

SAN DIEGO INTERNATIONAL AIRPORT
Concession Development Program (CDP)

Item 4

Concession Development Program Update CIP Oversight Committee



Nyle Marmion,
Manager, Concession Development

June 20, 2013



Agenda

- Implementation Efforts to Date
- Construction Update
- Marketing & Public Relation Efforts
- Ribbon Cutting Schedule



Implementation Efforts to Date

- 12/1/12 Transition





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Concession Development Program (CDP)

Implementation Efforts to Date

- Temporary Program





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Concession Development Program (CDP)

Implementation Efforts to Date

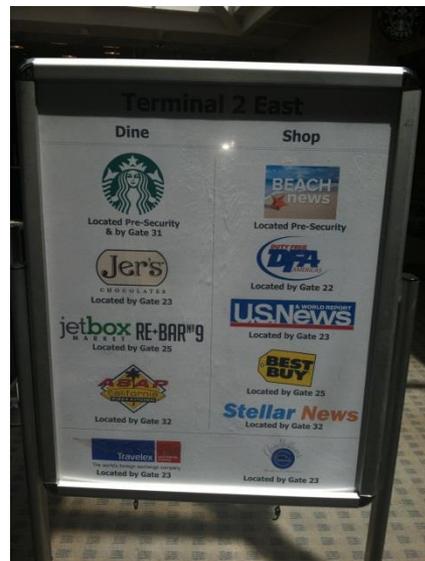
- Concessions Infrastructure Project





Implementation Efforts to Date

- Messaging Program



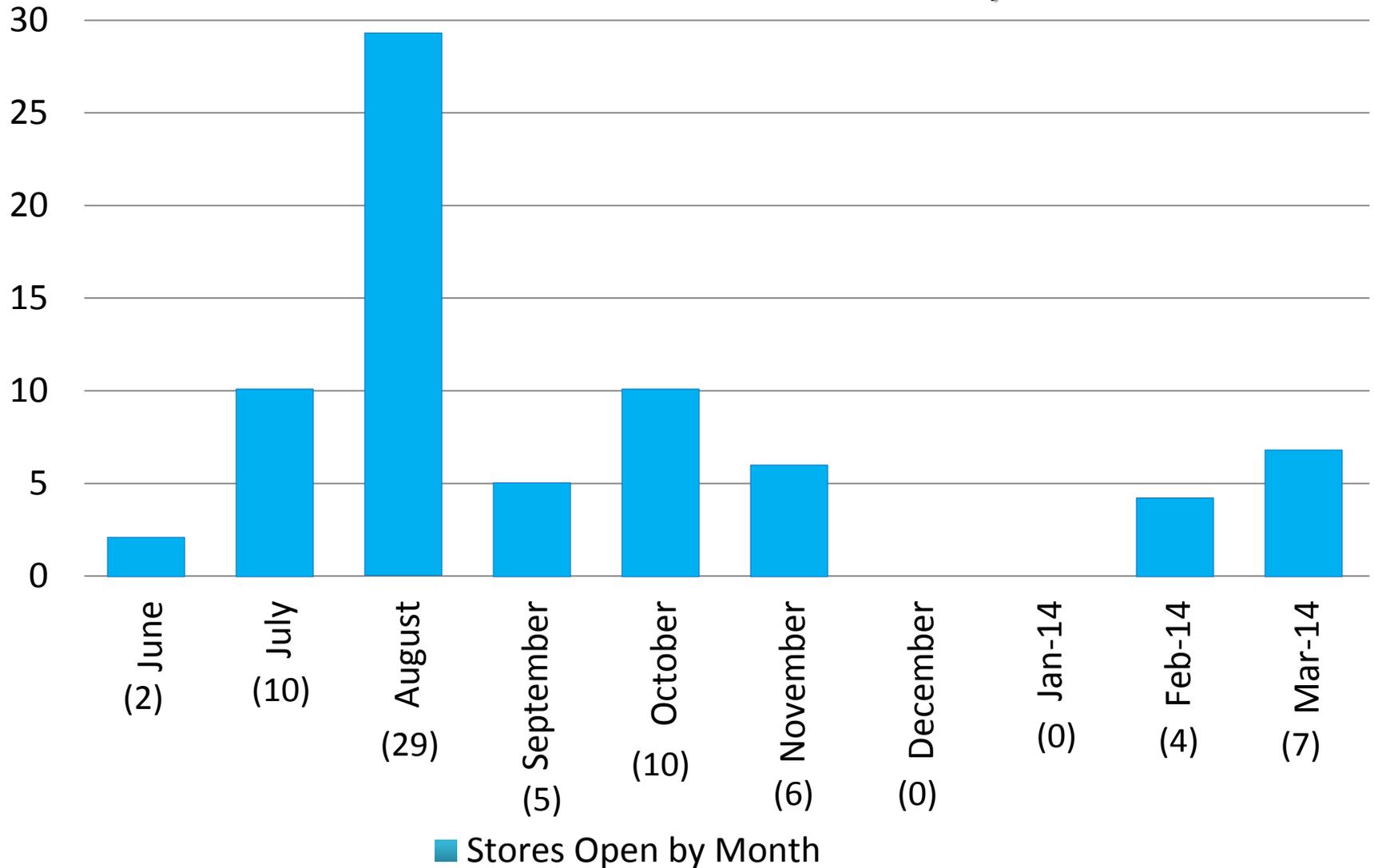


Construction Statistics (as of 6/20/2013)

Stores Complete	14
Stores Under Construction	42
Stores in Design Review/City Plan Check	31
Total	87



