION

ENGAGING OUR PEOPLE

We are committed to increasing diversity, equity, and inclusion among our employees and partners. We celebrate diversity through various events, such as Mental Health Awareness Month, Black History Month, Asian American Pacific Islander Heritage Month, International Women's Day, Pride Month, and more. We prioritize ways to enhance diversity, equity, and inclusion by regularly reviewing employment demographic data, including but not limited to gender, race/ethnicity, education, and women in leadership roles. Additionally, we support the health and wellbeing of our employees by continuously improving employee engagement and achieving better physical and mental health outcomes, fostering a thriving work environment.

2.1.8

AIRPORT CONCESSIONS
DISADVANTAGED BUSINESS

ENTERPRISES



VUE NEW JERSEY



ACDBE PLAN

Marshall Retail Group (MRG) plans to meet Albuquerque International Sunport's 30% Airport Concession Disadvantaged Business Enterprise (ACDBE) target for Package 1 by forming a joint venture, MRG Albuquerque, LLC, with a 60/40 ownership split that includes 30% participation from certified ACDBE partners. The joint venture features experienced ACDBE partners **Teresa Curl, LLC**, **CASA Unlimited Enterprises, Inc.**, and **Geisler Projects, LLC**, each holding a 10% stake. These partners bring extensive retail and airport operations expertise, with **Teresa Curl** offering decades of concession management experience, **Joya Kizer** contributing her skills in operating airport retail concepts, and **Denise Ip** providing specialized airport concessions design knowledge. Additionally, **Los Poblanos, LLLP**, a local, family owned small business that is not ACDBE certified, will hold a 10% stake. By integrating these partners with significant roles in management and operations commensurate with their stakes, MRG ensures that the joint venture not only aligns with ABQ's goals of promoting local economic growth and independence but also leverages the partners' proven track records and deep community roots to achieve the targeted ACDBE participation.

DEMONSTRATING DIVERSITY,
EQUITY & INCLUSION THROUGH

ACDBE PARTNERSHIPS

Our commitment to diversity, inclusion, and equity in our ACDBE partnerships is demonstrated through our background, reputation, current partnerships, and the team members we have put in place to ensure our partnerships are built on open communication, transparency, FAA compliance, and advocacy.

More than 68 years ago, the Marshall family chose to create a culture that allowed every member of our team to be a role model, and this is also true for our ACDBE partners. To this day, we have collaborated with and learned from some of the smartest, most enthusiastic, and most passionate ACDBE companies, and we have formed dozens of successful joint partnerships. As minority owners, our partners are active owners and participants in the business. We have built a reputation in the industry as a loyal business partner that values the perspectives and feedback of our ACDBEs.

Currently, MRG partners with 51 companies, containing 60 partners, with a total of over 75 different LLC entities. Each ACDBE brings their own experience and knowledge which is vital to our success on a local level.



SHORE
POINTS
MARKET
EWR

ACDBE

STATS

79

ACDBE JVS

173

LOCATIONS

65%

OF PARTNER COMPANIES ARE
MAJORITY WOMEN OWNED.



71%

OF OUR CURRENTLY OPEN ACDBE
LOCATIONS HAVE **WOMEN ACDBES**
AS THE **MAJORITY PARTNER**.

+5

ACDBE JVS
FISCAL 24

+19 

LOCATIONS
FISCAL 24

54%

OF OUR YEARLY TOTAL SALES
COME THROUGH **ACDBE JOINT
VENTURE LOCATIONS**.

66%

OF THE UPCOMING ACDBE
LOCATIONS HAVE **WOMEN
ACDBE PARTNERS AS THE
MAJORITY PARTNER**.

+3 

ACDBE JVS
FISCAL 25

+16

LOCATIONS
FISCAL 25



70%

OF OUR AIRPORT LOCATIONS
ARE **ACDBE JOINT VENTURES**.

84%

OF THE UPCOMING LOCATIONS
HAVE **WOMEN AS MAJORITY
OR EQUAL PARTNERS**.

DEVELOPMENT & MANAGEMENT OF ACDBE PARTNERSHIPS

MRG has a dedicated **Director of Business Diversity & Partner Relations, Star Somilledda**, who is solely responsible for direct, constant communication with our ACDBE partners. Star has spent the last 21 years of her career working in airport concessions, both within the MRG network and with an ACDBE certified company. She transitioned into this role in October 2021, having previously worked as the Divisional Director of Customer Relations at InMotion and prior to that as the Director of Operations for an ACDBE operator. Star liaises and helps MRG's partners connect with internal departments, constantly advocating the benefits of the partnerships and the strength it adds to our business. In her role, she is also responsible for ensuring compliance with FAA regulations.

Working alongside Star, MRG also has a **Director of JV Relations, Matthew Bornac**, who sits within the finance department. Matthew is responsible for leading the financial discussion during quarterly finance calls with our joint venture partners.

MRG holds, at a minimum, quarterly calls to ensure consistent communication between our ACDBE partners, Operations, Business Development, and Finance. Further, we hold separate calls with our merchandising group and the partners to ensure we are always bringing in great local products. The developers, operations, and Star are in contact with the partners via phone, text, email and video throughout each month.

ACDBE MENTORSHIP PROGRAM

Typically, when we bring on a new ACDBE partner with less experience in airport operations, we partner them with a more veteran ACDBE partner to meet or exceed the goal for the opportunity. In 2022, MRG piloted an ACDBE Mentorship Program. The goal of this program is to train individuals who have never operated in an airport, giving them experience in each field position and with the corporate office departments. Through the program, they learn the core responsibilities and how we measure success in our stores. Sheri Long, a recent graduate of the program, successfully worked through the pilot program in our Harry Reid International Airport stores! We are excited to onboard future mentees within the next year.



STAR SOMILLEDDA
Director, Business Diversity
& Partner Relations



MATTHEW BORNAC
Director, JV Relations

DISTRICT
MARKET
LGA





JOYA KIZER
CEO/PRESIDENT
CASA Unlimited Enterprises, Inc.

10% JOINT VENTURE ACDBE PARTNER

JOYA KIZER, CEO/PRESIDENT - CASA UNLIMITED ENTERPRISES, INC.

Joya Kizer is a second-generation airport concessionaire who currently serves as the Chief Executive Officer and President of **CASA Unlimited Enterprises, Inc.** Joya has devoted her entire career to airport logistics, becoming a rare expert in this niche and contributing extensively to the operations, retail, management, and longevity of major airport ecosystems. As the CEO and President, she leverages her airport expertise in her locally owned business to serve and create memorable experiences for thousands of travelers each day. CASA Unlimited began as a joint venture partner in airport concessions in 1989, with the ACDBE program facilitating their growth from local specialty concepts to sublets in San Diego and direct operations of newsstands and a variety of proprietary concepts.

While earning her degree from Arizona State University, Joya started her career in retail in 1998 working part time for HMSHost at the airport as she finished school. In 1999, Joya began full time with HMSHost as the buyer for seven newsstands and a regional food specialty store and was also part of the regional buying team for the opening of HMSHost's SLC stores. In late 2001, Joya officially joined the CASA team to become the Store Manager of Curious Creatures. Responsible for all aspects of operations including purchasing, personnel management, cash controls, in-store marketing and visual merchandising, Joya built a solid team and increased sales year over year.

With over 30 years of experience in airport concessions, CASA has achieved significant success as both a prime owner and joint venture partner in the ACDBE program. Joya's ability to forge joint venture partnerships and new alliances with major brands have allowed her to build CASA's portfolio while still maintaining the high levels of customer service and satisfaction that is synonymous with the CASA name. Notably, from 2003 to 2012, CASA took over ownership of two retail concessions at the San Diego County Regional Airport, which generated sales of over \$3.7M in nine years. Today, CASA operates multiple retail and service outlets at major airports such as LAX, DFW, PHX, and MIA, with Joya heavily involved in the management, operations, and merchandising of each concept.

Joya has been the recipient of several awards for her leadership, including the Arizona State University Sun Devil 100 Award for Exemplary Leadership, an Airport Experience News Nominee, 40 Hispanic Leaders Under 40 (Univision and Valle del Sol) and the ASU Spirit of Enterprise Nomination, W. Carey Business School.



GEISLER PROJECTS

DENISE IP
OWNER
Geisler Projects, LLC

10% JOINT VENTURE ACDBE PARTNER

DENISE IP, OWNER - GEISLER PROJECTS, LLC REGISTERED ARCHITECT 005468, LEED AP

Denise Ip began her career in hospitality design at Gensler in Los Angeles where she worked on projects such as The Beverly Hilton, House of Blues, and San José Mineta International Airport. In 2005, she joined Westfield Corporation and continued to focus on retail design throughout their North American portfolio. Denise has extensive international experience, leading two high volume markets in Asia Pacific for Starbucks Coffee International as a Design Manager where she opened over 60 stores within a two-year period. Regional sensitivity, locally relevant design, and working across multiple disciplines are of particular importance to Denise. Since 2013, Denise has been concentrating on airport retail projects ranging from smaller Southwestern and regional airports to major international hubs. Denise helped Albuquerque-based Avila Retail win over \$20 million dollars in new contracts, and globally, through DFS, win retail contracts that number in the hundreds of millions of dollars. Notable projects include the liquor and tobacco concession at Changi International Airport in Singapore, LAX Duty-Free Concession, Abu Dhabi International Airport Perfume Flagship, candy concession at SFO, and retail concessions at Phoenix Sky Harbor International Airport.

Currently, Denise is working on Meow Wolf's next highly anticipated projects in Houston as well as a future undisclosed location.

Denise studied at Syracuse University and L'Ecole Speciale d'Architecture before graduating from Southern California Institute of Architecture with a Bachelor of Architecture. A LEED Accredited Professional (Leadership in Energy and Environmental Design), Denise brings a sustainable approach to her work without undermining budget considerations. Denise is a registered architect and a certified ACDBE and will be a 10% partner with MRG for this ABQ Package 1 opportunity.



TERESA CURL
OWNER
Teresa Curl, LLC

10% JOINT VENTURE ACDBE PARTNER

TERESA CURL, OWNER - TERESA CURL, LLC

Teresa Curl, the owner and founder of Teresa Curl, LLC brings a wealth of experience and expertise to the world of retail as the Vice President of Retail at the Museum of New Mexico Foundation. A seasoned entrepreneurial leader, Teresa is deeply passionate about crafting innovative retail strategies, developing engaging store concepts, and ensuring each location reflects cultural relevance with meticulous detail.

In her role as VP of Retail, Teresa takes command in orchestrating all aspects of store operations across the five distinct state-run Museums:

- The NM Museum of Art
- The New Vlamem Contemporary Museum
- The New Mexico History Museum
- The Museum of Indian Arts and Culture
- The Museum of International Folk Art

Teresa's leadership and keen business ingenuity, drives the success of each store, ensuring they stand out in their respective communities. Teresa has amassed a remarkable track record of elevating sales, delivering exceptional financial results, and forging invaluable partnerships. Teresa's ability aided a homegrown New Mexico company's successful response to RFPs which resulted in winning multiple contracts in major US airports, competing against international industry giants. Teresa's commitment to excellence and dedication to the art of retail makes her an invaluable asset to the industry, inspiring the standard for retail innovation and success. Teresa is a 10% joint venture partner with MRG for this ABQ opportunity.



LOS POBLANOS

MATT REMBE
Executive Director
Los Poblanos, LLLP

10% JOINT VENTURE LOCAL PARTNER

MATT REMBE, EXECUTIVE DIRECTOR - LOS POBLANOS, LLLP

Matt grew up at Los Poblanos and has overseen all aspects of the business on behalf of the Rembe Family for the past twenty years. His vision and leadership have made Los Poblanos a dynamic business and a model of stewardship and historic preservation. He is passionate about supporting local farmers, caring for the land, and acting as an ambassador for the rich history and culture of New Mexico. This is evident in his strong community ties, from supporting the Lavender Festival, advocating for New Mexico beekeepers, mentoring students, his role in ACVB, working with the Governor on Covid response issues and much more.

Under his leadership, Los Poblanos has grown from less than ten to over 300 employees, with a significant impact on the local economy and connections around the world. His efforts have been recognized with awards including the AIA Design Awards Merit Award (2017) numerous James Beard nominations for the culinary team, Edible New Mexico Local Hero awards and the National Trust for Historic Preservation Trustees Emeritus Award of Excellence in the Stewardship of Historic Sites (2013).

Before stepping in to lead Los Poblanos, he worked as Director of Mary-Anne Martin/Fine Art in New York City, where he became a specialist in the field of 20th Century Latin American Masters. His art history and design background work together to drive Los Poblanos' brand aesthetic and commitment to arts, culture, and historic preservation. Matt attended Syracuse University, where he obtained a BA in Spanish and received his MBA from the prestigious Thunderbird School of Global Management.

April 3, 2024

Joya Kizer-Clarke
Casa Unlimited Enterprises Inc DBA N/A
1001 E Jefferson St #6
Phoenix, AZ 85034

Dear Joya Kizer-Clarke:

New Mexico Department of Transportation (NMDOT) Construction and Civil Rights Bureau has reviewed your Continued ACDBE Eligibility Affidavit and supporting documentation and is pleased to inform you that your firm continues to meet the certification eligibility standards set forth in the New Mexico Unified Certification Program (NMUCP) and the NMDOT's DBE Program in accordance with 49 CFR Part 26 and 23 as amended. Your next No Change Affidavit is due on April 3, 2025. A courtesy notification may be sent to you prior to this date, however it is the ACDBE owner's responsibility to ensure annual renewal information is provided in a timely manner. Your firm is certified under the NAICS Codes listed below, effective April 3, 2024.

(Type of Work)
NAICS 445298: ALL OTHER SPECIALTY FOOD RETAILERS
NAICS 722513: LIMITED-SERVICE RESTAURANTS
NAICS 722515: SNACK AND NONALCOHOLIC BEVERAGE BARS
NAICS 812112: BEAUTY SALONS
NAICS 812199: OTHER PERSONAL CARE SERVICES

In accordance with 49 CFR Part 26 as amended, for continued ACDBE certification, an Annual Affidavit and the previous year(s) Federal Business Taxes OR the first page of Federal Personal Taxes and 'Schedule C' must be submitted by the ACDBE owner(s) to NMDOT on or before the anniversary date.

Further, the NMDOT DBE/ACDBE Directory is used by prime contractors/consultants as well as other agencies to solicit participation of DBE/ACDBE firms. The DBE/ACDBE Directory can be accessed at <http://www.dot.state.nm.us>.

For further information or assistance please contact NMDOT at (505) 670-3294.

Sincerely,

Abigail Moya

Construction and Civil Rights Bureau

THIS IS EVIDENCE OF YOUR CERTIFICATION. PLEASE SAVE THIS FOR YOUR RECORDS:

CERTIFICATE OF REGISTRATION

This is to certify that: Casa Unlimited Enterprises Inc DBA N/A is registered as a Disadvantaged Business Enterprise with the NEW MEXICO DEPARTMENT OF TRANSPORTATION (NMDOT) DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM & NEW MEXICO UNIFIED CERTIFICATION PROGRAM (NMUCP)

And is therefore so recognized as certified beginning on: April 3, 2024

Under the following Work Codes:

NAICS 445298: ALL OTHER SPECIALTY FOOD RETAILERS
NAICS 722513: LIMITED-SERVICE RESTAURANTS
NAICS 722515: SNACK AND NONALCOHOLIC BEVERAGE BARS
NAICS 812112: BEAUTY SALONS
NAICS 812199: OTHER PERSONAL CARE SERVICES

For further information or assistance please contact NMDOT, Construction and Civil Rights Bureau at dbe.cert@state.nm.us.

Certificate No. 20143429

THIS IS EVIDENCE OF YOUR CERTIFICATION. PLEASE SAVE THIS FOR YOUR RECORDS:



CERTIFICATE OF REGISTRATION

This is to certify that: Casa Unlimited Enterprises Inc DBA N/A is registered as an Airport Concession Disadvantaged Business Enterprise with the NEW MEXICO DEPARTMENT OF TRANSPORTATION (NMDOT) DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM & NEW MEXICO UNIFIED CERTIFICATION PROGRAM (NMUCP)

And is therefore so recognized as certified beginning on: April 3, 2024 Through the expiration date of: March 24, 2026

Under the following Work Codes: NAICS 445298: ALL OTHER SPECIALTY FOOD RETAILERS
NAICS 722513: LIMITED-SERVICE RESTAURANTS
NAICS 722515: SNACK AND NONALCOHOLIC BEVERAGE BARS
NAICS 812112: BEAUTY SALONS
NAICS 812199: OTHER PERSONAL CARE SERVICES

In accord with 49 CFR Part 26 and 23 as amended, a no change Annual Affidavit and the firm's latest Federal business tax return, must be filed annually with the NMDOT on or before the anniversary date for continued ACDBE certification.

Certificate No. 20143429

PLEASE SAVE THIS EMAIL FOR FUTURE REFERENCE. THIS IS EVIDENCE OF YOUR DBE CERTIFICATION THROUGH NMDOT.

Construction and Civil Rights Bureau
Phone: (505) 670-3294.
<http://www.dot.state.nm.us>

If you have any questions about your certification you may also email us at DBE.CERT@state.nm.us.

This message was sent to: joya@casaultd.com
Sent on: 4/3/2024 9:26:32 AM
System ReferenceID:



March 28, 2024

Denise Ip
 GEISLER PROJECTS LLC DBA GEISLER PROJECTS
 804 Camino Acoma
 Santa Fe, NM 87505

Dear Denise Ip:

New Mexico Department of Transportation (NMDOT) Construction and Civil Rights Bureau has reviewed your Continued ACDBE Eligibility Affidavit and supporting documentation and is pleased to inform you that your firm continues to meet the certification eligibility standards set forth in the New Mexico Unified Certification Program (NMUCP) and the NMDOT's DBE Program in accordance with 49 CFR Part 26 and 23 as amended. Your certification is in effect for a one (1) year period. Your next No Change Affidavit is due on **December 5, 2024**. Notification will be sent to you sixty (60) days prior to this date. Your firm is certified under the NAICS Codes listed below, effective December 5, 2023.

(Type of Work)

- NAICS 449210: ELECTRONICS AND APPLIANCE RETAILERS**
- NAICS 459210: BOOK RETAILERS AND NEWS DEALERS**
- NAICS 459420: GIFT, NOVELTY, AND SOUVENIR RETAILERS**
- NAICS 531311: RESIDENTIAL PROPERTY MANAGING**
- NAICS 531312: COMMERCIAL PROPERTY MANAGING**
- NAICS 541310: ARCHITECTURAL SERVICES**
- NAICS 541410: INTERIOR DESIGN SERVICES**
- NAICS 541430: GRAPHIC DESIGN SERVICES**
- NAICS 541512: CAD (COMPUTER-AIDED DESIGN) SYSTEMS INTEGRATION DESIGN SERVICES**

If there is any change in circumstances, during the course of your one (1) year certification period that affects your ability to meet size, disadvantage status, ownership, or control requirements or any material change in the information provided in your initial application, you must provide written notification to NM DOT within thirty (30) days of the occurrence of change. Failure to provide this information is grounds for denial of certification based on failure to cooperate pursuant to 49 CFR 26.109(c).

Further, the NMDOT DBE Directory is used by prime contractors/consultants as well as other agencies to solicit participation of DBE firms. The DBE Directory can be accessed at <http://www.dot.state.nm.us>.

For further information or assistance please contact NM DOT, Construction and Civil Rights Bureau at dbe.cert@state.nm.us.

DBE Certification Office
 NMDOT Construction and Civil Rights Bureau



THIS IS EVIDENCE OF YOUR CERTIFICATION. PLEASE SAVE THIS FOR YOUR RECORDS:

CERTIFICATE OF REGISTRATION

This is to certify that: GEISLER PROJECTS LLC OBA GEISLER PROJECTS is registered as an Airport Concession Disadvantaged Business Enterprise with the NEW MEXICO DEPARTMENT OF TRANSPORTATION (NMDOT) DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM & NEW MEXICO UNIFIED CERTIFICATION PROGRAM (NMUCP)

And is therefore so recognized as certified beginning on: December 5, 2023 Through the expiration date of: **December 5, 2024**

Under the following Work Codes: NAICS 449210: ELECTRONICS AND APPLIANCE RETAILERS

- NAICS 459210: BOOK RETAILERS AND NEWS DEALERS
- NAICS 459420: GIFT, NOVELTY, AND SOUVENIR RETAILERS
- NAICS 531311: RESIDENTIAL PROPERTY MANAGING
- NAICS 531312: COMMERCIAL PROPERTY MANAGING
- NAICS 541310: ARCHITECTURAL SERVICES
- NAICS 541410: INTERIOR DESIGN SERVICES
- NAICS 541430: GRAPHIC DESIGN SERVICES
- NAICS 541512: CAD (COMPUTER-AIDED DESIGN) SYSTEMS INTEGRATION DESIGN SERVICES

In accord with 49 CFR Part 26 and 23 as amended, a no change Annual Affidavit and the firm's latest Federal business tax return, must be filed annually with the NMDOT on or before the anniversary date for continued ACDBE certification.

Certificate No. 20407923

PLEASE SAVE THIS EMAIL FOR FUTURE REFERENCE. THIS IS EVIDENCE OF YOUR DBE CERTIFICATION THROUGH NMDOT.

Construction and Civil Rights Bureau
 Phone: (SOS) 670-3294.
<http://www.dot.state.nm.us>
 If you have any questions about your certification you may also email us at DBE.CERT@state.nm.us.

This message was sent to: deniseip@gmail.com
 Sent on: 3/28/2024 8:57:02 AM
 System ReferenceID: 223829308

March 28, 2024

Teresa Curl
Teresa Curl, LLC DBA Teresa Curl, LLC
8517 Rio Grande Blvd NW
Los Ranchos de Albuquerque, NM 87114

Dear Teresa Curl:

CONGRATULATIONS! The New Mexico Department of Transportation (NMDOT) Construction - Civil Rights Bureau is pleased to inform you that your firm has been approved for certification as an Airport Concessionaire Disadvantaged Business Enterprise (ACDBE) with the NMDOT's DBE Program in accordance with 49 CFR Part 26 and 23 as amended. Your firm is certified under the NAICS Codes listed below, effective March 28, 2024.

(Type of Work)

- NAICS 455: GENERAL MERCHANDISE RETAILERS
- NAICS 455219: TRADING POSTS, GENERAL MERCHANDISE
- NAICS 458310: JEWELRY RETAILERS
- NAICS 459420: GIFT, NOVELTY, AND SOUVENIR RETAILERS

49 CFR Part 26 requires that you must provide to NMDOT, every year on the anniversary date of your certification, an affidavit (Form A-1147) affirming that there have been no changes in the firm's circumstances that affect its ability to continue to meet DBE eligibility requirements. This form must be accompanied by a complete copy of the DBE owner(s)' previous year's Federal business taxes OR "Schedule C" of the Federal personal taxes.

This form may be accessed at <https://nmdot.dbesystem.com>. This office may send a courtesy reminder(s) to DBE firms prior to the renewal date; however, it is the responsibility of the majority DBE owner(s) to ensure the renewal package is received by the NMDOT CCRB no later than the anniversary date of your certification. Failure to do so could result in your firm being removed from the NMDOT DBE Directory and, in addition, is cause for decertification proceedings by this office pursuant to 49 CFR 26.109(c). The NMDOT reserves the right to reevaluate a firm's certification status at anytime that they determine such reevaluation is warranted.

Additionally, if at any time there is a change in circumstances, during the course of your firm's certification period that affects your ability to meet size, disadvantaged status, ownership, or control requirements or any material change in the information provided in your initial application, you must provide written notification to NMDOT within thirty (30) days of the occurrence of change. Business address, telephone numbers and email address changes must also be reported. Failure to provide these changes may result in your firm being removed from the NMDOT DBE Directory and is cause for decertification proceedings by this office pursuant to 49 CFR 26.109(c).

The NMDOT DBE Directory is used by prime contractors/consultants as well as other agencies to solicit participation of DBE firms. The DBE Directory can be accessed at <https://nmdot.dbesystem.com>.

Thank you for your participation in the NMDOT Disadvantaged Business Enterprise certification program. For further information or assistance please contact NMDOT, Construction - Civil Rights Bureau (505) 670-3294.

[bInMDOTSig1Text]

Certificate of Registration

This is to certify that:

Teresa Curl, LLC DBA Teresa Curl, LLC

*is registered as an Airport Concessionaire Disadvantaged Business Enterprise with the
New Mexico Department of Transportation (NMDOT)
Disadvantaged Business Enterprise (DBE) Program
& New Mexico Unified Certification Program (NMUCP)*

And is therefore so recognized as certified beginning on March 28, 2024

In accordance with 49 CFR Part 23 as amended, for continued ACDBE Certification, the ACDBE owner(s) must submit to NMDOT an Annual Affidavit and the previous year's Federal business taxes OR "Schedule C" of the Federal personal taxes by the anniversary date of certification.

CERTIFICATE NO. 21390334

CERTIFICATION REVIEW OFFICER

**MOUNTAIN
STANDARD
TIME**



MST

MOUNTAIN STANDARD TIME

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Tab 7: 2.1.7 - Management Experience

Tab 8: 2.1.8 - Airport Concessions Disadvantaged Business Enterprises

PROFORMA PROPOSAL - uploaded to Bonfire

Appendix L: Percentage Rent Proforma.

Appendix M: Non-Collusion Affidavit.

Required insurance.

Acceptance of Concession and Lease Agreement Terms.

Pay Equity Form.

April 14, 2024

Jennifer Bradley, Chief Procurement Officer
City of Albuquerque
Department of Finance and Administrative Services
Purchasing Division

RE: Solicitation Number: RFP-2024-531-AVI-IC, Retail Concessions Program at Albuquerque International Sunport

Dear Ms. Bradley,

On behalf of Geisler Projects, I thank you and the City of Albuquerque for this opportunity to submit our exciting concept, **Mountain Standard Time**, for Package 3 Specialty Retail.

With a win for **Mountain Standard Time**, we are poised to deliver Geisler Projects' most beautiful retail concept ever. A win for Geisler Projects means a win not only for Albuquerque travelers, but also for the myriad of local businesspeople, artisans, and partners who have grown with us over the course of our work in New Mexico. We offer a powerful representation of the region across all our brands; this is one of our greatest strengths.

Artistic relevance forms the backdrop for a curated collection of acclaimed artisans. In a single location, local, regional, and global come together in **Mountain Standard Time**, a destination shopping experience that captures the cultural richness that belongs to Albuquerque and the state of New Mexico. Our vision, mission, and core values are simple: **Firmness, Commodity, and Delight**. This means whatever we do must have integrity, be efficient, and should absolutely delight people, raise their spirits, and transform their travel retail experience.

Geisler Projects' strong company culture, 100% ACDBE certification and status as a woman-owned business sets us apart. For 11 years, Geisler Projects has been involved in several high-profile airport retail projects, both domestic and international. Our commitment to creating authentic and unique environments, as well as our focus on an elevated level of service, have proven beneficial to our airport partners, vendors, and clients.

While we are bidding on Location R2, our award order of preference is:

- Location R2 and R3 (equal preference)
- Location R4

Again, thank you for this opportunity to discuss our innovative company and all we can do for ABQ travelers and airport employees, and for the role of Albuquerque International Sunport in the local community.

Sincerely,



Denise Ip
Registered Architect, LEEP AP

TAB 1

2.1.1 Concepts and Designs

2.1.1 CONCEPTS AND DESIGNS - BACKGROUND

Authentic

Collaborative

Curated

BACKGROUND ON CONCEPT AND BRAND

Geisler Projects, LLC is excited to partner with Albuquerque International Sunport to provide an authentic local retail experience. Our brand **Mountain Standard Time** blends high desert lifestyle with contemporary design.

MST

MOUNTAIN STANDARD TIME

Symbolizing a place of discovery and exploration, traditional culture and contemporary design, **Mountain Standard Time** is inspired by the high desert lifestyle and the coalescence of playfulness, craftsmanship, and beauty.

Denise Ip and Evan Geisler, the team behind Geisler Projects d/b/a **Mountain Standard Time**, both come from a design background. They originally operated **Mountain Standard Time** out of their historic inn, incorporating both hospitality and retail with warm customer service and unique collectibles. Travelers and local customers responded positively to this cultural experience offering a true sense of place.



Mountain Standard Time promotes the arts and culture of the region through staff members who are imbued with knowledge and details about origin, materials, and inspirations for each of the offered brands. This unique perspective, combined with seasoned store design principles, creates a concept that is uniquely “MST” – and uniquely ABQ.

2.1.1 CONCEPTS AND DESIGNS - BACKGROUND

Authentic

Collaborative

Curated

BACKGROUND ON CONCEPT AND BRAND

Mountain Standard Time is a collection of **Featured Local Brands** and **carefully curated gifts**, all selected with the intent of giving shopping guests an authentic sense of Albuquerque and New Mexico. This is a unique region in the United States, a place of artistry, mystery, and history. **MST** captures those elements through a brand and merchandise assortment that honors these elements.

Behind each **Featured Local Brand** is an artist or artisan employing people from the community to proudly produce their designs right here in New Mexico. These brands are highlighted in the the following pages, and just one of the many reasons we are so excited to bring this specialty retail concept to Sunport.

FEATURED LOCAL BRANDS

1. DINEH JEWELRY
2. DAVID GREY PRINTED MATTER
3. MST APPAREL
4. BOYD & ALLISTER WOODWORK
5. BRANDED by DALTON



LOCAL GUARANTEE

ABQ shoppers can look for our **LOCALLY OWNED AND OPERATED** seal and feel confident that they are buying from real New Mexican artists living and working right here in our amazing state.



2.1.1 CONCEPTS AND DESIGNS - HISTORY

Authentic

Collaborative

Curated

HISTORY OF OPERATING THE BRAND

Our communities are defined by personalities who push and preserve the culture. Design partners Denise and Evan embrace this wholeheartedly. They found a niche within the high desert lifestyle and contemporary design that came intuitively to them and aligned with their own aesthetic values and objectives. Their authentic appreciation and support of local artists and artisans finally had a creative outlet: **Mountain Standard Time**.

Mountain Standard Time was established as an ancillary specialty retail store in a 200-year-old historic inn in the heart of downtown Santa Fe. The support staff was already in place, and with a steady stream of hotel guests, it became clear to Denise and Evan that a more upscale retail presence with featured local brands would benefit both employees and guests. A commitment to creating authentic, unique environments that are connected to their communities is central to the Geisler Projects mission. With that in mind, what started as a small retail presence bloomed into a standalone specialty boutique.



*Initially located in the lobby as a curated collection of “Best of Local”, Mountain Standard Time grew into its own standalone boutique that draws locals and tourists alike and is a resource for the local design community when searching for the perfect stylistic *Objet d’Art*.*

2.1.1 CONCEPTS AND DESIGNS - CATEGORIES

The five primary brands defining **Mountain Standard Time** are represented through five individual categories that shape the guest experience.

ADORNMENT

Contemporary Native American Jewelry*
Custom Apparel*
Accessories

COLLECTIBLES

Leather Goods*
Woodwork* and Ceramics
Vintage Collectibles

ENTICEMENT

Local Craft Foods*
Cookware, Kitchenware, Barware
Adaptogenics

RITUAL

Fragrance
Incense and Essential Oils
Healing Crystals

ENLIGHTENMENT

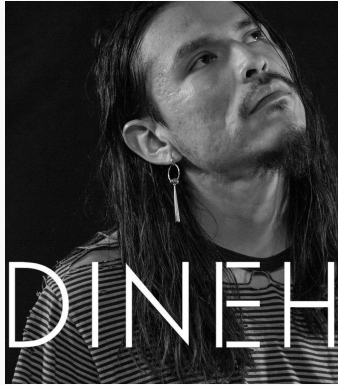
Art*
Paper Goods
Books

* Featured Local Brand

2.1.1 CONCEPTS AND DESIGNS - ADORNMENT

FEATURED LOCAL BRAND: DINEH JEWELRY

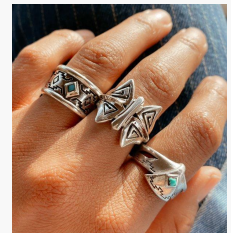
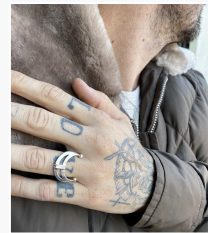
Samantha Platero comes from a long line of highly talented silversmiths and collaborates with members of the Navajo Nation to create beautifully crafted Native American traditional jewelry.



CONTEMPORARY NATIVE AMERICAN JEWELRY

Finely crafted, authentic Native American pieces with a modern vision.


RINGS	\$150.00 - \$1,500.00
BRACELETS	\$ 60.00 - \$2,500.00
EARRINGS	\$ 50.00 - \$1,200.00
PENDANTS	\$120.00 - \$1,500.00
NECKWEAR	\$150.00 - \$1,500.00



2.1.1 CONCEPTS AND DESIGNS - ADORNMENT

FEATURED LOCAL BRAND: DINEH JEWELRY

Born into a family with a long tradition of Navajo silversmithing dating back to her great-grandfather, Pablo Platero, and first taught by her grandparents, Ramon and Louise Platero, Samantha Platero has chosen to continue their practice of using traditional materials to create jewelry based on both history and contemporary exploration.



THE NAVAJO NATION

PETERSON ZAH
PRESIDENT

MARSHALL PLUMMER
VICE PRESIDENT

UNACCEPTABLE IF ALTERED

CERTIFICATE OF NAVAJO INDIAN BLOOD

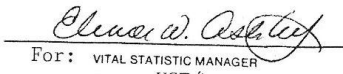
PART A (To be used if applicant is enrolled)

EASTERN NAVAJO
AGENCY

November 21, 1994
DATE

I certify that Samantha Crystal Platero is listed on the Navajo Indian Census Roll, dated Jan. 01, 1940, which is an official record of this office as being of 1/2 (half) degree Navajo Indian blood, with Roll Number 436,687, date of birth Sept. 05, 1985.

RECORD: Page 179 Eastern Navajo Indian Census Roll, New Mexico
Enrolled September 03, 1986


For: VITAL STATISTIC MANAGER
VST/me

**THE INFORMATION CONTAINED ON THIS DOCUMENT
HAS BEEN TAKEN FROM THE OFFICIAL TRIBAL ROLL OF THE NAVAJO TRIBE.**

TRIBAL ENROLLMENT SERVICES
EASTERN NAVAJO AGENCY • P.O. BOX 148 • CROWNPOINT, NEW MEXICO 87313



2.1.1 CONCEPTS AND DESIGNS - ADORNMENT

FEATURED LOCAL BRAND: MST APPAREL



LIFESTYLE APPAREL

Apparel celebrating the high desert lifestyle, designed and printed in New Mexico.

Collections offered at **Mountain Standard Time** are rooted in a design philosophy that goes beyond aesthetics to include authentic messaging, a collaborative process, and curated perspectives.



BEANIES & HATS

\$ 30.00 - \$550.00

LIFESTYLE SHIRTS

\$ 45.00 - \$150.00

MISC. & OTHER

\$ 45.00 - \$300.00



**Agnes,
Maria,
Janet,
Georgia,
Mabel,
Beatrice,
& Pablita**

2.1.1 CONCEPTS AND DESIGNS - ADORNMENT

FEATURED LOCAL BRAND: MST APPAREL

LIFESTYLE APPAREL

Guided by an ethos to give back by raising awareness and working towards bettering the health and well-being of our community, we all rise up together.



CANVAS TOTES

\$ 35.00 - \$120.00



2.1.1 CONCEPTS AND DESIGNS - ADORNMENT

ACCESSORIES: A defining figure of Austrian modernism, Carl Auböck designed sculptural yet functional brass objects that created art of everyday items. Fusing craft and modernism, Auböck's simple forms display a deep understanding and respect of materials and process.

Carl Auböck pieces are notable and sought after.

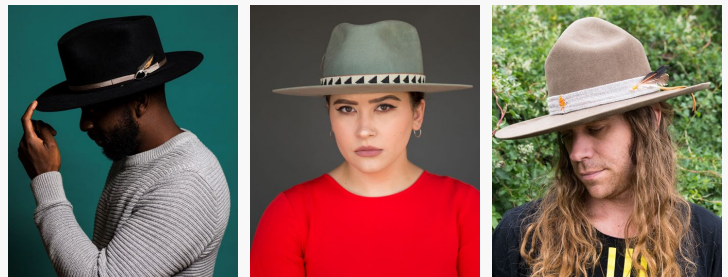
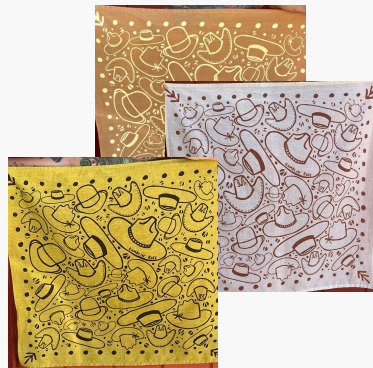


CARL AUBÖCK KEY RINGS

ACCESSORIES

Functional, high quality accessories made for the high desert traveler.

BELTS	\$ 40.00 - \$300.00
BAGS	\$ 45.00 - \$360.00
KEY RINGS	\$ 50.00 - \$250.00



HAT-DANAS AND HAT BANDS



Thoughtfully designed, artfully made, Joshu + Vela is made in the USA using quality materials for a long, useful lifespan. Sustainable manufacturing, devoted to community, Joshu + Vela supports the growth of inspiration, vision, and fair, equitable wages.



2.1.1 CONCEPTS AND DESIGNS - COLLECTIBLES

FEATURED LOCAL BRAND: **BRANDED** by DALTON

Handcrafted small leather goods, both wearable and functional, made from durable full-grain hides to age beautifully for a lifetime of use.



LEATHER GOODS

An eclectic array of leather works from traditional to surprising.

WEARABLE \$ 40.00 - \$1,200.00

FUNCTIONAL \$ 30.00 - \$1,500.00



2.1.1 CONCEPTS AND DESIGNS - COLLECTIBLES

FEATURED LOCAL BRAND: **BOYD & ALLISTER**

Sleek, timeless designs that complement any home decor, each Boyd & Allister piece is handcrafted locally using select wood from across the U.S.



WOODWORK

Handmade in Santa Fe, New Mexico.

HOME ACCESSORIES	\$ 40.00 - \$1,000.00
CARVINGS	\$ 60.00 - \$1,300.00
SMALL FURNITURE	\$120.00 - \$1,900.00



2.1.1 CONCEPTS AND DESIGNS - COLLECTIBLES

Leather Goods

Woodwork and Ceramics

Vintage Collectibles



CERAMICS

Storytelling in Clay.

POTTERY	\$ 40.00 - \$1,350.00
SCULPTURE	\$ 10.00 - \$1,200.00
BOWLS	\$ 30.00 - \$ 600.00
MUGS, TUMBLERS	\$ 30.00 - \$ 75.00
SERVEWARE	\$ 30.00 - \$ 300.00
DINNERWARE	\$ 40.00 - \$ 400.00
COFFEE & TEA ACCESSORIES	\$ 65.00 - \$ 300.00



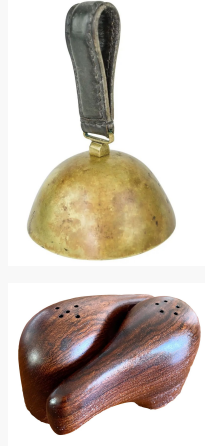


2.1.1 CONCEPTS AND DESIGNS - COLLECTIBLES

Mid-Century Collectibles

Globally Sourced

Vintage Modern



VINTAGE DESIGN

Design gifts that bloggers and tastemakers rave about, featuring both New Mexican and international artists, and curated for the true enthusiast.