Concessions Development Program As of June 20, 2013 – 14 of 87 Stores Open

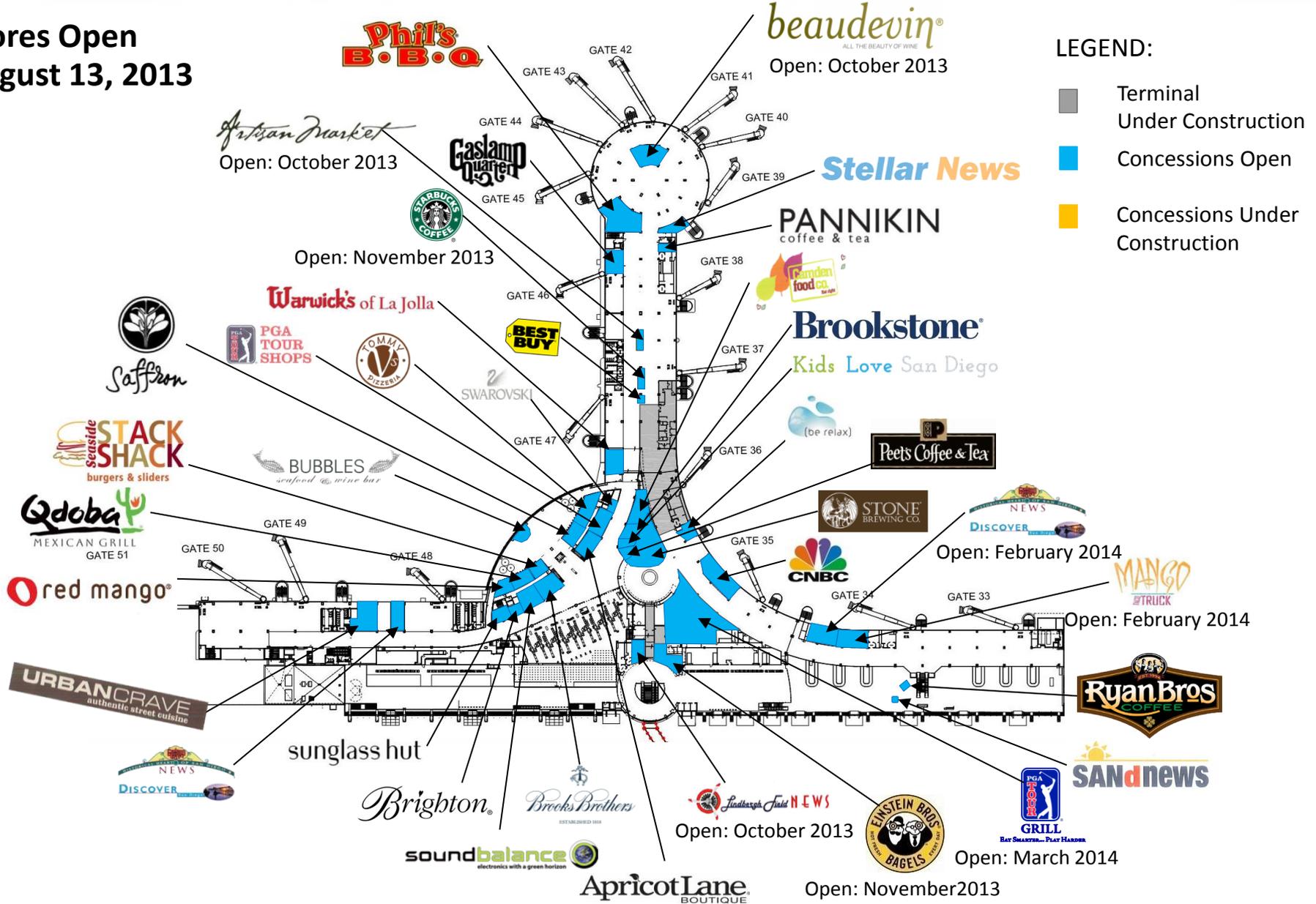




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