COLLECTIBLE FIGURES	\$450.00 - \$3,500.00
CANDLESTICKS	\$ 75.00 - \$ 300.00
HOME DÉCOR	\$ 60.00 - \$1,000.00
TABLEWARE	\$ 19.00 - \$1,300.00
SERVING PIECES	\$ 29.00 - \$ 900.00
FUNCTIONAL ITEMS	\$ 30.00 - \$ 600.00



VINTAGE ALLAN HOUSER



VINTAGE FREEMAN LEDERMAN



VINTAGE WALTER BOSSE



VINTAGE ALEXANDER GIRARD

2.1.1 CONCEPTS AND DESIGNS - ENTICEMENT

Local Craft Foods

Cookware, Kitchenware, Barware

Adaptogenics



LOCAL CRAFT FOODS

Small batch, local flavors in travel-friendly and giftable packaging.

GOURMET FOODS	\$ 15.00 - \$ 80.00
ARTISANAL CHOCOLATES	\$ 18.00 - \$ 80.00
CRAFT CARAMELS	\$ 18.00 - \$ 48.00
NON-ALCOHOLIC SPIRITS	\$ 35.00 - \$ 60.00
APOTHECARY	\$ 40.00 - \$200.00



KAKAWA CHOCOLATES



CHOCOLATESMITH



NON-ALCOHOLIC SPIRITS



HIGH DESERT HONEY CO



2.1.1 CONCEPTS AND DESIGNS - RITUAL

Fragrance

Incense, Essential Oils

Healing Crystals

STORA SKUGGAN AND MEO FUSCIUNI create unique fragrances using fine essential oils and only high-quality ingredients. These are not ordinary scents – these are fragrances for those who wish to express their personal self through the art of scent. Beautifully packaged for gifting.

FRAGRANCES

Feeding your mind invisible messages by volatile molecules.

FRAGRANCE \$60.00 - \$200.00

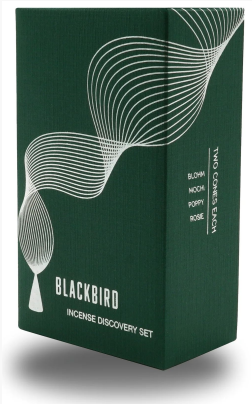
INCENSE \$10.00 - \$ 60.00

ESSENTIAL OILS \$40.00 - \$100.00



BLACKBIRD INCENSE

Established in 2004, Blackbird evolved over time into a fragrance design house specializing in perfumes and incense. The brand is known worldwide for its forward-thinking installations and products.



2.1.1 CONCEPTS AND DESIGNS - RITUAL

Fragrance

Incense, Essential Oils

Healing Crystals



CRYSTALS AND ROCKS

A selection of crystals, minerals, and stones that have been specifically chosen and arranged to support energetic growth and well-being.

CRYSTALS, MINERALS AND STONES

\$ 15.00 - \$700.00



2.1.1 CONCEPTS AND DESIGNS - ENLIGHTENMENT

Paper Goods

Art

Books



MOON CALENDARS

PAPER GOODS

Stationery, journals, notepads, and more, in a variety of contemporary and traditional designs.

JOURNALS	\$10.00 - \$150.00
WRITING	\$15.00 - \$120.00
DESIGN CARDS	\$15.00 - \$ 40.00
ART CALENDARS	\$35.00 - \$ 60.00



STATIONERY GIFT SET



PEN/ PENCIL SHEATH



JOURNALS



HØVEL PENCIL PLANE



PENCIL HOLDER



2.1.1 CONCEPTS AND DESIGNS - ENLIGHTENMENT

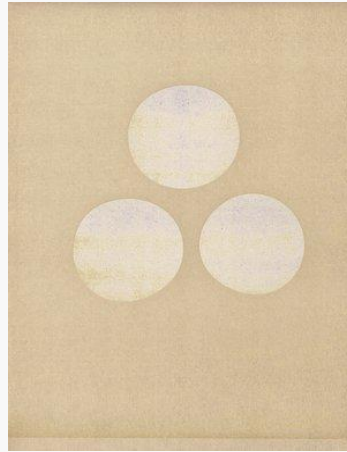
Paper Goods

Art

Books

FEATURED LOCAL BRAND: DAVID GREY PRINTED MATTER

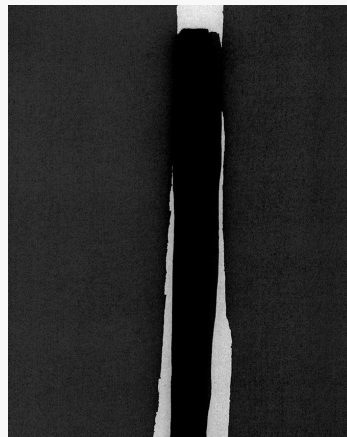
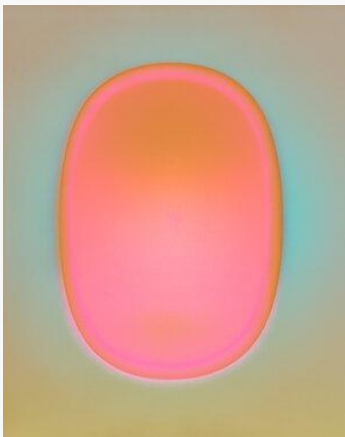
Artist, designer, and boutique farmer, David Grey creates contemporary designs through a mindful and holistic approach.



PRICE LIST

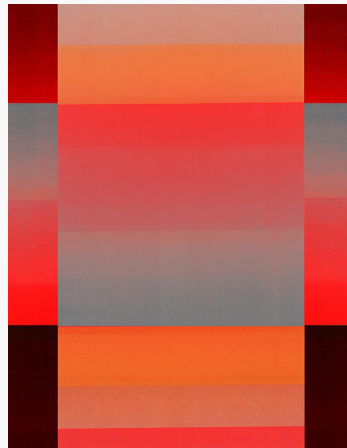
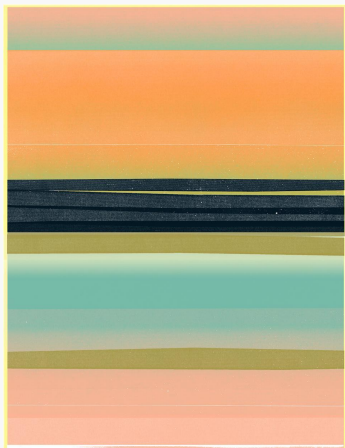
Prints, photography, and mixed media pieces.

PHOTOGRAPHS	\$ 75.00 - \$ 500.00
PRINTS	\$ 60.00 - \$1,700.00
PAINTINGS	\$300.00 - \$3,500.00



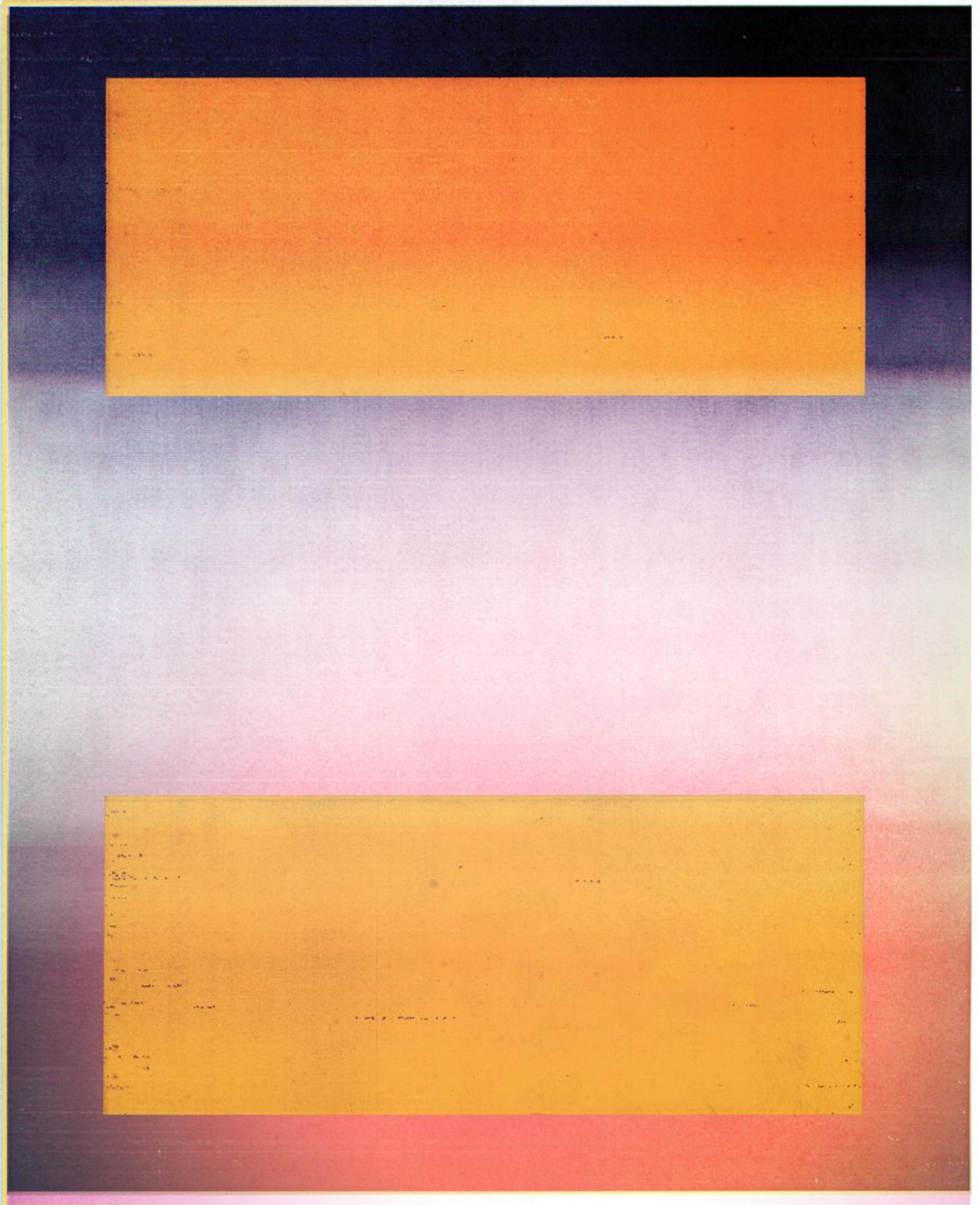
DAVID GREY PRINTED MATTER

David Grey describes his work as a daily mindfulness practice inspired by the subtle esoteric energy of design elements and principles.



David explores the subtle energies of design elements and principles as mindfulness practice, resulting in large format prints made to "both uplift and ground the space in which they exist".

David's open editions are printed on premium archival matte paper. Special edition prints are signed and numbered. Purchases are carefully packaged in a convenient travel tube.

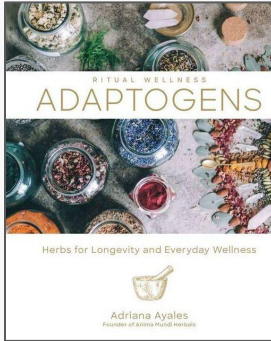


2.1.1 CONCEPTS AND DESIGNS - ENLIGHTENMENT

Art

Paper Goods

Books



Adaptogens.
By Adriana Ayales

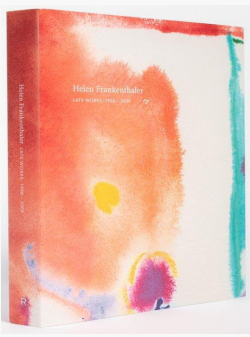


The Rituals
By Natalie MacNeil.

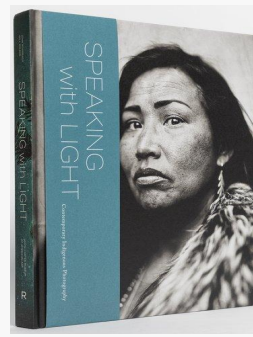
LIFESTYLE BOOKS

A curated collection of high desert lifestyle books.

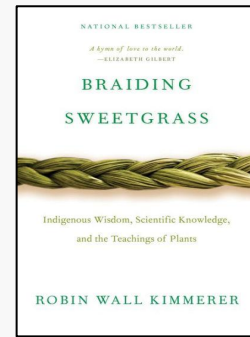
ART	\$ 60.00 - \$300.00
WELLNESS	\$ 40.00 - \$ 90.00
COOKBOOKS	\$ 40.00 - \$ 80.00



Helen Frankenthaler:
Late Works, 1988-2009



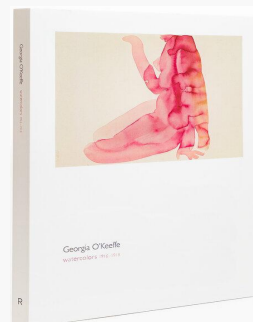
Speaking with Light:
Contemporary Indigenous
Photography



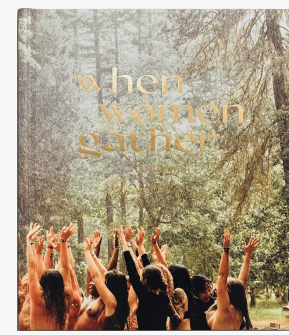
Braiding Sweetgrass:
Indigenous Wisdom, Scientific
Knowledge, & the Teachings of Plants
By Robin Wall Kimmerer



You Are the Universe.
By Amy Buetens &
Julie Weinstein.



Georgia O'Keeffe:
Watercolors 1916-1918



When Women Gather, A
Decade With Spirit Weavers

2.1.1 CONCEPTS AND DESIGNS - *SPACE BRANDING*

Subtle Palette

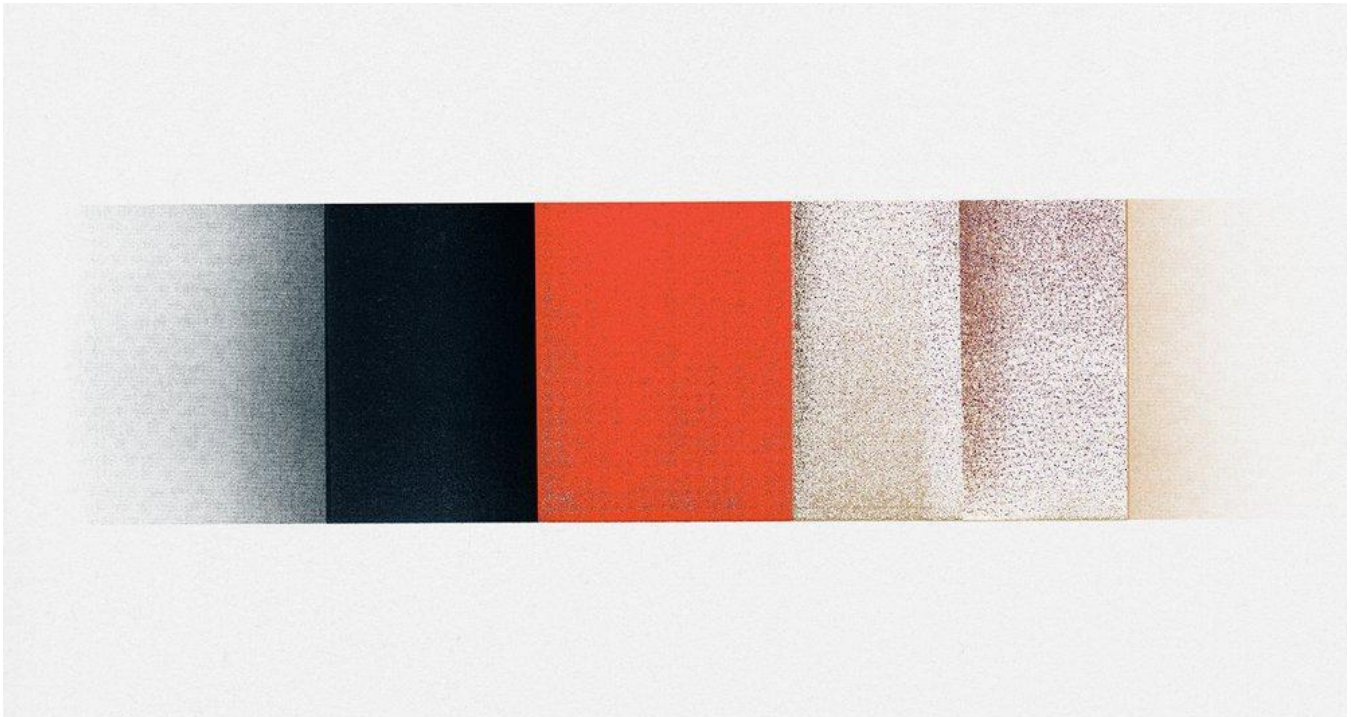
Folk Art Inspired Fixtures

Authentic Materials

SPACE BRANDING

As a NM registered architect, Denise has worked with local consultants and contractors to create custom retail environments based on the Geisler Projects design approach: layering the existing with the new, weaving in moments of surprise and delight.

Mountain Standard Time's store design aims to showcase and stay true to each unique Feature Brand's distinct character within a classic framework that is designed to be a flexible and expressive approach to merchandising. Solid, built-in fixtures are indicative of the quality and authenticity of products showcased, and vibrant colors accentuate areas of interest. The customer journey is paramount to our design strategy and is critical in curating a unique shopping experience.



Mountain Standard Time is a calm, spiritual haven housing the finest handcrafted Native American jewelry, woodwork, pottery, and prints, juxtaposed against modern design. To that end, a carefully considered muted background was selected as a departure point. Block planning grew based on sightlines and adjacencies. From there, thoughtful thematic elements were woven into the design, such as the proposed custom three-dimensional mural from David Grey, a local artist from Abiquiu. David worked closely with Geisler Projects to create a custom piece that unifies the different brand statements, and is clearly seen from the concourse, drawing the customer in for further discovery.

2.1.1 CONCEPTS AND DESIGNS - FLOOR PLAN

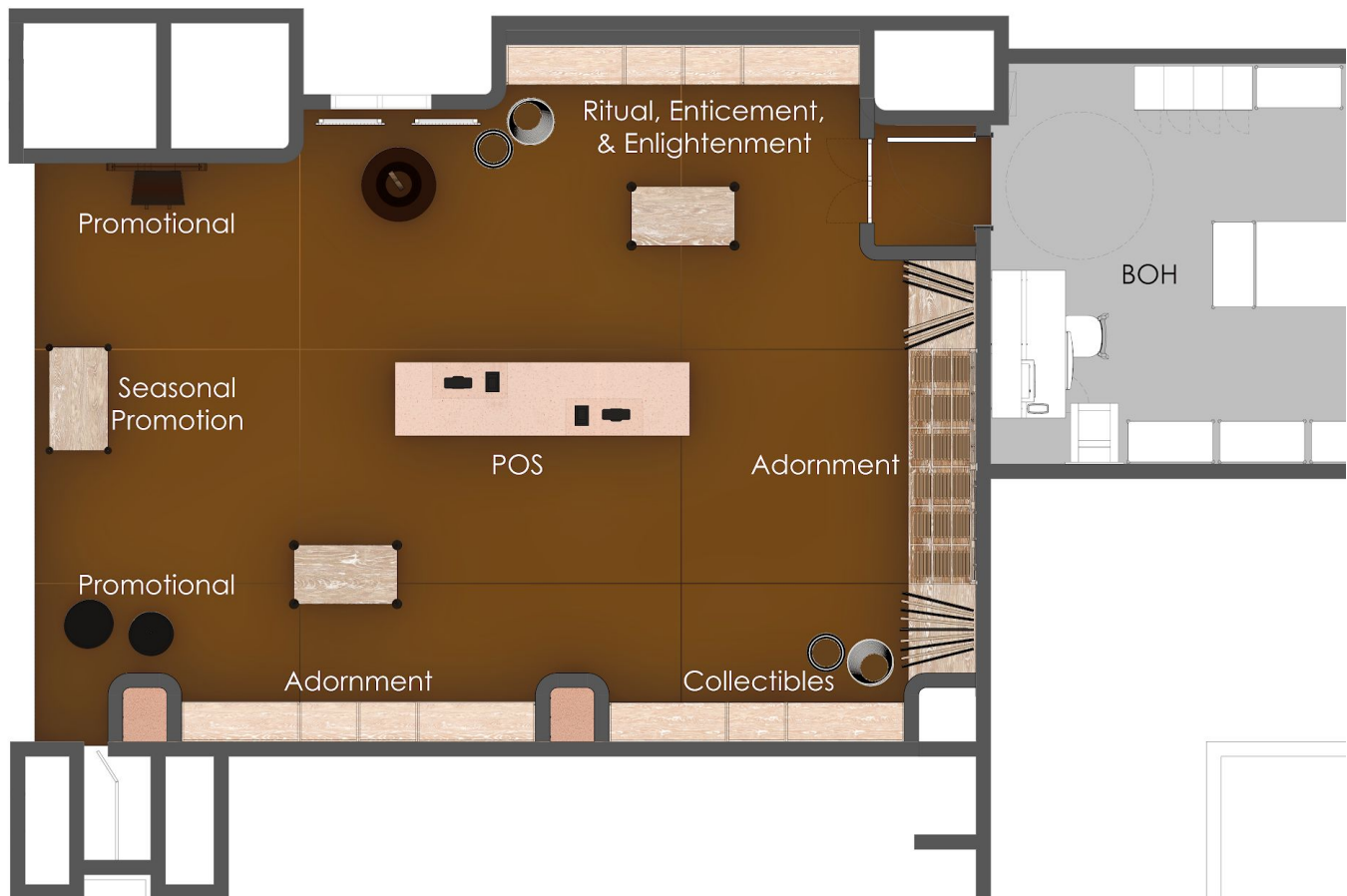
Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

FLOOR PLAN

Our store design for Retail Space R2 reflects Sunport's aesthetic design goals by presenting a creative and alluring stage for merchandise, while leaning into New Mexico's rich architectural history.



CUSTOMER JOURNEY

Mountain Standard Time's promotional products will be displayed front and center in an attractive display case. Two smaller promotional fixtures flank the entrance creating more visual drama to the approach. The centralized location of the POS allows customers who have made a purchase to queue in a dedicated area away from displays.

Adjustable wall fixtures allow **Mountain Standard Time** to provide a dynamic walkthrough format with clean, clear sight lines throughout.

2.1.1 CONCEPTS AND DESIGNS - *THEMATIC ELEMENTS*

Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

THEMATIC ELEMENTS - FOLK ART INSPIRED FIXTURES

In designing the custom retail fixtures, we took our inspiration from renowned designer Alexander Girard.

Three-dimensional murals, inlaid wood cabinet doors, decorated nichos, and playful table bases. The effect of layering texture and pattern over a muted background is dramatic and inviting at the same time.

Floor fixture heights are lower than 4'-0" to enhance the face-to-face interactions between sales associates and customers. High-quality materials and finishes that can withstand high-volume are always considered in our store design. All metal accents and corner guards are a dark burnished metal. These materials resist extensive foot traffic, rolling luggage, and cleaning equipment.



2.1.1 CONCEPTS AND DESIGNS - THEMATIC ELEMENTS

Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

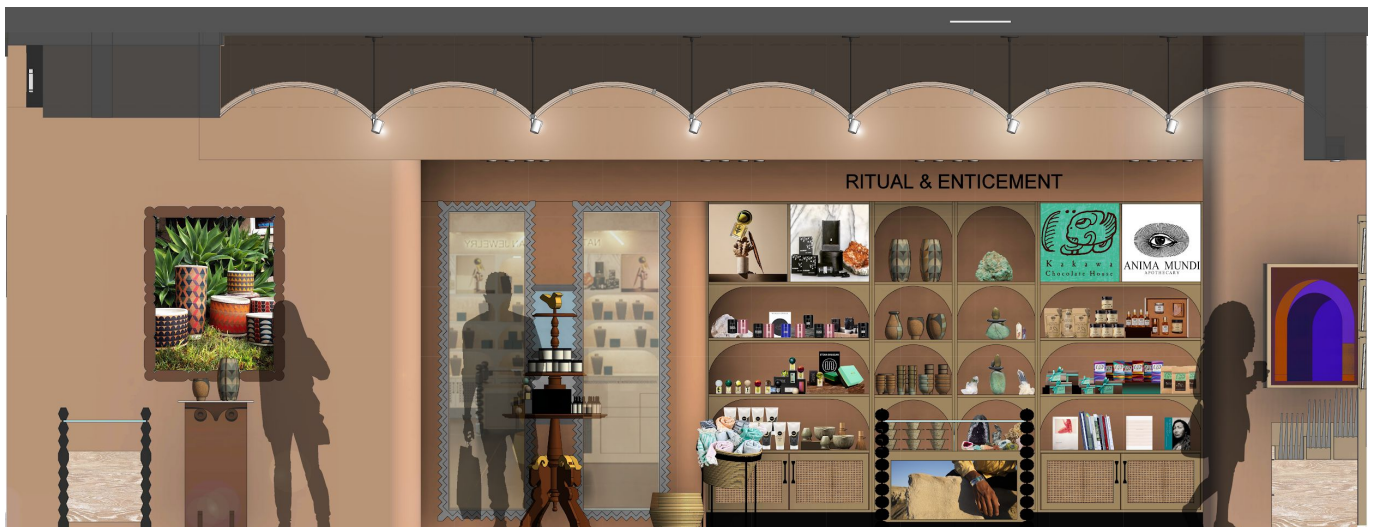
THEMATIC ELEMENTS - HIGH DESERT LANDSCAPE TONES

Mountain Standard Time's colors are subtle, muted, and stylish, providing an elegant backdrop for merchandising. The color palette in our store design reflects the landscape and light quality of our beautiful State. Muted colors make us feel relaxed and comfortable and are a quiet contrast to vibrant and dramatic product displays.



Thyme, Granite Gray, Cloud Dancer, Rose Quartz, Canyon Clay, Pale Dogwood. These earthy tones are reminiscent of our New Mexican landscape and reinforce a strong sense of place.

Branded walls are punctuated with plaster molded nichos that lend the store its distinct character, and are designed to be a flexible, expressive storytelling approach to merchandising.



2.1.1 CONCEPTS AND DESIGNS - THEMATIC ELEMENTS

Subtle Palette

Folk Art Inspired Fixtures

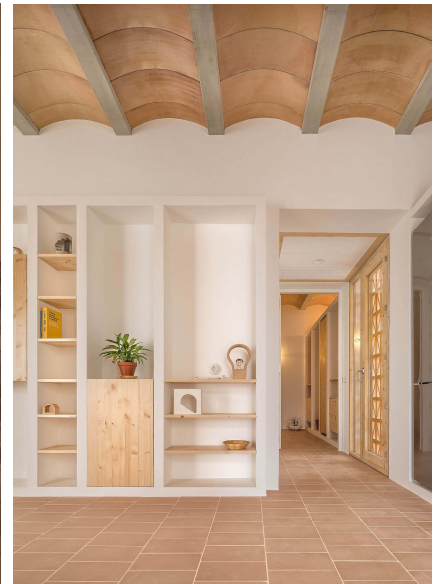
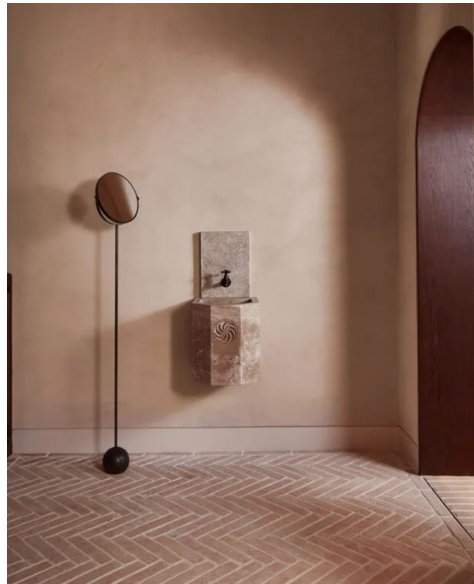
Authentic Materials

Particular attention is paid to lighting and visual programming to distinguish our Feature Local Brands. Contemporary built-in lightboxes maintain a clean and clutter-free storefront and allow for rotation of seasonal promotions.

Simplicity and contrast throughout the design is paramount in creating a highly recognizable space. The design language is ordered to keep the message simple. **Mountain Standard Time** creates a memorable experience for customers who will look for us when returning through Albuquerque International Sunport.

THEMATIC ELEMENTS

- High desert color palette
- Limewash painted backdrops
- Traditional Nicho displays
- Folk art inspired fixtures
- Three-dimensional murals
- Contemporary lightbox program for each Feature Local Brand
- Coved ceiling with integrated, adjustable light fixtures



2.1.1 CONCEPTS AND DESIGNS - *RENDERING*

Visual Cues

Activation

Discovery

STOREFRONT RENDERING

The foundation of our design concept is to create a simple and pure space where the art and products are the heroes. The storefront is detailed with our brand logo, which is internally lit for dramatic effect.



2.1.1 CONCEPTS AND DESIGNS - *RENDERING*

Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

INTERIOR RENDERING

The interior is woven together through the use of neutral wall colors, sleek joinery, and a simple, well-organized, coved ceiling layout. The product categories are described with pin mounted letters above the wall bays, followed by eye-catching branded light boxes with each brand's latest campaign imagery. The simplified wall displays are vertically defined to tell clear, distinct product stories and encourage the customer journey through the space.

Solid, built-in fixtures are indicative of the quality and authenticity of the products showcased, and vibrant colors accentuate areas of interest. The customer journey is paramount to the design strategy and is critical in curating a unique shopping experience.



2-SIDED POS

A solid surface cash wrap with elegant, built-in displays for impulse purchases anchors the space and provides a visual focal point that orients customers quickly. Counter and fixture heights are ADA compliant for barrier-free access, clear visibility into the store from the concourse, and to enhance face-to-face interaction between sales associates and customers. The shopping experience is further improved by deploying a **mobile POS system during peak hours.**

2.1.1 CONCEPTS AND DESIGNS - RENDERING

Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

CUSTOM CABINETRY

Cerused white oak wall bays on the right and left side of the store offer uninterrupted displays of locally made products, books, and curated gifts. Each case has internal lighting and high value items are displayed behind glare-free, lockable glass fronts. The top of each wall bay will have an internally illuminated lightbox to guide shoppers through the store. Each Featured Local Brand will have an opportunity to showcase their logo and campaign images on top of their wall bay.



2.1.1 CONCEPTS AND DESIGNS - RENDERING

Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

MST APPAREL WALL

Mountain Standard Time represents a local perspective, bringing the typography, colors, and personality of New Mexico culture into every aspect of the design. Our **MST Apparel** display is a throwback to shopping for vinyl records. Designs are displayed on framed wall panels, and individual shirts are folded into neat craft paper envelopes (and organized by size).



DAVID GREY PRINTED MATTER

At the back of the store, large scale printed art is displayed on custom multi-panel swinging wood frames flanking the MST Apparel wall.

Travel ready tubes are stored underneath the swinging displays so shoppers can select their favorite design and know their art will travel safe.



2.1.1 CONCEPTS AND DESIGNS - MATERIAL BOARD

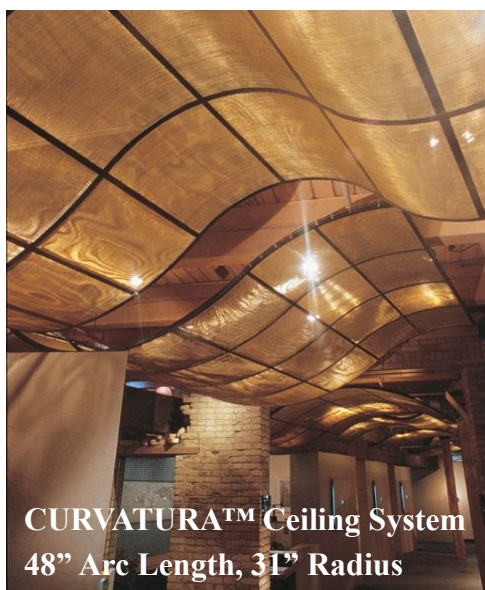
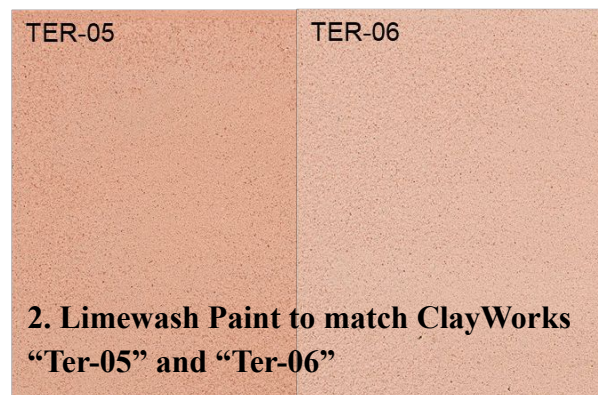
Subtle Palette

Folk Art Inspired Fixtures

Authentic Materials

MATERIAL BOARD

1. FLOORING: TRU® PC, High Performance, Self-Leveling Topping “Chocolate”
2. WALLS: Limewash paint in to match ClayWorks “Ter-05” and “Ter-06”
3. CEILING: CURVATURA™ 3-Dimensional Suspension System
4. POS: Solid Surface Durat F-141-0 “Pale Pink”
5. FIXTURES: Cersed white oak solid wood.
6. HARDWARE AND TRIM: Matte black and brass hardware and corner guards
7. LIGHTING: Lumination Tela Mini Series Architectural Track Mini - Contech RDA6



2.1.1 CONCEPTS AND DESIGNS - LICENSE/ FRANCHISE

Geisler Projects owns the **Mountain Standard Time** brand put forth in this proposal. A proprietary concept, no brand license, sublease, or commitment letter is necessary.



TAB 2

2.1.2 Project Delivery

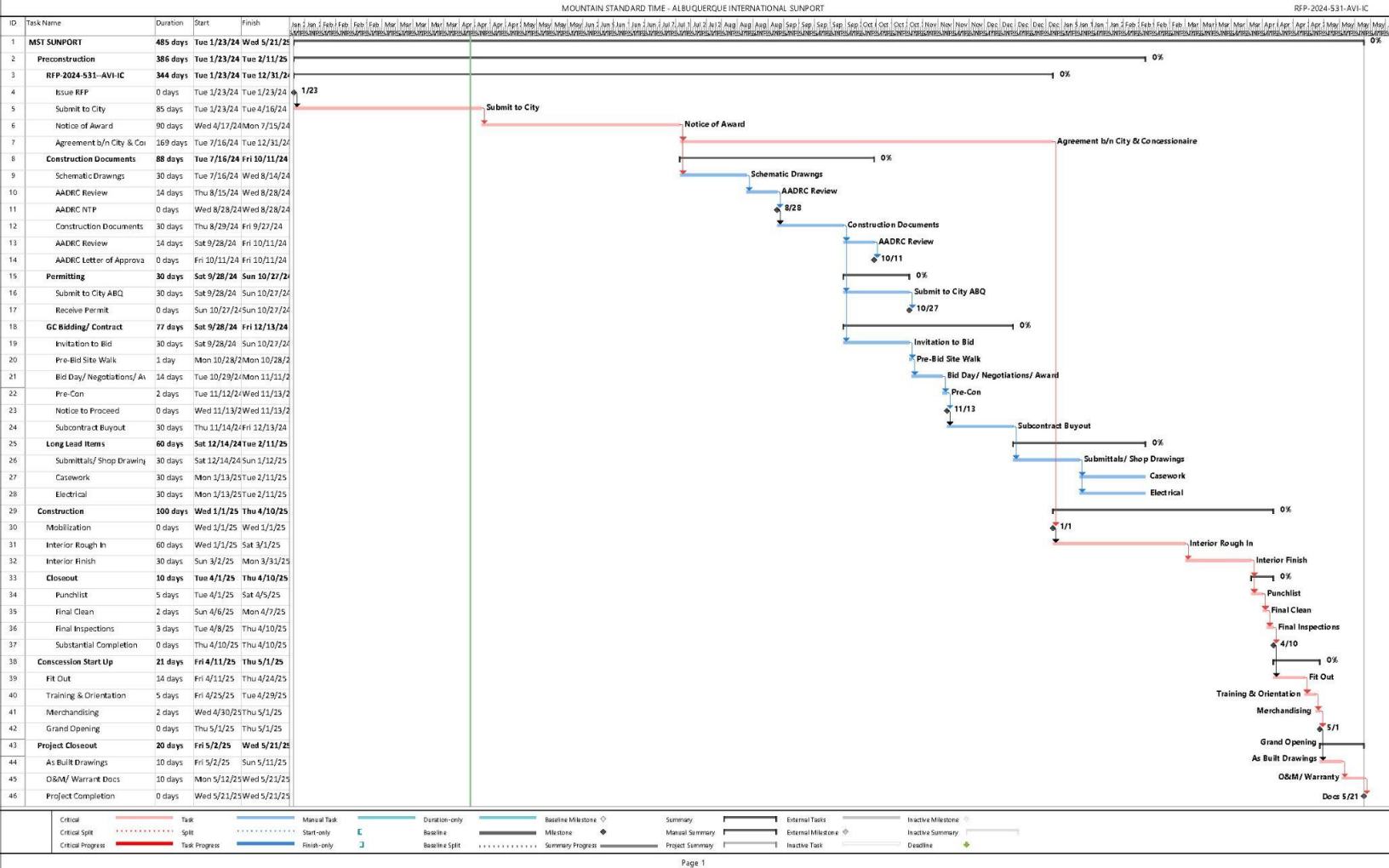
2.1.2 PROJECT DELIVERY

Best Practices

Detailed Design Documents

Experienced Partners

2.1.2 DESIGN AND CONSTRUCTION PHASING TIMELINE



TAB 3

2.1.3 Capital Investment / Capital Plan

2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

Best Practices

Detailed Business Plan

Experienced Partners

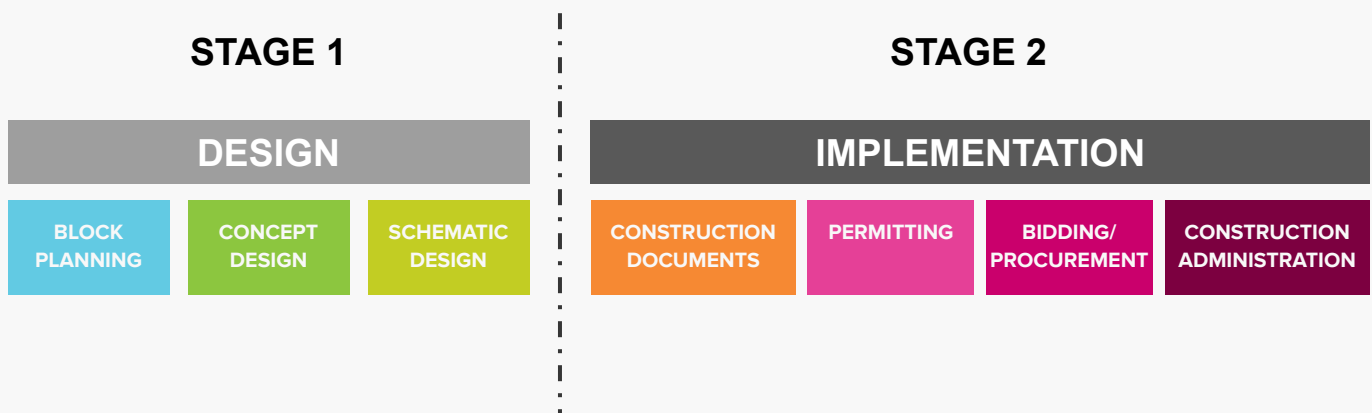
2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

Geisler Projects brings a unique combination of skills to the ABQ retail opportunity, which allows us to make considerable investment in the build-out of the proposed **Mountain Standard Time** specialty retail. The Geisler Projects team, Denise Ip and Evan Geisler, is highly experienced in both design and construction projects, with special emphasis on high-end airport retail concessions.

Denise Ip has been practicing design and architecture in New Mexico since 2014. Through her keen insight and deep understanding of regional design elements, Denise provided architectural design services to Albuquerque-based Avila Retail in winning more than \$20 million dollars in new contracts. Additionally, she has done design work for global travel retail companies on projects that include Duty Free and flagship shops. Denise will provide architectural services from Concept Phase through Completion for the proposed **Mountain Standard Time**.

Evan Geisler will assist with Project Management throughout the construction phase of the **Mountain Standard Time** ABQ project. With project experience ranging from Sydney, Australia to Singapore, Hong Kong to Los Angeles, Evan is quite familiar with project management at Sunport where he was instrumental in bringing Black Mesa Coffee to ABQ. Evan's years of experience in design and construction is a tremendous asset to the ABQ project.