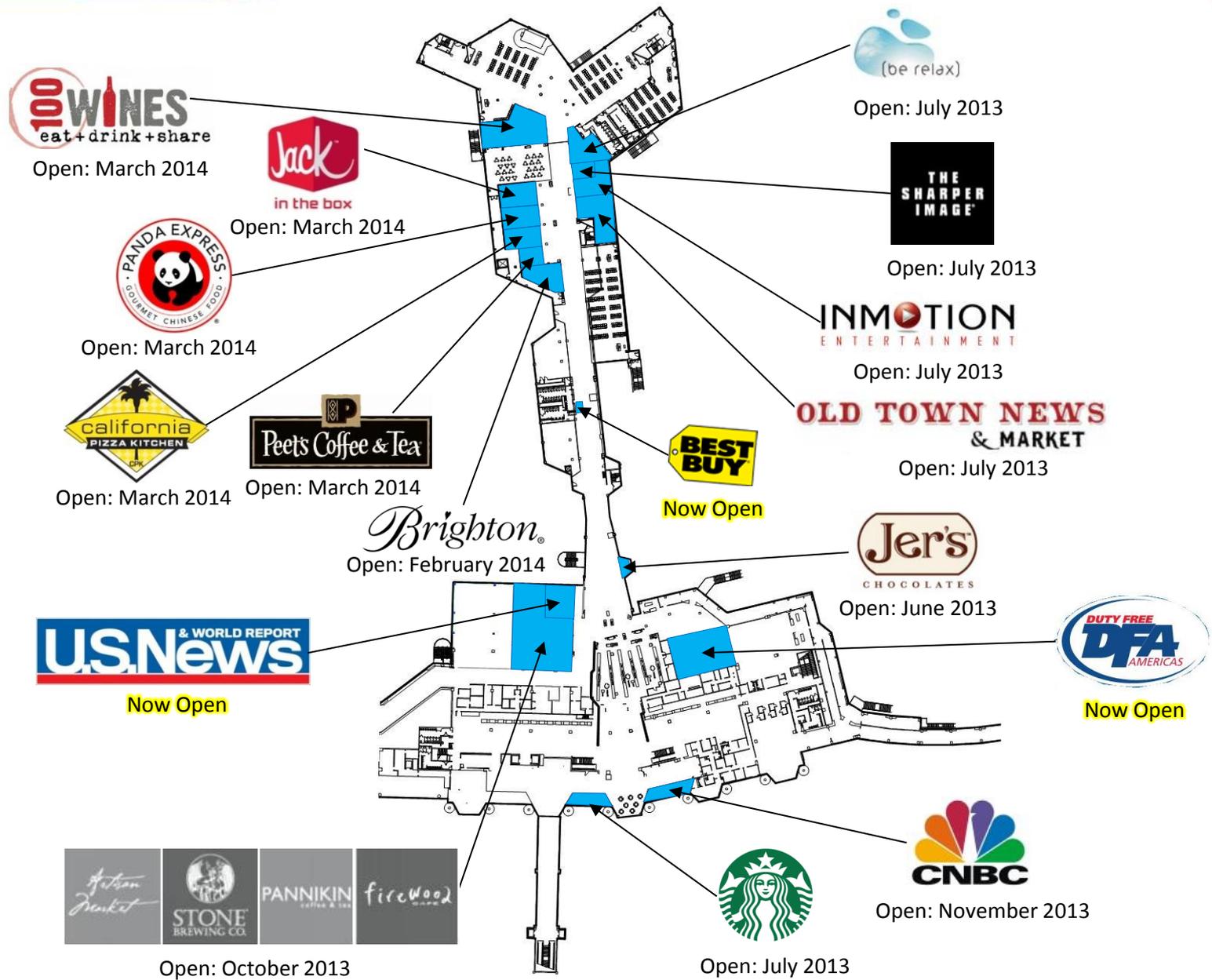
**Stores Open
August 13, 2013**



- LEGEND:**
- Terminal
 - Under Construction
 - Concessions Open
 - Concessions Under Construction