The ability to provide these key services in-house allows Geisler Projects to make considerable investment in the design of Mountain Standard Time for ABQ.



2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

Best Practices

Detailed Business Plan

Experienced Partners

2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

The majority of Capital Expenses related to the design and construction of **Mountain Standard Time** is planned for higher-than-requested construction costs and custom fixtures that will elevate the ABQ customer experience.

In anticipation of a successful contract award, Geisler Projects has already reached out to Albuquerque General Contractors for feasibility study services. Additionally, we have connected with Santa Fe-based Boyd & Allister fixture designers for estimating purposes. CAPEX breakdown is shown in the table below. This includes both initial and mid-term capital investments.

STORE ID	PROPOSED CONCEPT	AREA	CAPITAL BREAKDOWN	TOTAL COST
R2	Mountain Standard Time	985 sf	Construction	\$325,000
			Architecture & Engineering	\$ 40,000
			Permits	\$ 15,000
			Fixtures & Millwork	\$ 10,000
			Total Cost	\$500,000
			Cost per SF	\$508/sf
			Mid Term Renovation *year 5	\$ 50,000

2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

Best Practices

Detailed Business Plan

Experienced Partners

GEISLER PROJECTS

April 8th, 2024

Jennifer Bradley, Chief Procurement Officer
City of Albuquerque
Department of Finance and Administrative Services
Purchasing Division

RFP-2024-531-AVI-IC

Retail Concessions Program at Albuquerque International Sunport

Package #3

RE: Offeror's capacity to fund the capital investment.

Dear Ms. Bradley,

Geisler Projects is committed to building quality stores and has the internal and external resources to make that happen.

From Appendix G, the minimum initial capital investment for Package#3 is \$500,000.

In the past, we have secured financing from New Mexico Bank & Trust, Century Bank, and State Employees Credit Union for local real estate deals. For this project, we will be working with New Mexico Bank & Trust (see attached letter). This project will be financed with a five-year amortization.

We are confident that we have the resources necessary to build, open, and operate **Mountain Standard Time**, and appeal to customers, provide optimal revenue to the City of Albuquerque, and take care of our staff.

Thank you for your consideration.

Sincerely,



Denise Ip

2.1.3 CAPITAL INVESTMENT / CAPITAL PLAN

Best Practices

Detailed Business Plan

Experienced Partners



April 10, 2024

Ms. Denise Ip
Mountain Standard Time
Santa Fe, New Mexico

RE: City of Albuquerque RFP 2024-531-AVI-IC

Ms. Ip –

Please feel free to share this letter with the City of Albuquerque with reference to your application to become a retail vendor within the newly renovated retail section of the Albuquerque International Sunport.

The undersigned has reviewed certain financial information as submitted by Ms. Ip and her spouse, relative to their capital needs of up to \$500,000.00 in project costs associated with their plans to become a vendor at Albuquerque International Sunport.

In the fairly recent past I have served as the commercial banker to another entity in the airport vendor marketplace (to include operations at The Sunport.) With that backdrop, I have a level of familiarity with projects of this type.

Based on my review of the supplied information, and my more than 30 years of commercial banking experience, it is my strong expectation that the capital required by this project may be obtained by Ms. Ip and her spouse. They have a very solid net worth with substantial equity in a number of cash-flowing assets.

Sincerely,

A handwritten signature in black ink, appearing to read "BRADFORD", written over a light blue horizontal line.

Bruce R. Bradford
Senior Vice President
New Mexico Bank & Trust, a division of HTLF Bank

HTLF BANK IS AN  EQUAL HOUSING LENDER | MEMBER FDIC

TAB 4

2.1.4 Sustainability

2.1.4 SUSTAINABILITY

Source Locally

Invest Locally

Reduce Waste

2.1.4 SUSTAINABILITY AND CONSERVATION

Geisler Projects embraces sustainable principles across all aspects of our business. We take a broad approach to sustainability and conservation that includes not just design and construction, but also operations and management.

In designing and constructing our stores, we make every effort to source materials locally. Our design standards incorporate low impact materials and energy efficiency. These high standards call for LED lighting, formaldehyde-free MDF substrates, FSC-certified woods, and low VOC paints, stains, sealants, and adhesives.

We invest in our communities, employing local contractors for construction projects and members of the local community to manage and operate our stores. We work with and support local brands to feature their goods in our merchandise assortments. We utilize local small businesses for maintenance services. In this way, we not only support the economic well-being of the community, but ensure a more authentic experience for our customers.



Prepackaged shirts eliminate tags and bags and are gift- ready!

TAB 5

2.1.5 Access to Services

2.1.5 ACCESS TO SERVICES

Strong Company Culture

Opportunity

Invest in Training

2.1.5 ACCESS TO SERVICES

Geisler Projects is a proud Equal Opportunity Employer. In keeping with this status, we hire without discrimination, a practice that ensures our associates hail from a variety of backgrounds and frequently speak multiple languages. We are exploring online training programs for English As a Second Language (ESL) needs and are fully committed to expanding training programs as called for to accommodate newly hired individuals. Additionally, it is our practice to make training accessible for those with disabilities.

It is our company's goal to make certain that every Geisler Projects employee is equipped with the knowledge and skills to thrive in their given position, and advance as the company grows. It is also our goal to ensure ABQ travelers will have full access to the services provided by **Mountain Standard Time** through hiring associates who are bilingual/multilingual and/or who know American Sign Language.

Our goal is to always make associates and customers always feel welcome and comfortable in a safe and inclusive environment.

TAB 6

2.1.6 Management

2.1.6 MANAGEMENT - APPENDIX I (uploaded to Bonfire)

2.1.6 MANAGEMENT

2.1.6.1 Appendix I has been uploaded to the City's e-Procurement system.

Items on this form include:

2.1.6.1.1 Company information;

2.1.6.1.2 Partner information, if applicable;

2.1.6.1.3 Organizational chart; if applicable;

2.1.6.1.4 Key personnel;

2.1.6.1.5 ACDBE certifications;

2.1.6.1.6 Qualifications and experience – Offeror shall provide evidence Offeror has operated similar concepts serving the general public and located in U.S. and international airports, street locations, commercial centers, marketplaces or other venues, with a history of strong operations, creative concepts, and high service standards for three (3) of the past six (6) years;

2.1.6.1.7 Disclosure of current franchise, license, and/or similar agreements;

2.1.6.1.8 Company and partners financial information;

2.1.6.1.9 Financial references;

2.1.6.1.10 Design and construction references;

2.1.6.1.11 Certification of receipt, review, and commitment to comply with the Tenant Design Criteria (**Appendix H**); and

2.1.6.1.12 Utilities and services compatibility.

TAB 7

2.1.7 Management Experience

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.1 RETAIL BEST PRACTICES

With a long background in designing unique travel retail spaces in high-profile airports around the world, Geisler Projects understands the importance of strong presentation and visual merchandising for this is what attracts guests who turn into customers. As operators of a historic inn and off-airport **Mountain Standard Time** retail shop, optimizing transactions and sales per transaction are key to our growth and success. Our associates are trained to suggest complementary services and/or products that fit the needs/desires of the guest, thereby driving incremental sales and customer satisfaction.

2.1.7.2 RESPONSIBLE MANAGEMENT

Geisler Projects will employ an online tool such as Salesforce, a cloud-based management tool that provides applications focused on sales, customer service, marketing automation, e-commerce, analytics, and application development. A tool such as this will allow seamless management of the existing **Mountain Standard Time** in Santa Fe and the new location at ABQ.

2.1.7.3 STAFFING AND TRAINING

We recruit and hire from the local community for two primary reasons:

- To provide career opportunities that sustain economic growth
- Those who live in the community possess deep local and regional knowledge

When interviewing potential new associates, we look for certain attributes necessary for excellent customer service, including enthusiasm, presence, and a sense of personal responsibility.

Denise and Evan personally train team members to ensure a customer service level that creates memorable travel retail moments. During onboarding, new hires are carefully trained in customer service standards, with emphasis on the importance of friendly, efficient service. Once an associate joins the team, the learning process continues as members of management and fellow associates provide ongoing coaching and mentoring to ensure the associate's success.

Attributes of Customer Service Excellence

- **Enthusiasm:** *friendly, attentive, eye contact, humor, and fun*
- **Presence:** *listening, professionalism, awareness, focus*
- **Responsibility:** *integrity, communication, self-direction*
- **Efficiency:** *speed of service, stocking, cleaning*
- **Knowledge:** *policies, systems, cashiering, products, airport layout and other airport services including ability to respond to medical and operational emergencies.*

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

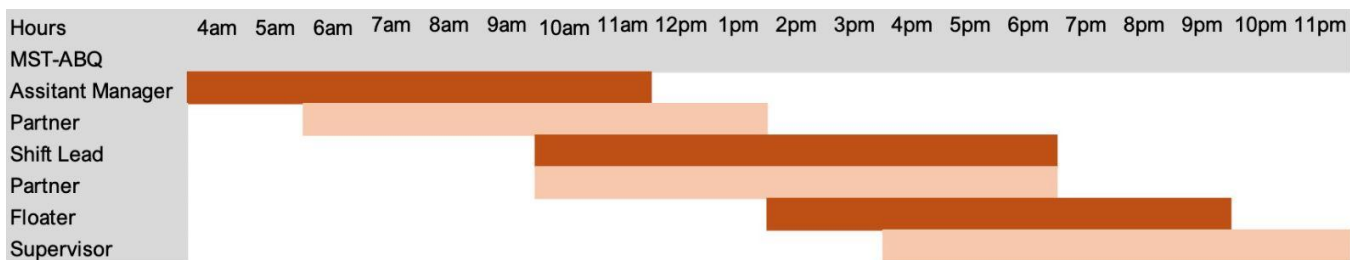
2.1.7.3 STAFFING AND TRAINING (continued)

Appropriate staffing is a key element to providing world-class customer service. Our customer service philosophy requires that every member of the on-site operations team, including the General Manager and Assistant Manager, be on the sales floor, ready to serve the needs of our guests.

Geisler Projects is experienced in analyzing seasonal traffic patterns and customer demographics. In planning staffing for our inn, we look three weeks out, factoring in local events, seasonality, and occupancy to build an appropriate staffing schedule. We will take a similar approach to ensure optimal staffing to support the proposed business plan through exceptional customer service.

For the proposed Package 3, we anticipate 8 full-time equivalent employees (FTEs) to include sales and shift lead associates. As this is a new retail location resulting from a planned airport expansion/redevelopment project, sales associates and shift leads for the **Mountain Standard Time** ABQ location will be hired from the local community. As our retail presence is firmly established at our off-airport **MST** location, existing receiving/merchandising staff will provide the necessary support for our new store.

The following staffing plan is provided as representative of a typical operating day at ABQ.



Opening and closing shifts will be supplemented with management and shift leads to cover breaks. Associates on closing shifts will verify the store is clean and fully recovered, ready for the next day’s opening. Vacation and sick days will be covered by “floating” key staff members who are thoroughly trained on product and logistics.

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.4 DELIVERING A WORLD-CLASS GUEST EXPERIENCE THROUGH PERSONAL CONNECTIONS

Consistently delivering a world-class guest experience is essential to building a successful hospitality business. More than just the beauty and history of the inn itself, memorable moments are created through the personal connections our dedicated associates make with the individual guest. Through such connections, associates come to know what is important to the guest.

Service can then be customized to best meet the needs and desires of guests and to make knowledgeable recommendations that enhance their visit and overall experience. This level of service resonates with guests, leading to repeat clientele and word-of-mouth advertising that ensures continued success of the business.

At **Mountain Standard Time**, our team is efficient and helpful, cheerfully greetings guests, making brand and merchandise recommendations, suggesting items complementary to their purchase interest, or simply taking the time to relate the history or cultural significance of the individual artisan collections. This attention to detail, delivered without pressure to the customer, strengthens the guest's connection to the piece(s) of interest. Ultimately, this makes the selection more meaningful.

Our staff is empowered to immediately resolve issues on behalf of the customer. Our service commitment is furthered through a liberal return policy.

We are excited about the unique brands in our portfolio and even prouder of the enjoyment and success they have generated for everyone who has experienced them. We look forward to bringing this same experience to ABQ travelers.



Using a contemporary black and white color palette for custom shopping bags and packaging immediately elevates the guest experience while creating eye-catching marketing for Mountain Standard Time.

2.1.7 MANAGEMENT EXPERIENCE

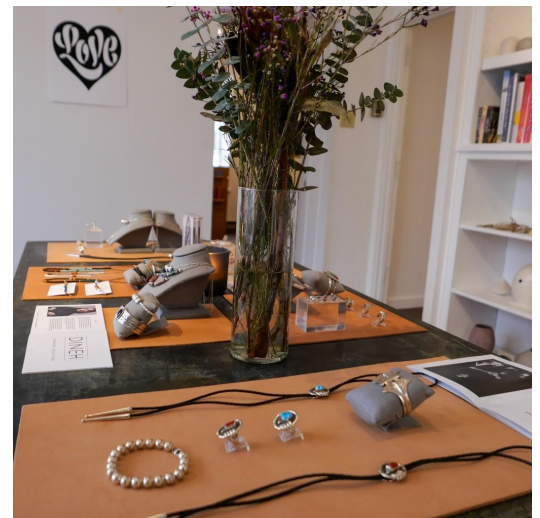
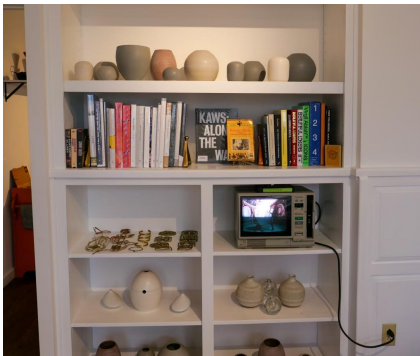
Best Practices

Product Knowledge

Experienced Partners

2.1.7.5 EXPERIENCE OPERATING SIMILAR CONCEPTS

Geisler Projects has been serving the general public in their historic inn in Santa Fe since 2018. They added a retail component which soon evolved into **Mountain Standard Time** when they recognized the need for a transformative guest experience. Warm customer service and unique collectibles featuring locally made artisan brands and craftwork sets them apart in the travel hospitality industry.



2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.6 REGULATORY COMPLIANCE

Through years of working in the travel hospitality industry, we are well versed in compliance with local and federal regulatory requirements. As operators of an historic inn and retail establishment, we understand the importance of workplace safety and resource conservation. We will comply with all regulatory requirements related to operating a retail unit at ABQ, including badging, airport security, workplace safety, resource conservation, and other regulations.

2.1.7.7 OPERATING HOURS

Mountain Standard Time will adhere to the required operating hours set forth in the Retail Concession and Lease Agreement. Onsite management will check flight schedules daily and maintain contact with Airport Operations so as to be fully aware of anticipated flight delays or unusual circumstances that may warrant extended operating hours.

Geisler Projects will implement a Business Interruption Plan that includes:

- Direct contact information for owners and members of management to be alerted depending on the type of event
- Staff contact information should additional or relief assistance be required
- Detailed instructions for employees to keep themselves safe and operations running for seamless service to ABQ travelers
- Communication flow with ABQ staff to ensure transparency during an event

2.1.7.8 STORAGE AND RESTOCKING

Store design of **Mountain Standard Time** includes back-of-house storage space where larger items will be secured but easily accessible. In-store display fixtures include built-in storage for smaller items. Associates will restock during non-peak periods or as needed to ensure ABQ travelers always enjoy a full assortment of offerings, products, and merchandise. As the majority of merchandise will be sourced/produced locally, we do not anticipate the supply chain disruptions that occur with product arriving from overseas.

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.9 OPERATING UNDER CHALLENGING CIRCUMSTANCES

Challenging circumstances may take many forms. An associate calls out or simply does not show up for his or her shift. Weather-related flight delays. A higher-than-normal influx of visitors for a special event. Whatever the circumstance, typical day or challenging, our mission is to deliver a first-class experience to every ABQ customer. Every time, all of the time.

Geisler Projects and their related businesses not only survived the recent pandemic and resultant economic downturn, they managed to grow! In the past four years Denise and Evan expanded their hotel room count as well as their retail offering. Their retail business, **Mountain Standard Time**, started out in the hotel lobby in 2018; in 2022 it relocated to a larger, more strategic, standalone space. Through this process, Geisler Projects remained committed to job security for all employees. Adjusting roles and allowing employees to safely and confidently continue to work and grow, they made it through this challenging time without a single layoff.

Year after year, they were able to increase employee pay to remain inline with the rising cost of living. Denise and Evan value the well-being of their employees and work with them to ensure satisfaction with their professional development.



2.1.7.10 PRICING POLICY

Geisler Projects d/b/a **Mountain Standard Time** will comply with the pricing policy, as described in the Retail Concession and Lease Agreement: (a) items with a pre-printed prices will be offered at the MSRP price; (b) items that do not have a pre-printed price will **not be more than ten percent (10%)** greater than the price of the same or similar items at comparable Albuquerque locations.

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.11 SAMPLE MANAGEMENT REPORT

Geisler Projects' successful management style has been developed over the last 25 years in Project Management, Real Estate Development, Hospitality and Retail. As with everything they do, Denise and Evan will be hands-on in the management and operations of the **Mountain Standard Time** team at ABQ, even as they continue to explore new local vendors/products to enhance the merchandise assortment.

Being small and agile allows Geisler Projects to be adaptable and solution based. Their management plan includes policies and procedures for product knowledge, customer service, training and employee conduct, accounting, inventory, and cash control. A well-informed partner is an empowered partner, able to confidently establish trust and dialogue with the customer. This training allows for the partner/customer engagement to be one that leaves both with a sense of satisfaction that goes beyond a mere transactional interaction.

As a small business, Geisler Projects does not currently utilize technology-based tools in managing and operating our retail side. We recognize the need for automated tools will change should we be successful in our bid for this ABQ specialty retail opportunity. We are already investigating the benefits of and services provided by cloud-based applications such as Salesforce and will invest in a product that best serves the needs of our in-airport and off-airport specialty retail needs upon award of the contract.

The success of our management plan can be seen through the growth and progress we've made over several years of running businesses in New Mexico. Denise's experience working alongside award winning Avila Retail group plays a huge factor in what we see as our success in our small business decisions and growth and will prove to be the largest part of our management approach to what we will bring to working with Sunport. Please see letters of reference from the former owners of Avila Retail, Dineh, and Cottage Scholar that follow.

John & Kathleen Avila
Managing Partners
Avila Retail Development & Management
March 31st, 2024



To whom it may concern,

As former owners and Managing Partners of Avila Retail Development & Management, it has been our pleasure to work closely with Denise Ip. She led all design and construction functions of our business from 2014 to 2018, when Avila Retail was acquired by Stellar Partners. As part of our Management Team, she was integral to the strategic development of Avila Retail, and we wholeheartedly recommend Denise as a hardworking, caring, and honest businesswoman with innovative design vision.

Denise was personally involved with Avila Retail's growth and next-chapter development. As Director of Store Design, she led the design and construction of 11 stores in just 28 months. In addition, she managed mid-term refurbishments on 4 stores in the Denver Airport and 3 in the Albuquerque Airport. She was instrumental in all facets of design and project management and is incredible with her follow-up and her availability to address all questions. Her method of tackling assignments with dedication and creativity is matched by her commitment to efficiency and pragmatism.

A key member of our Business Development team, she participated in the vetting of opportunities and managed proposal production for the design sections, design writing, material selections, renderings, and construction schedules. When oral presentations were required, Denise led the production of any media and marketing materials and partnered in presenting our store concepts and brands to the selection committees. Upon award of new store contracts, Denise worked with the airport construction departments to build stores on time and on budget. She ensured we complied with each airport's specific design criteria, sustainability standards, and construction permitting requirements.

Denise's talent extends from the creative side of the spectrum to the practical side. She can process and deliver multiple projects, managing her own timelines, and she is also not afraid of asking questions that ultimately lead to better results. While at Avila, she worked to create synergetic stores by combining our stakeholders' unique perspectives with seasoned store design principles to create a design language that was uniquely "Avila". Denise's most valuable asset is her ability to ensure creativity and innovation are instilled into the work while supporting functional requirements and lean principles.

We highly recommend Denise Ip and without reservation. She will undoubtedly be a thoughtful and committed member of any community she is part of. Please feel free to contact either of us should you have any questions.

Sincerely,

A handwritten signature in black ink, appearing to be 'John & Kathleen Avila', is written over a horizontal line.

John & Kathleen Avila
Juan8529@gmail.com
505-975-3948

DINEH

Santa Fe

March 20, 2024

To Whom it May Concern,

My name is Samantha Platero, and I am the founder of Dineh Jewelry. I am writing this letter in support of Mountain Standard Time opening a new store at Albuquerque International Sunport. I have had a business relationship with Mountain Standard Time for the past year and six months, and in that time, they have proven to be a significant business partner and the most accessible to work with.

Mountain Standard Time is responsive, proactive, treats their vendors with respect, and perhaps their biggest asset is their singular focus on quality products from regional artists.

In my practice, I pay special attention to authenticity and tribal legacy, with all my jewelry made by Navajo artisans. Mountain Standard Time supports my mission and is committed to sustainable business practices, active learning, and community relationships. I highly recommend them as retail partners at Albuquerque International Sunport.

Sincerely,



COTTAGE SCHOLAR

To Whom it May Concern,

3/22/24

This letter is in full support of Evan Geisler and Denise Ip's proposal for Specialty Retail at Albuquerque International Sunport. I met the couple in 2018 shortly after their purchase of a Santa Fe historic inn. They hired me to rebrand it and I quickly discovered how joyful it is to work with them. As a pair, their skillsets are extremely complementary. They balance architectural skills with real estate knowledge, small business ownership with direct management capabilities, and a love of the local arts with their own commercial avenues to sell and share products and experiences. I found working with them to be an absolute joy. Combining an artist's sensibility with a businessperson's intellect, I quickly learned that they have a refined sense of taste, the ability to see quality, and a love of beauty. During the time I have known them, they have always worked on multiple projects at any given moment. They manage their time in a team-like manner and support each other with ease. If Evan leans more creative, Denise leans more administrative. They communicate clearly and can problem solve in an instant. And if they can't figure something out, they always seem to know who to call for help or guidance. Over the years, I've worked on multiple branding projects for them, spent time as an artist-in-residence at The Parador (their inn), and even lived there during Covid. Their generosity is tangible. They have supported my art practice and general well-being in ways that go far beyond the norm.

Evan and Denise are dreamers who can truly manifest. Even though they are fans of all things local, they are very worldly and aware of greater cultural trends. In New Mexico, this knowledge and awareness is priceless. They bring the world to New Mexico without compromising the local expression. And they do it with a smile. They can build and run anything they put their minds to. I watched Evan redesign the entire architectural language at Los Poblanos while Denise continued her Airport Retail Design practice. And they did this while working on other projects and taking care of their family.

Evan and Denise are wise businesspeople. They understand risk vs reward. I have seen them develop businesses and spaces over time that run efficiently and are financially viable. They know how to work gracefully and graciously with employees and clients. They are welcoming with their hearts in a way that is rare these days. And they know a variety of sophisticated local artists who would create unique gifts and objects for the shop in a way that only they could curate.

Evan and Denise are extremely hard workers and focused creatives. I cannot imagine a better team to develop a new store at the airport as it's a getting a well-deserved facelift and evolution.

Sincerely,



David Grey
dgrey.com

2.1.7 MANAGEMENT EXPERIENCE

Best Practices

Product Knowledge

Experienced Partners

2.1.7.12 CORPORATE CITIZENSHIP

As a small ACDBE-certified business, Geisler Projects does not have an official Corporate Social Responsibility plan. Nonetheless, both Denise and Evan are committed to giving back to and supporting their community through meaningful employment that encourages professional and personal growth and development. They also support the New Mexico community through inclusion of local brands and products that are created by other small business owners and entrepreneurial artisans, many of whom are represented in the proposed **Mountain Standard Time** specialty retail. As the company grows, Denise and Evan will develop a broader community outreach / corporate citizenship roadmap for the business.

DONATIONS AND IN-KIND CONTRIBUTIONS MADE BY DENISE AND EVAN SINCE 2019

- **Santa Fe International Literary Festival**
 - The Santa Fe International Literary Festival connects writers, readers, and thinkers—from around the world and close to home—in the celebration of words and story.
- **New Mexico School for the Arts**
 - The NMSA – Art Institute is a nonprofit arts educational institution. NMSA’s diverse student body hails from 40 communities and Pueblos from across the state of New Mexico.
- **Santa Fe Hockey Association**
 - A 501(c)3 tax-exempt organization bringing the life-changing and self-esteem-building opportunities of youth hockey to children from all over New Mexico.
- **Three Sisters Collective**
 - Three Sisters Collective engages in a land-based Rematriation praxis that restores wellness and uplifts traditional lifeways with an emphasis on art, advocacy, education, and community building.
- **Cornucopia Matanza**
 - Cornucopia is a community-based day facility based in Albuquerque, NM for seniors and adults with different abilities, providing services that help individuals and their families thrive.
- **Vital Spaces**
 - Vital Spaces is a Santa Fe-based arts organization with a mission to create affordable spaces for artists working in all media to create, present, connect, and teach. They aim to support BIPOC artists, a population whose work has historically been underrepresented in contemporary art spaces in Santa Fe, as well as artists of all backgrounds whose socioeconomic status makes it difficult to maintain an artistic practice in Santa Fe.
- **The Parador Santa Fe**
 - Artist Residency Program.

TAB 8

2.1.8 ACDBE Plan

2.1.8 ACDBE

Geisler Projects, bidding entity for the Package 3 Specialty Retail *Mountain Standard Time*, is ACDBE certified, 100% woman-owned, and based in New Mexico.



THIS IS EVIDENCE OF YOUR CERTIFICATION. PLEASE SAVE THIS FOR YOUR RECORDS:

CERTIFICATE OF REGISTRATION

This is to certify that: GEISLER PROJECTS LLC OBA GEISLER PROJECTS is registered as an Airport Concession Disadvantaged Business Enterprise with the NEW MEXICO DEPARTMENT OF TRANSPORTATION (NMDOT) DISADVANTAGED BUSINESS ENTERPRISE (DBE) PROGRAM & NEW MEXICO UNIFIED CERTIFICATION PROGRAM (NMUCP)

And is therefore so recognized as certified beginning on: December 5, 2023 Through the expiration date of: **December 5, 2024**

Under the following Work Codes: NAICS 449210: ELECTRONICS AND APPLIANCE RETAILERS
NAICS 459210: BOOK RETAILERS AND NEWS DEALERS
NAICS 459420: GIFT, NOVELTY, AND SOUVENIR RETAILERS
NAICS 531311: RESIDENTIAL PROPERTY MANAGING
NAICS 531312: COMMERCIAL PROPERTY MANAGING
NAICS 541310: ARCHITECTURAL SERVICES
NAICS 541410: INTERIOR DESIGN SERVICES
NAICS 541430: GRAPHIC DESIGN SERVICES
NAICS 541512: CAD (COMPUTER-AIDED DESIGN) SYSTEMS INTEGRATION DESIGN SERVICES

In accord with 49 CFR Part 26 and 23 as amended, a no change Annual Affidavit and the firm's latest Federal business tax return, must be filed annually with the NMDOT on or before the anniversary date for continued ACDBE certification.

Certificate No. 20407923

PLEASE SAVE THIS EMAIL FOR FUTURE REFERENCE. THIS IS EVIDENCE OF YOUR DBE CERTIFICATION THROUGH NMDOT.

Construction and Civil Rights Bureau
Phone: (SOS) 670-3294.
<http://www.dot.state.nm.us>

If you have any questions about your certification you may also email us at DBE.CERT@state.nm.us.

RESPONSE TO RFP
CITY OF ALBUQUERQUE
Solicitation Number: RFP-2024-531-AVI-IC
Package 2: Unit R5
RETAIL CONCESSIONS PROGRAM AT ALBUQUERQUE INTERNATIONAL AIRPORT

EL MERCADO DEL SOL, INC.
YUCCA OUTPOST

TECHNICAL PROPOSAL

2.1.1 Concepts and Designs

Merchandise List for Yucca Outpost

Pricing will range from \$0.39 to \$200.00. This souvenir and gift shop will fit a variety of budgets and offer a wide selection of choices.

Gourmet Food

Bottled salsas, chiles, and hot sauces

Dry foods of New Mexico include salsa mixes, posole, powdered chiles, soup mixes, etc.

Non-alcoholic margarita and bloody Mary mixes

All Gourmet Foods are locally sourced from places such as Monroe's New Mexican Food, Apple

Canyon Gourmet

New Mexico Jerky

Chile Chips

Local candies and packaged sweets – cotton candy, caramel corn, prickly pear, etc.

And so much more as new lines of products are added each year

Souvenirs

Postcards

Keychains with Southwest/New Mexico designs

Magnets with Southwest/New Mexico designs

Mugs with Southwest/New Mexico designs

Shot glasses with Southwest/New Mexico designs

Playing cards with Southwest/New Mexico designs

New Mexico-themed stickers of all shapes and sizes

Gift

Local incense and incense holders – southwest designs and scents

Dream Catchers

Hand-painted tiles with Southwest designs

Manufactured sterling silver jewelry with and without precious stones (non-Native American)

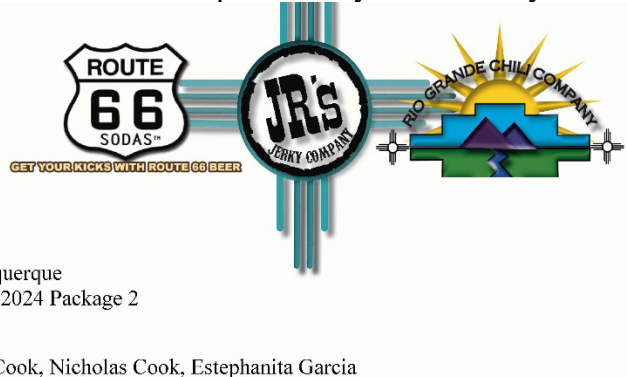
Various other souvenirs and gifts catered to guests wants/needs – majority New Mexico and Southwest designs

Local papers – Albuquerque Journal and Santa Fe New Mexican

Letters and Background Information from Vendors

JR's Jerky Company/Route 66 Sodas/Rio Grande Chili Company

Tony Gutierrez is the owner and operator of these three local companies. Each company consists of unique and local packaged beverages and foods – beef jerky, sodas, and chile chips. George has had a strong business relationship with Tony for over 30 years.



April 8, 2024
City of Albuquerque
Sunport RFP 2024 Package 2

RE: George Cook, Nicholas Cook, Estephanita Garcia
El Mercado Del Sol, Inc.

To Whom It May Concern,

I have known George Cook and have done business with him for over 30 years selling him various things from t-shirts and magnets to candles and ATMs. Currently, I work with him and his son, Nicholas Cook, selling them New Mexico jerky, chile flavored potato chips, and sodas under the companies JR's Jerky Company, Rio Grande Chili Company, and Rt 66 Sodas.

I am actively in contact with George, Nicholas, and Estephanita regarding orders, product quality, and many other things further developing our great business relationship.

I fully support all three of their endeavors with the City of Albuquerque and they have the right to sell any of my branded products in their store.

Respectfully,

Tony Gutierrez
JR's Jerky Company
Rio Grande Chili Company
RT 66 Sodas

B&H Co. Inc.

B&H Wholesale has been providing convenience stores across New Mexico with local and regional brands. Brands both created by them and as licensed suppliers.



B & H Wholesale

April 9, 2024

Credit Reference

To Whom It May Concern:

B & H Co., Inc. has done business with Clines Corners Retail Center in Clines Corners, New Mexico since July of 1997. They have maintained a Net 10 Charge account with our company for these many years and remain in good standing with our company.

They are a registered Vendor with our company and are therefore able to resell our products.

Respectfully,

A handwritten signature in blue ink that reads 'Kathleen Steichen'.

Kathleen Steichen

Accounts Manager

B & H Co. Inc.

dba B & H Wholesale; dba Popcorn Cannery

Direct Line 505-242-2611, ext. 107

1828 8th Street NW
Albuquerque, NM 87102
(505) 247-4501
(800) 926-2611
(505) 242-4938 Fax

www.charleybiggs.com

3706 Mattox Street
El Paso, TX 79925
(915) 594-7900
(800) 926-2608
Fax (915) 594-0048

Apple Canyon Gourmet, Inc.

Certified New Mexico True, Apple Canyon Gourmet has been using local products to produce New Mexican hand-crafted artisan foods since the 1980s. Anna Herrera Shawver, owner, and flavor creator, is an Albuquerque native with a rich family history in New Mexico. She is constantly staying on top of her products for quality control and to produce the best-tasting authentic New Mexican foods. George has had a great relationship with Anna and her company for over 15 years.



April 12, 2024

TO: City of Albuquerque

RE: El Mercado del Sol

To Whom It May Concern:

This letter is to inform you that El Mercado Del Sol has been granted permission to sell our company's brands: Holy Chipotle, Santa Fe Seasons, Santa Fe Gourmet Coffee, and Santa Fe Mixes.

They have been an excellent customer, and we appreciate the business they bring to our company.

If you have any questions, please contact me at the number listed below.

Thank you.

Sincerely,

Anna Shawver

Anna Shawver
Owner & Flavor Creator

*1301 Cuesta Abajo Ct NE
Albuquerque, NM 87113
Phone: 505-332-2000 Fax: 866-261-4100
Email: service@applecanyon.com*

Inciense de Santa Fe Inc.

Inciense de Santa Fe is a local business in Albuquerque, New Mexico. They are a manufacturer of natural wood incense specializing in southwest fragrances and are famously known for their Piñon incense. Their products are still made by hand. George has been doing business with Inciense since the 1980s and takes great pride in selling its terrific products.

Inciense de Santa, Fe. Inc.
3231 Matthew Ave. NE
Albuquerque, NM 87107
(505) 345-0701
inciense@inscents.com



Re: Letter of Good Standing
April 11, 2024

To Whom It May Concern:

Please let this letter serve to attest that El Mercado del Sol is in good standing with Inciense de Santa Fe, Inc., and has been a valued customer for several decades.

To follow up or with inquiries please reach out.

Sincerely,

Kelly Burlison

Kelly Burlison, Owner

Barry-Owen Co., Inc.

Barry-Owen Co., Inc., is a family-owned and operated company dating back to 1953. It specializes in the wholesale of toys, fashion jewelry, souvenirs, décor and gifts. Scott Fink, owner and operator, closely follows trends to deliver the best-selling products to consumers. George Cook has been working with Scott and his late father since the 1970s.

Barry-Owen Co., Inc.

5625 Smithway Street

Los Angeles, Ca 90040 USA

Toll Free: (800) 682-6682 • Ph: (323) 724-4800 • Fax: (323) 724-4996

e-mail: barryowen@aol.com

website: www.barryowen.com

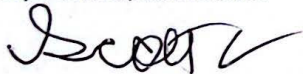
April 9, 2024

City of Albuquerque
Airport RFP 2024 Package 3

RE: George Cook, Nicholas Cook, and Estephanita Garcia
El Mercado Del Sol, Inc.

Barry-Owen Co., Inc. strongly recommends El Mercado Del Sol, Inc. for the City of Albuquerque Airport retail operations. We have conducted business with El Mercado Del Sol for over 30 years. El Mercado Del Sol is in good standing and has the right to sell Barry-Owen Co. goods. They have three generations worth of experience selling gift items in Albuquerque. El Mercado Del Sol would bring extensive market and industry knowledge to the airport retail operations. We believe that George, Nicholas, and Estephanita at El Mercado Del Sol are the best choice to provide a local customization of goods for airport visitors to have a memorable and unique experience when arriving or departing Albuquerque.

Respectfully,
Barry-Owen Co., Inc. President



Scott Fink

Conejo's Jewelry, Inc.

Not far from New Mexico is Mike Flavin, owner and operator of Conejos Jewelry, Inc., in Sanford, Colorado. There he hand-crafts southwestern-themed sterling silver jewelry. George and Mike have been working with each other since the 1970's delivering inexpensive hand-crafted American-made jewelry.



CONEJOS JEWELRY, INC.

19785 County Rd. T

Phone (719) 274-5147

SANFORD, COLORADO 81151

City of Albuquerque
Airport RFP 2024 Retail Package

Re: George Cook
El Mercado Del Sol, Inc.

To Whom It May Concern:

I have known George Cook for many years. I have been a vendor of his since the 1970's. In all that time, George has been a man of his word. He conducts his businesses honestly and fairly. He always pays his bills on time. George has my full permission to sale my jewelry in all his business locations.

George works closely with his vendors to select the merchandise for his stores. He also takes personal interest in how the merchandise is displayed at the stores. He cares about what he is offering to his customers and how they will perceive his stores.

In my personal opinion, it would be hard to find a better retailer in the New Mexico area.

Regards,

Mike Flavin 4/10/2024

Mike Flavin
Conejos Jewelry, Inc.

Real Time Products

Real Time Products is a souvenir and gift wholesale supplier that specializes in custom products. Serving many of the nation's theme parks, national parks, zoos, airports, and more across the United States, Real Time is one El Mercado's best sources for any of its custom desires. George has worked with Allen Smith, owner and operator of Real Time Products, since the 1990s before the creation of Real Time in 2001.



April 10, 2024

Thunderbird Curio
El Mercado del Sol, Inc.
Thunderbird Curio – Alb
P.O.Box 7277
Albuquerque, NM 87194

To Whom it may concern:

We have been doing business with George Cook and his operations for many years. They are solid, in excellent standing, and have the right to sell any of our products.

Sincerely,

A handwritten signature in black ink that reads "Allen Smith".

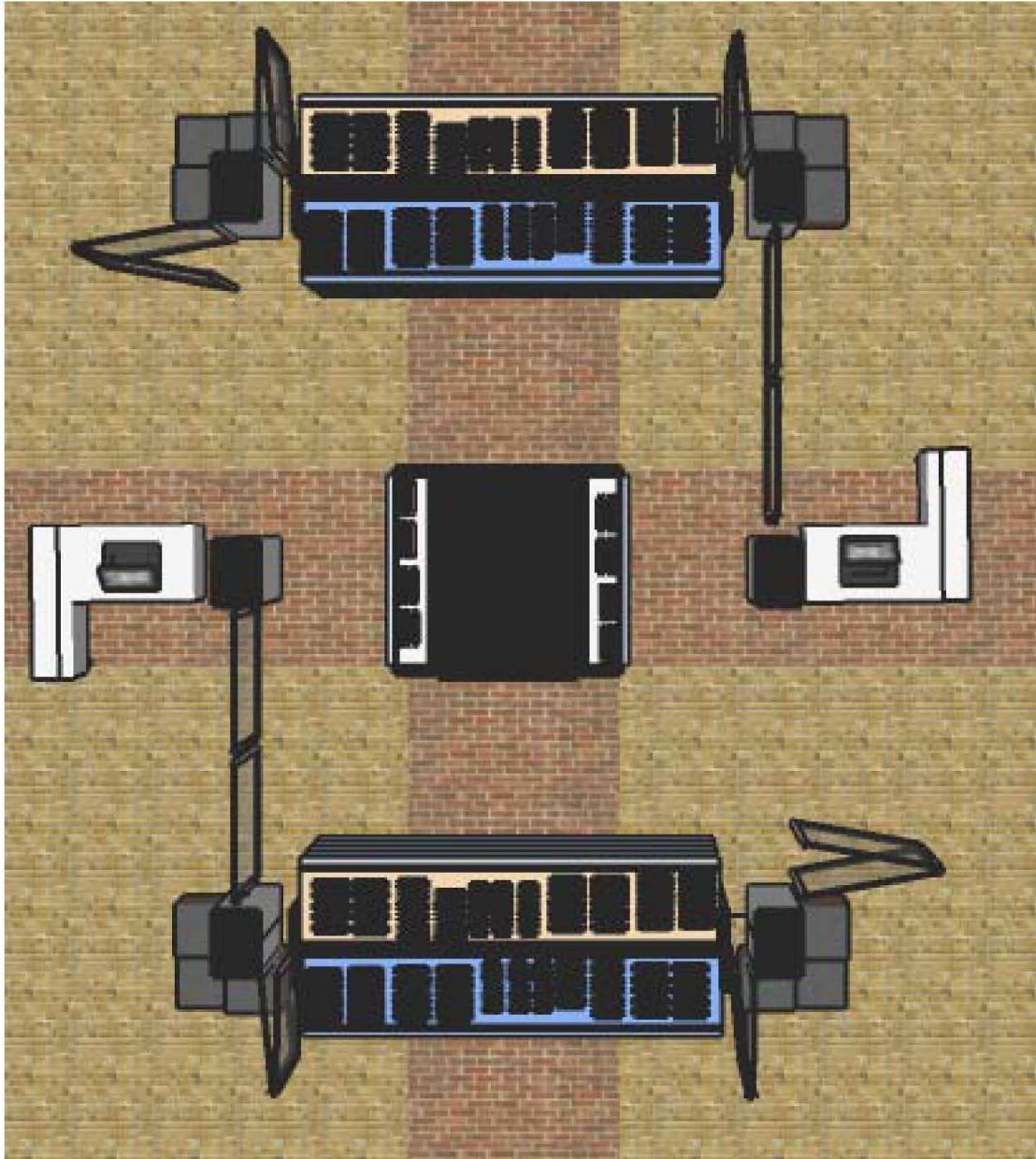
Allen Smith

Description of Space

With the limited space and ability to buildout, Yucca Outpost's modular design puts customization and innovation into the front view. Mobilization will be incorporated into each of its fixtures to allow for movement within the Sunport's parameters. On display in a presentable grab-and-go concept, Yucca Outpost will consist of only the essentials and top-selling items in these categories: souvenirs, gifts, and local gourmet foods and papers.







YUCCA OUTPOST



La Resolana Architects, P.A.

4805 McKnight Ave, NE
Albuquerque, NM 87110

Earl Hilchey, Architect

www.laresolanaarchitects.com

(505) 280-9123

2.1.3 Capital Investment / Capital Plan

Initial Capital Investment: ≈\$50,000

SandJ Enterprises, Inc.
3535 Princeton NE
Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
Package 2 - R5

CSI#	DESCRIPTION	MATERIALS	UBCONTRAC	OTHERS	TOTAL	costs
1	GENERAL CONDITIONS					00000
1002	Bond	0.00	0.00	0.00	\$ -	Sub/bond
1003	Builders Risk	0.00	0.00	0.00	\$ -	
1010	Permit	0.00	0.00	0.00		0.35%
1098	Overhead	0.00	0.00	0.00		25.00%
1001	Liability Insurance	0.00	0.00	357.00		
1100						
1101	Labor Burden	0.00	0.00	1,435.00		45.00%
1102	Project Mgmt	0.00	0.00	2,145.00		
1103	Asst Proj Mgmt	0.00	0.00	0.00		
1104	Supervision	0.00	0.00	8,000.00		
1105	Field Labor	0.00	0.00	2,500.00		
1106	Temp Labor	0.00	0.00	0.00		
1107	Peridium	0.00	0.00	0.00		
1200						
1201	Project Meet	0.00	0.00	150.00		
1202	Truck/Maint.	0.00	0.00	150.00		
1203	Submittals	0.00	0.00	0.00		
1204	Travel Expenses	0.00	0.00	200.00		
1205	Misc. Allocated Cost	0.00	0.00	250.00		
1220	TEMP UTILITIES	0.00	0.00	0		
1221	Gas	0.00	0.00	0.00		
1222	Water	0.00	0.00	0.00		
1223	Electric	0.00	0.00	0.00		
1224	Winter Protect	0.00	0.00	0.00		
1225	Equip Rental	0.00	0.00	60.00		
1226	Crane Rental	0.00	0.00	0.00		
1250	Office Support	0.00	0.00	1500		
1251	Office Trailer	0.00	0.00	500.00		
1252	Bonded Warehouse	0.00	0.00	0.00		
1253	Equip. Storage	0.00	0.00	0.00		
1254	Misc Equ	0.00	0.00	250.00		
1255	Office Supply	0.00	0.00	100.00		
1256	Communications	0.00	0.00	200.00		
			Per Month	17,597.00	\$	6,000.00
1300						
1301	Porta potty	0.00	0.00	0.00		
1302	Tool Rental	0.00	0.00	0.00		
1400						
1410	Compaction Test	0.00	0.00	0.00	\$	-
1411	Concrete Test	0.00	0.00	0.00	\$	-
1420	Survey	0.00	0.00	0.00		
1430	Expansion Fees	0.00	0.00	0.00	\$	-
1431	Standby Fees	0.00	0.00	0.00	\$	-
1500						

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

1510	Saw Cutting	0.00	0.00	0.00	
1525	Job Sign	0.00	0.00	0.00	\$ -
1530	Barricades	0.00	0.00	0.00	
1535	Temp Fencing	0.00	0.00	0.00	
1560	Dust Control	0.00	0.00	0.00	
1595	Trash Remove	0.00		0.00	
1600					
1610	Inspection fees/FM	0.00	0.00	0.00	
1700					
1701	Close Out Doc	0.00	0.00	0.00	
1710	Architeural fee	0.00	0.00	0.00	
1800					
1801	Final Clean	0.00		0.00	
1892		0.00	0.00	0.00	\$ -
1893	Misc. Allocated Cost	0.00	0.00	0.00	\$ -
1900					
1929	City Charges Permit	0.00	0.00	0.00	
1930	Fee/Pro-rata	0.00	0.00	0.00	\$ -
1931	Art Work	0.00	0.00	0.00	\$ -
1933	Print/Copy	0.00	0.00	0.00	\$ 60.00
1970	Winter Protect	0.00	0.00	0.00	\$ -
1990	Allowances/mock-up	0.00	0.00	0.00	\$ -
	Misc. Badging Cost		\$295 each	\$	295.00
1	GENERAL CONDITIONS			Total:	\$ 6,355.00
2	SITE				
2000					
2001		0.00	0.00	0.00	\$ -
2002	Bond	0.00	0.00	0.00	\$ -
2010	Sub Test	0.00	0.00	0.00	\$ -
2011	Site Cleanup	0.00	0.00	0.00	\$ -
2050	Select Demo	0.00	0.00	0.00	\$ -
2051	Veg. Removal	0.00	0.00	0.00	\$ -
2082	Asbestos	0.00	0.00	0.00	\$ -
2100					
2105	Field Labor	0.00	0.00	0.00	\$ -
2106	Temp Labor	0.00	0.00	0.00	\$ -
2200					
2221	Excavation	0.00	0.00	0.00	\$ -
2222	Trenching	0.00	0.00	0.00	\$ -
2280	Soil Treatment	0.00	0.00	0.00	\$ -
2300					
2400					
2500					
2510	Saw Cutting/misc.	0.00	0.00	0.00	\$ -
2511	Excavation/Asphalt Paving	0.00	0.00	0.00	\$ -

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

2512	Striping	0.00	0.00	0.00 \$	-
2513	Site Signage	0.00	0.00	0.00 \$	-
2514	Concrete Bumper	0.00	0.00	0.00 \$	-
2515	Site Concrete	0.00	0.00	0.00 \$	-
2516	Site Bollards	0.00	0.00	0.00 \$	-
2525	Curb Cuts	0.00	0.00	0.00 \$	-
2550	Street Work	0.00	0.00	0.00 \$	-
2600					
2601	Sewer Teeps	0.00	0.00	0.00 \$	-
2610	Water Meters	0.00	0.00	0.00 \$	-
2620	Yard Lines/S	0.00	0.00	0.00 \$	-
2630	Storm Sewers	0.00	0.00	0.00 \$	-
	Rip Rap	0.00	0.00	0.00 \$	-
2631	Storm Inlets	0.00	0.00	0.00 \$	-
2632	Trench Drains	0.00	0.00	0.00 \$	-
2640	Culverts	0.00	0.00	0.00 \$	-
2650	Septic Systems	0.00	0.00	0.00 \$	-
2700					
2701	Phone Lines/temp	0.00	0.00	0.00 \$	-
2710	Electrical Service/transf.	0.00	0.00	0.00 \$	-
2722		0.00	0.00	0.00 \$	-
2740		0.00	0.00	0.00 \$	-
2780		0.00	0.00	0.00 \$	-
2790		0.00	0.00	0.00 \$	-
2800					
2820	Trash Corral	0.00	0.00	0.00 \$	-
2830	Fence & Gate	0.00	0.00	0.00 \$	-
2840	Parking Access.	0.00	0.00	0.00 \$	-
2850	Retaining Walls	0.00	0.00	0.00 \$	-
2900					
2901	Landscaping	0.00	0.00	0.00 \$	-
2902	Irrigation	0.00	0.00	0.00 \$	-
2999	Miscellaneous	0.00	0.00	0.00 \$	-
2	SITE			Total: \$	-
3	CONCRETE				
3000					
3002	Bonding	0.00	0.00	0.00 \$	-
3050	Select Demo	0.00	0.00	0.00 \$	-
3010	Gravel	0.00	0.00	0.00 \$	-
3100					
3101	Retaining Walls	0.00	0.00	0.00 \$	-
3105	Field Labor	0.00	0.00	0.00 \$	-
3106	Temp Labor	0.00	0.00	0.00 \$	-
3200					
3201	Helical Piers	0.00	0.00	0.00 \$	-
3202	Light Pole Bases	0.00	0.00	0.00 \$	-

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

3203	Base Course	0.00	0.00	0.00	\$	-
3220	Curb/Gutter	0.00	0.00	0.00	\$	-
3230	Reinforcements	0.00	0.00	0.00	\$	-
3300						
3301	Piece/Pour	0.00	0.00	0.00	\$	-
3302	Spot Footings/sign menu can	0.00	0.00	0.00	\$	-
3303	Elect Pad	0.00	0.00	0.00	\$	-
3400						
3401	Concrete	0.00	0.00	0.00		
3500						
3510	Saw Cutting	0.00	0.00	0.00	\$	-
3600						
3601		0.00	0.00	0.00	\$	-
3700						
3701	Vapor Barrier	0.00	0.00	0.00	\$	-
3800						
3900						
3999	Miscellaneous	0.00	0.00	0.00	\$	-
3	CONCRETE			Total:	\$	-
4	MASONRY					
4000						
4002	Bonding	0.00	0.00	0.00	\$	-
4003	Shoring	0.00	0.00	0.00	\$	-
4050	Select Demo	0.00	0.00	0.00	\$	-
4100						
4105	Field Labor	0.00	0.00	0.00	\$	-
4106	Temp Labor	0.00	0.00	0.00	\$	-
4200						
4210	CMU Masonry	0.00	0.00	0.00	\$	-
4211	Reinforcements	0.00	0.00	0.00	\$	-
4300						
4301	Brick Pavers	0.00	0.00	0.00	\$	-
4400						
4401	Pavers in Vestibules	0.00	0.00	0.00	\$	-
4500						
4510	Saw Cutting	0.00	0.00	0.00	\$	-
4600						
4601	Marble Install	0.00	0.00	0.00	\$	-
4700						
4701	Glass Blocks	0.00	0.00	0.00	\$	-
4800						
4900						
4999	Miscellaneous	0.00	0.00	0.00	\$	-
4	MASONRY			Total:	\$	-
5	METALS					

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

5000					
5002	Bonding	0.00	0.00	0.00 \$	-
5050	Select Demo	0.00	0.00	0.00 \$	-
5100					
5101	Metal Items misc./glulam	0.00	0.00	0.00	
5102	Structural Items/intels	0.00	0.00	0.00 \$	-
5105	Field Labor	0.00	0.00	0.00 \$	-
5106	Temp Labor	0.00	0.00	0.00 \$	-
5200					
5201	Metal/Steel Framing	0.00	0.00	0.00 \$	-
5210	Steel Joists	0.00	0.00	0.00 \$	-
5300					
5301	Metal Deck	0.00	0.00	0.00 \$	-
5400					
5401	Metal Soffits	0.00	0.00	0.00 \$	-
5402	Metal Fascia	0.00	0.00	0.00 \$	-
5500					
5501	Stainless Steel	0.00	0.00	0.00	
5510	Saw Cutting	0.00	0.00	0.00 \$	-
5525	Pipe/Tube	0.00	0.00	0.00 \$	-
5580	Sheet Metal	0.00	0.00	0.00 \$	-
5600					
5601	Grating	0.00	0.00	0.00 \$	-
5700					
5720	Rail/wall guard rail	0.00	0.00	0.00 \$	-
5800					
5900					
5999	Miscellaneous	0.00	0.00	0.00 \$	-
5	METALS			Total: \$	-
6	WOOD/PLASTIC				
6000					
6002	Bonding	0.00	0.00	0.00 \$	-
6050	Select Demo	0.00	0.00	0.00 \$	-
6100					
6101	Rough Frame	0.00	0.00	0.00 \$	-
6102	Wood Blocking	0.00	0.00	0.00 \$	-
6103	Trusses	0.00	0.00	0.00 \$	-
6105	Field Labor	0.00	0.00	0.00 \$	-
6106	Temp Labor	0.00	0.00	0.00 \$	-
6160	Connections	0.00	0.00	0.00 \$	-
6170	Ext. Sheathing	0.00	0.00	0.00 \$	-
6190	Shelving	0.00	0.00	0.00	
6200					
6220	Millwork	0.00	0.00	0.00	
6240	Laminate	0.00	0.00	0.00 \$	-
6241	Spec.Counter Top	0.00	0.00	0.00 \$	-

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

6250	Wood Paneling	0.00	0.00	0.00	\$	-
6251	Marlite	0.00	0.00	0.00	\$	-
6300						
6400						
6401	Woodwork	0.00	0.00	0.00	\$	-
6500						
6501	Trim Work Misc./hinges	0.00	0.00	0.00		-
6550	Plastic Wall FRP	0.00	0.00	0.00	\$	-
6600						
6700						
6800						
6900						
6999	Miscellaneous	0.00	0.00	0.00	\$	-
6	WOOD/PLASTIC				Total:	\$
7	THERMAL MOISTURE PROTECT					
7000						
7002	Bonding	0.00	0.00	0.00	\$	-
7050	Select Demo	0.00	0.00	0.00	\$	-
7100						
7101	Waterproof	0.00	0.00	0.00	\$	-
7105	Field Labor	0.00	0.00	0.00	\$	-
7106	Temp Labor	0.00	0.00	0.00	\$	-
7200						
7201	Insulation	0.00	0.00	0.00	\$	-
7270	Firestopping	0.00	0.00	0.00	\$	-
7300						
7310	EIFS System	0.00	0.00	0.00	\$	-
7400						
7401	Roof/Wall Panels	0.00	0.00	0.00	\$	-
7402	Roof/Sarna fill	0.00	0.00	0.00	\$	-
7500						
7510	Saw Cutting	0.00	0.00	0.00	\$	-
7520	Build-Up Roof	0.00	0.00	0.00	\$	-
7530	Shingles	0.00	0.00	0.00	\$	-
7540	Single-Ply Roof	0.00	0.00	0.00	\$	-
7600						
7620	Sheetmetal	0.00	0.00	0.00	\$	-
7630	Gutter & D.S.	0.00	0.00	0.00	\$	-
7700						
7701	Roof Top Hoist	0.00	0.00	0.00	\$	-
7800						
7801	Roof Hatch	0.00	0.00	0.00	\$	-
7810	Skylights	0.00	0.00	0.00	\$	-
7811	Insulated Skylight	0.00	0.00	0.00	\$	-
7900						
7901	Water Proofing	0.00	0.00	0.00	\$	-

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

7920	Caulk/Sealant	0.00	0.00	0.00	\$	-
7999	Miscellaneous	0.00	0.00	0.00	\$	-
7	THERMAL MOISTURE PROTECT			Total:	\$	-
8	DOORS/WINDOWS					
8000						
8050	Select Demo	0.00	0.00	0.00	\$	-
8100						
8101	H/M Doors	0.00	0.00	0.00	\$	-
8102	Grout H/M Jambs	0.00	0.00	0.00	\$	-
8105	Field Labor	0.00	0.00	0.00	\$	-
8106	Temp Labor	0.00	0.00	0.00	\$	-
8200						
8201	Wood Doors	0.00	0.00	0.00		-
8250	Door Openers	0.00	0.00	0.00	\$	-
8300						
8301	Special Doors/Entry	0.00	0.00	0.00	\$	-
8302	Folding Partitions	0.00	0.00	0.00	\$	-
8360	O/H Doors	0.00	0.00	0.00	\$	-
8400						
8401	Entrance	0.00	0.00	0.00	\$	-
8500						
8501	Windows/metal	0.00	0.00	0.00	\$	-
8510	Saw Cutting	0.00	0.00	0.00	\$	-
8600						
8610	Wood Windows	0.00	0.00	0.00	\$	-
8650	Special Windows	0.00	0.00	0.00	\$	-
8700						
8710	Hardware	0.00	0.00	0.00	\$	-
8711	Spec. Hardware	0.00	0.00	0.00	\$	-
8712	Access Panels	0.00	0.00	0.00		-
8800						
8810	Glass/Glazing	0.00	0.00	0.00	\$	-
8900						
8999	Miscellaneous	0.00	0.00	0.00	\$	-
8	DOORS/WINDOWS			Total:	\$	-
9	FINISHES					
9000						
9002	Bonding	0.00	0.00	0.00	\$	-
9050	Select Demo/Remove Rock	0.00	0.00	0.00		-
9100						
9105	Field Labor	0.00	0.00	0.00	\$	-
9106	Temp Labor	0.00	0.00	0.00	\$	-
9200						
9201	Lath/Plaster	0.00	0.00	0.00	\$	-
9250	Gypsum Board/Frame	0.00	0.00	0.00		-

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

9251	Exterior Sheathing	0.00	0.00	0.00	\$	-
9300						
9310	Ceramic	0.00	0.00	0.00		
9330	Quarry	0.00	0.00	0.00	\$	-
9331	Cement Backer	0.00	0.00	0.00	\$	-
9400						
9500						
9510	Acoustic	0.00	0.00	0.00		
9530	Acoustic Insulation	0.00	0.00	0.00	\$	-
9600						
9601	Special Floor	0.00	0.00	0.00	\$	-
9602	Wood Floor	0.00	0.00	0.00	\$	-
9603	Rubber Flooring	0.00	0.00	0.00	\$	-
9650	Wood ceiling	0.00	0.00	0.00		
9685	Carpet	0.00	0.00	0.00		
9700						
9701	Wall Covering	0.00	0.00	0.00	\$	-
9800						
9801	Special Coating Densefire	0.00	0.00	0.00	\$	-
9900						
9901	Painting	0.00	0.00	0.00		
9999	Miscellaneous	0.00	0.00	0.00	\$	-
9	FINISHES			Total:	\$	-
10	SPECIALTIES					
10000						
10050	Select Demo	0.00	0.00	0.00	\$	-
10100						
10101	Chalk/Tack Board	0.00	0.00	0.00	\$	-
10105	Field Labor	0.00	0.00	0.00	\$	-
10106	Temp Labor	0.00	0.00	0.00	\$	-
10107	Display Boards	0.00	0.00	0.00	\$	-
10155	Toilet Compart.	0.00	0.00	0.00	\$	-
10200						
10300						
10301	Flag Pole	0.00	0.00	0.00	\$	-
10302	Mail Boxes	0.00	0.00	0.00	\$	-
10400						
10401	Alarm System	0.00	0.00	0.00		
10402	Call System	0.00	0.00	0.00	\$	-
10403	Signs	0.00	0.00	0.00		
10440	ID Devices	0.00	0.00	0.00	\$	-
10500						
10520	Fire Extinguishers	0.00	0.00	0.00		
10600						
10601	Security Lath	0.00	0.00	0.00	\$	-
10700						

SandJ Enterprises, Inc.
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 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

10701	Exterior Vents	0.00	0.00	0.00	\$	-
10800						
10801	Bath Accessories	0.00	0.00	0.00	\$	-
10900						
10999	Miscellaneous	0.00	0.00	0.00	\$	-
10	SPECIALTIES			Total:	\$	-
11	EQUIPMENT					
11000						
11001	Equipment	0.00	0.00	0.00		
11050	Select Demo	0.00	0.00	0.00	\$	-
11100						
11101	Projection Screen	0.00	0.00	0.00	\$	-
11105	Field Labor	0.00	0.00	0.00	\$	-
11106	Temp Labor	0.00	0.00	0.00	\$	-
11200						
11201	Dock Bumpers	0.00	0.00	0.00	\$	-
11300						
11301	Play Ground Equip	0.00	0.00	0.00	\$	-
11400						
11401	Food Service Eq	0.00	0.00	0.00	\$	-
11425	Hood Chase	0.00	0.00	0.00	\$	-
11500						
11501	Fire System	0.00	0.00	0.00	\$	-
11510	Saw Cutting	0.00	0.00	0.00	\$	-
11600						
11601	Mtl Storage Shelf	0.00	0.00	0.00	\$	-
11700	Fire places	0.00	0.00	0.00	\$	-
11800						
11801	POS system	0.00	0.00	0.00	\$	25,000.00
11900						
11999	Lockers	0.00	0.00	0.00	\$	-
11	EQUIPMENT			Total:	\$	25,000.00
12	FURNISHINGS					
12000						
12050	Select Demo	0.00	0.00	0.00	\$	-
12100						
12105	Field Labor	0.00	0.00	0.00	\$	-
12106	Temp Labor	0.00	0.00	0.00	\$	-
12200						
12201	Decor Package	0.00	0.00	0.00		
12202	Seating/Furnishing	0.00	0.00	0.00	\$	-
12300						
12301	Casework	0.00	0.00	0.00	\$	20,000.00
12400						
12500						

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

12510	Saw Cutting	0.00	0.00	0.00	\$	-
12505	Blinds/Shade	0.00	0.00	0.00	\$	-
12600						
12601	Entrance Mats	0.00	0.00	0.00	\$	-
12700						
12800						
12900						
12960		0.00	0.00	0.00	\$	-
12999	Miscellaneous	0.00	0.00	0.00	\$	-
12	FURNISHINGS			Total:	\$	20,000.00
13	SPECIAL CONSTRUCTION					
13000						
13001	Canopy	0.00	0.00	0.00	\$	-
13050	Select Demo	0.00	0.00	0.00	\$	-
13100						
13105	Field Labor	0.00	0.00	0.00	\$	-
13106	Temp Labor	0.00	0.00	0.00	\$	-
13200						
13201	Interior Demo	0.00	0.00	0.00	\$	-
13202	Shoring	0.00	0.00	0.00	\$	-
13300						
13301	Metal Building	0.00	0.00	0.00	\$	-
13330	Awnings	0.00	0.00	0.00	\$	-
13400						
13500						
13501	Security Service	0.00	0.00	0.00	\$	-
13510	Saw Cut	0.00	0.00	0.00	\$	-
13600						
13700						
13800						
13900						
13999	Miscellaneous	0.00	0.00	0.00	\$	-
13	SPECIAL CONSTRUCTION			Total:	\$	-
14	CONVEYING SYSTEMS					
14000						
14050	Select Demo	0.00	0.00	0.00	\$	-
14100						
14105	Field Labor	0.00	0.00	0.00	\$	-
14106	Temp Labor	0.00	0.00	0.00	\$	-
14200						
14201	Elevator	0.00	0.00	0.00	\$	-
14202	Elevator service	0.00	0.00	0.00	\$	-
14203	Dumb Waiter	0.00	0.00	0.00	\$	-
14300						
14400						

SandJ Enterprises, Inc.
 3535 Princeton NE
 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

14500						
14600						
14700						
14800						
14900						
14999	Miscellaneous	0.00	0.00	0.00	\$	-
14	CONVEYING SYSTEMS			Total:	\$	-
15	MECHANICAL					
15000						
15002	Bonding	0.00	0.00	0.00	\$	-
15003	Water Service	0.00	0.00	0.00	\$	-
15050	Select Demo	0.00	0.00	0.00	\$	-
15010	Gas Service	0.00	0.00	0.00	\$	-
15100						
15101	Plumbing	0.00	0.00	0.00	\$	-
15102	Tanks	0.00	0.00	0.00	\$	-
15103	Sew Cut	0.00	0.00	0.00	\$	-
15105	Field Labor	0.00	0.00	0.00	\$	-
15106	Temp Labor	0.00	0.00	0.00	\$	-
15200						
15201	Sewer Service	0.00	0.00	0.00	\$	-
15300						
15320	Fire Protection	0.00	0.00	0.00	\$	-
15354	Hood Install	0.00	0.00	0.00	\$	-
15400						
15401	Gas Piping/Yard line LP	0.00	0.00	0.00	\$	-
15500						
15501	HVAC	0.00	0.00	0.00		-
15510	Hydronic	0.00	0.00	0.00	\$	-
15501	Curbs	0.00	0.00	0.00	\$	-
15502	Sew Cuts	0.00	0.00	0.00	\$	-
15503	Test/Balance	0.00	0.00	0.00	\$	-
15505	Select Demo	0.00	0.00	0.00	\$	-
15510	Bonding	0.00	0.00	0.00	\$	-
15600						

SandJ Enterprises, Inc.
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 Albuquerque, New Mexico 87107

El Mercado Del Sol, Inc.
 Package 2 - R5

15700						
15800						
15900						
15901	Fire-wrap	0.00	0.00	0.00	\$	-
15999	Miscellaneous	0.00	0.00	0.00	\$	-
15	MECHANICAL			Total:	\$	-
16	ELECTRICAL					
16000						
16002	Electrical	0.00	0.00	0.00	\$	1,200.00
16003	V/Data Systems	0.00	0.00	0.00		-
16050	Select Demo	0.00	0.00	0.00	\$	-
16010	Standby Services	0.00	0.00	0.00	\$	-
16105	Field Labor	0.00	0.00	0.00	\$	-
16106	Temp Labor	0.00	0.00	0.00	\$	-
16200						
16201	Lighting	0.00	0.00	0.00		-
16202	Security Service	0.00	0.00	0.00	\$	-
16300						
16301	Fire Alarm	0.00	0.00	0.00		-
16400						
16401	Exit Lights	0.00	0.00	0.00	\$	-
16424	Service/Disconnect	0.00	0.00	0.00	\$	-
16500						
16510	Saw Cuts	0.00	0.00	0.00	\$	-
16424	Service/Discon.	0.00	0.00	0.00	\$	-
16600						
16601	Sound System/Video	0.00	0.00	0.00	\$	-
	Snow Mait mat.	0.00	0.00	0.00	\$	-
16700						
16800						
16900						
16901	Energy Mgmt.	0.00	0.00	0.00	\$	-
	Lightning Protection	0.00	0.00	0.00	\$	-
16999	CCTV	0.00	0.00	0.00		-
16	ELECTRICAL			Total:	\$	1,200.00

SUMMARY		Percentage Of Construction Cost:
GENERAL CONDITIONS	\$ 6,355.00	10.23%
SITE	\$ -	0.00%
CONCRETE	\$ -	0.00%
MASONRY	\$ -	0.00%
METALS	\$ -	0.00%
WOOD/PLASTIC	\$ -	0.00%
THERMAL MOISTURE PROTECT	\$ -	0.00%
DOORS/WINDOWS	\$ -	0.00%
FINISHES	\$ -	0.00%
SPECIALTIES	\$ -	0.00%
EQUIPMENT	\$ 25,000.00	40.23%
FURNISHINGS	\$ 20,000.00	32.18%
SPECIAL CONSTRUCTION	\$ -	0.00%
CONVEYING SYSTEMS	\$ -	0.00%
MECHANICAL	\$ -	0.00%
ELECTRICAL	\$ 1,200.00	1.93%
Sub TOTAL	\$ 52,555.00	
<i>Screen/contingency</i>		
Fee	\$ 5,255.50	10.00%
Tax 7.5%	\$ 4,335.79	
Total	\$ 62,146.29	
FF & E		
Total	\$ 62,146.29	

Mid-term capital investment (>10% of the initial capital investments): ≈\$10,000
 Mid-term capital investments will be in the form of minor cosmetic and aesthetic changes to freshen up the space and layout of the kiosk.

Capacity to Fund the Investment



All of **us** serving youSM

Moriarty Branch
1401 Route 66
Moriarty, NM 87035-3535

April 9, 2024

George A. Cook
P.O. Box 7308
Albuquerque, NM 87194

Re: Cash Assets and borrowings

Dear George A. Cook,

This letter is in regard to your inquiry as to your capital available for a \$500,000 tenant improvement project at the Albuquerque Sunport. Your cash on deposit is more than sufficient for this project. Additionally, a loan in this dollar amount looks favorable with more than sufficient global cash flow and collateral.

Please let me know if you have any further questions or want to make application for the loan request.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Urquhart".

Kevin Urquhart
Business Banking Relationship Manager
Moriarty and Journal Center offices
Cell: (505) 463-0419
Office: (505) 832-9665
kevin.urquhart@usbank.com

If awarded all proposed packages:



All of **us** serving you®

Moriarty Branch
1401 Route 66
Moriarty, NM 87035-3535

April 9, 2024

George A. Cook
P.O. Box 7308
Albuquerque, NM 87194

Re: Cash Assets and borrowings

Dear George A. Cook,

This letter is regarding your inquiry as to your capital available for a \$1,550,000 tenant improvement project at the Albuquerque Sunport. If all packages are applied for and awarded, cash on deposit is sufficient for this project. Additionally, a loan in this dollar amount looks favorable with more than sufficient global cash flow and collateral.

Please let me know if you have any further questions or want to make application for the loan request.

Sincerely,

A handwritten signature in black ink, appearing to read "Kevin Urquhart".

Kevin Urquhart
Business Banking Relationship Manager
Moriarty and Journal Center offices
Cell: (505) 463-0419
Office: (505) 832-9665
kevin.urquhart@usbank.com

2.1.4 Sustainability

El Mercado Del Sol, Inc., will commit to sustainability. El Mercado will only use LED lighting options – using its energy efficiency, longevity, and durability, all minimizing the impact on the environment. El Mercado will use energy-efficient materials that help reduce heating and cooling usage. El Mercado will be paperless in its operations, wherever applicable, by encouraging its customers to use its paperless receipt options and operate under cloud-based systems. El Mercado will recycle and reuse any materials designated as recyclable.

2.1.5 Access to Services

El Mercado Del Sol, Inc., will employ people of different backgrounds including those that may speak other languages. Bilingual employees can be the best source for providing access to services for individuals who are limited English proficient (“LEP”). Employees will be trained and encouraged to use translating services on the POS or their smartphones to communicate with LEP individuals. Where applicable, El Mercado will have translated signage and information sheets.

2.1.6 Management: Appendix I

Uploaded to the eProcurement System.

2.1.7 Management Experience

Retailing Success — A History that Continues to be Written

Albuquerque native George A. Cook is a lifelong New Mexico resident with a talent for business in particularly, retail. Over the last several decades, Cook has owned and operated many successful retail establishments in Albuquerque, Ruidoso, Taos, and Clines Corners. With his keen eye for what customers want, his hands-on management style, and his long-time partnerships with local vendors, Cook is now the largest retailer of Native American jewelry and crafts in the state of New Mexico.

In 1976, Cook started his own business as a wholesale distributor of high-quality Native American jewelry. At the same time, he opened his first retail store on Albuquerque's Old Town Plaza. He continued to expand his wholesaling and retailing business around the state in the following years.

In 1990, Cook successfully bid on his first concession at the Albuquerque International Sunport. Now a longtime incumbent, awarded concessions in 2001 and again in 2011, he has successfully operated retail establishments at the Sunport for over 30 years.

Fast forward to 2024, a new generation of business-orientated New Mexicans are looking to continue George’s success – Nicholas Cook and Estephanita Garcia.

Nicholas Cook has been shadowing his father since his youth – carefully and patiently learning everything he can from him. Nicholas’s retail experience started as early as 6 years old by setting

up booths in front of his father's stores where he sold bottled water and cherries picked from their cherry tree. At 14 years old, he began working part-time hours at the Covered Wagon location as a cashier. There he would continue to learn the basics of the operation and gather sales experience working part-time during the school year and full-time during the summer.

In 2014, as a junior and senior in high school, Nicholas's time shifted away from Covered Wagon and onto George's largest operation – Clines Corners Travel Center. There Nicholas's priorities have been to this day, yet he continues to learn and do his part as the Operations Manager for all three entities of his father's operation.

Nicholas graduated from UNM's Anderson School of Management in 2019 earning his bachelor's degree in Business Administration with a concentration in Finance. There he gained the academic knowledge and perspective of business that George never did.

Working as a teller for many years at US Bank, George Cook recognized Estephanita Garcia's personable self and strong work ethic. George ended up thinking so highly of her that he made her an offer to work for him. Estephanita accepted the offer and began working for George in 2019. Since then, she has quickly become a trusted advisor and vital member of the operation. Being a fast learner and having some past retail experience, she has had no problems adjusting to the environment.

George Cook has three separate retailing ventures with locations throughout the state:

T-Bird, Inc. - Albuquerque, N.M.

Under T-Bird, Inc. Cook owns eight popular retail stores:

- Covered Wagon - Established in 1949, this 5,000 sq. ft. landmark in Albuquerque's Old Town Plaza draws tourists who come to the store to purchase Native American collectibles and New Mexico-themed souvenirs and gifts.
- Pueblo House Pottery - This establishment in Albuquerque's Old Town wholesales genuine Native American pottery and jewelry.
- Taos Mercantile - Customers visit this popular Taos store to purchase various New Mexico gifts and souvenirs. Recently, George purchased this building and has begun construction to turn a section of it into separate retail suites.
- Taos Trading Company - Cook remodeled this landmark on the Taos Plaza which now sells gifts and includes an original soda fountain.
- Thunderbird Curio – This gift shop is located in Ruidoso's thriving tourist district on Sudderth Dr.









Clines Corners Retail Center, LLC - Clines Corners, N.M.

George Cook has owned and operated the iconic Travel Center on I-40 and US 285 since 2001. Successfully, he and his son, Nicholas Cook, have expanded and grown Clines Corners over the years. Serving locals and travelers with their existing 12,000 sq. ft. gift shop, Subway, two service stations, and convenience store. Now with a fully functioning RV Park and Truck Stop and a new kitchen and dining experience on its way - Clines Corners is unmatched to any other.



El Mercado Del Sol, Inc. – Albuquerque, N.M.

El Mercado Del Sol, Inc., is the umbrella company for George Cook's retail ventures at the Albuquerque International Sunport. Recently, being restructured, Estephanita Garcia, a woman and Hispanic, and Nicholas Cook are minority holders in the company.

The most recent stores of El Mercado Del Sol, Inc., include:

- Sundancer Trading Co – Prior to the Sunport's grand remodel, this large store was set before the security checkpoint and sold fine Native American jewelry and pottery, gifts, t-shirts, and so much more.
- Sundancer Trading Co Kiosk – A kiosk in the Great Hall, post-security, that served travelers by selling authentic Native American jewelry, t-shirts, and souvenirs.
- Thunderbird Curio – A small store post-security that offered New Mexico-themed gifts and souvenirs, t-shirts, and local salsas. Although small, there was something for everyone.
- Thunderbird Curio Kiosk – An existing kiosk taken over by El Mercado Del Sol that is in terminal A and provides travelers with essential gifts, souvenirs, and local salsas.



Best Practices

George and Nicholas Cook have years of retail experience between the two of them. George has acquired a plethora of knowledge of best practices in retail and has passed many of them down to his son, Nicholas. By being part of the younger generation and earning a college degree, Nicholas brings new ideas to light on retail presentation, merchandising, and sales.

Nicholas and Estephanita know the power of social media in today's society and will utilize it to their advantage. Social media will be used as a marketing tool to promote both El Mercado Del Sol and the new concessions program.

Through Clines Corners Travel Center, George and Nicholas will utilize it to promote travel by air to Albuquerque's International Sunport to the many travelers on I-40 and US 285, primarily using Clines's many billboards. Each of George's stores throughout New Mexico will be utilized in the same manner, where applicable.

Operational Costs

George Cook knows the importance and need for lowering operational costs whenever and wherever possible; if he didn't, he would not be where he is today. When legally possible, George's ventures remained open throughout the entirety of the COVID-19 pandemic which, like many businesses, put his experience and knowledge to the test when it came to lowering operational costs. George's ability to schedule his employees accordingly, limit product ordering to only necessities, and use old/existing inventory allowed him to come out of the pandemic unscathed and ready to continue business as usual. Having 40+ years of business experience under his sleeves, George considers multiple factors relating to operational costs: time of day, busy/slow seasons, need/no need for over-lapping shifts, and how many employees a store demands.

Personnel and Training Program

With more resources than ever, El Mercado Del Sol's ability to hire can be as easy as one click away. Nicholas and Estephanita's forward-thinking mentality believes in creating a strong and positive culture within the workplace. Starting from the top, George, Nicholas, and Estephanita will demonstrate healthy leadership that will trickle down to the bottom enabling growth to a first-class staff. Upon hire, each employee will receive a copy of the El Mercado Del Sol employee handbook. New employees will receive on-the-job training by shadowing a supervisor or manager and through location-customized online training. Online training will consist of readings, a slideshow, and a brief quiz at the end – all pertaining New Mexico's history, culture, and personalized product/store information.

If an existing employee chooses so, he/she/they will remain employed at our various locations during transitional periods.

Over the years, George has employed many people from various backgrounds – from retail and hospitality to those of different national origins. George believes in this guiding principle that he often relays to his employees: *Success begins and ends with the customer*. The customer is always his first consideration when buying goods, displaying merchandise, setting hours, and training employees. At each of George’s stores, employees are trained to greet people as they enter, to be personable but not intrusive, and to respect that each customer is having his/her/their own experience. The customers’ experience begins at first glance, but never ends – their lasting impression is for life.

Regulatory Compliance

George Cook’s extensive experience at the Albuquerque International Sunport gives El Mercado Del Sol a direct ability to navigate and comply with the challenging circumstances of the Sunport. Complying with the security requirements, badging process, safety in and around the terminals, and any other, often changing, regulatory requirements will not be an issue.

Operating Hours

Yucca Outpost will be open 5 a.m. – 9 p.m. every day.

Estephanita will monitor changes in flight plans due to delays. This information will be passed along to management and respected team members to ensure all guests receive an outstanding experience from El Mercado Del Sol and the Sunport. Overtime will be offered to employees as well as other incentives to accommodate all passengers.

Storage

El Mercado Del Sol is adept in operating with a limited amount of storage space in the concessions program. George can buy in volume and store excess inventory in his various storage locations – limiting the amount of needed storage space within the facility. With local vendors and storage, resupplying merchandise will be done easily to ensure product availability at all times of the year.

Pricing Strategy

George Cook is an expert in pricing merchandise at levels that encourage sales and maximize profits. He knows to adhere to the common airport practice of not exceeding 10% of the price for the same or similar items sold in the Albuquerque area. George and Nicholas constantly compare prices with competitor’s stores. Competitive prices drive customers not to hesitate to purchase products in George’s stores.

Management Report



Corporate Citizenship

El Mercado Del Sol will benefit the local community in many ways. George, Nicholas, and Estephanita were all born and raised in New Mexico, currently reside in Albuquerque, and have no plans to relocate out of the state. El Mercado Del Sol is an Albuquerque-based company through and through. El Mercado Del Sol purchases from local vendors and artists and plans to invest in more local companies and people that fit the needs of its stores and the needs of the guests traveling to and from the Sunport. El Mercado Del Sol has only involved local businesses in the making of this proposal. All designers, engineers, and builders hired to work on El Mercado Del Sol's construction projects will be local small businesses. El Mercado Del Sol plans to hire employees that are residents of New Mexico; coaching and encouraging each of them to be the best versions of him/her/themselves. El Mercado Del Sol believes corporate citizenship starts from the ground up and is constantly being built through good leadership.

2.1.8 Airport Concessions Disadvantage Business Enterprises

Due to Albuquerque's 0% stated target for ACDBE in the package proposed, El Mercado Del Sol has declined to participate, although Nicholas (net worth below 1 million) and Estephanita (Hispanic woman, net worth below 1 million) fall into this category.