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Open: October 2013



GARDEN

by TENDER GREENS

Open: August 2013

San Diego Bay
NEWS
Now Open

Marketing & PR Initiatives

- Media Kit

Concession Development Program Media Kit



Restaurants and Shops



Food

- 100 Wines
- Artisan Market
- Bankers Hill Bar & Restaurant
- [Bavarian](#) - All the Beauty of Wine
- [Bubbly Wine and Tapas Bar](#)
- California Pizza Kitchen
- Camden Food Co.
- Ciao Gourmet Market
- [Craft Breads on 30th St.](#)
- [Empanada Bros. Empanadas](#)
- Emerald Express
- Firewood Cafe
- Gardens by Tender Greens
- [Jack in the Box](#)
- Mango Taco Truck Cantina
- Pacifica Restaurant
- Panda Express
- [Parson Coffee & Tea](#)
- Peet's Coffee & Tea
- [Pete's](#)
- [Pineapple](#)
- [Poke Bros.](#)
- [Pokea Modern Grill](#)
- [Ramen](#)
- Ryan Bros. Coffee
- [Saffron](#)
- Rod Mango
- "Seaside" Stack Shack
- Starbucks
- [Stone Brewing Company](#)
- The Counter MINI
- [Tummy Wa'z Pizzeria](#)
- Upper Crust
- Urban Crave

Retail

- 10News
- [Antonio Lane Boutique](#)
- Bay Books
- Best Buy
- [B&B Book Shop](#)
- [Brighton Bookshelves](#)
- Brooks Brothers
- Brookstone
- Cirque
- CNBC News San Diego
- Gaslamp MarketPlace
- Gaslamp News
- Gaslamp Quarter News
- Hudson News
- InMotion Entertainment
- [Jax's Chocolates](#)
- [Kids Love Some Pizza](#)
- Lindbergh Field News
- Lindbergh News
- Old Town News & Market
- PGA Tour Shops
- [San Diego Bay News and Cafe](#)
- SANG News
- Shades of Time
- Soundbalance
- Stellar News Express
- [Sunshine Hut](#)
- Swarovski
- [Tach on the Go](#)
- The Beach House
- The Sharper Image
- U.S. News & World Report
- [Warwick's of La Jolla](#)
- Where Traveler San Diego

Warwick's of La Jolla



More than a Bookstore

You may be surprised to learn that San Diego is home to the oldest family owned and operated bookstore in the U.S. — Warwick's. And come 2013, travelers will be able to make a stop there without even leaving the airport. Warwick's was founded by William T. Warwick in 1896 and has been run by the Warwick family ever since. Interestingly, the charming bookstore wasn't always located in La Jolla. The store was originally opened in Mankato, Minnesota, and then moved to Waterloo, Iowa. It was in 1939 that William decided to move the store to La Jolla so that he could be closer to his sister.

Warwick's is now owned and operated by sisters Nancy and Cathy Warwick, the great-granddaughters of William T. Warwick and the fourth generation of Warwicks to run the store.

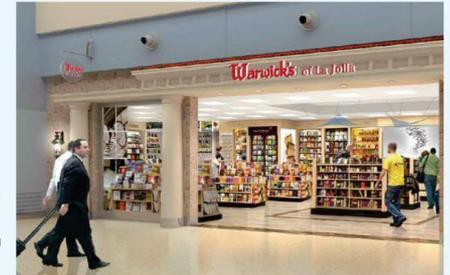
Nancy credits the mix of books, paper products and gifts for the store's long-time success.

"One thing that makes Warwick's unique is that it has something for everyone," said Nancy. "It's one of the few stores that is fun for the whole family."

The Warwicks didn't have any plans to expand when Nancy learned about the chance to open another store at the airport. But the sisters knew they couldn't pass up the opportunity.

"I love the idea of opening a Warwick's at San Diego International Airport," said Nancy. "The Green Build is going to be gorgeous and I think having local retailers in the terminal will be a source of pride for San Diegans."

Nancy is looking forward to partnering with the Hudson Group to create the "Warwick's atmosphere" at the San Diego International Airport location. Nancy plans to use a layout that will promote local community events, and she will



Warwick's will be located in Terminal 2, just outside of the new Sunset Cove concessions core.

personally select non-book products on her travels around the country, hand-selecting unusual, contemporary and American-made products that San Diegans are accustomed to finding at Warwick's. The store will also highlight local authors, staff favorites and best

sellors, all selected by Warwick's longtime book manager.

Warwick's will be located in Terminal 2, just outside of the new Sunset Cove concessions core, opening as part of The Green Build.

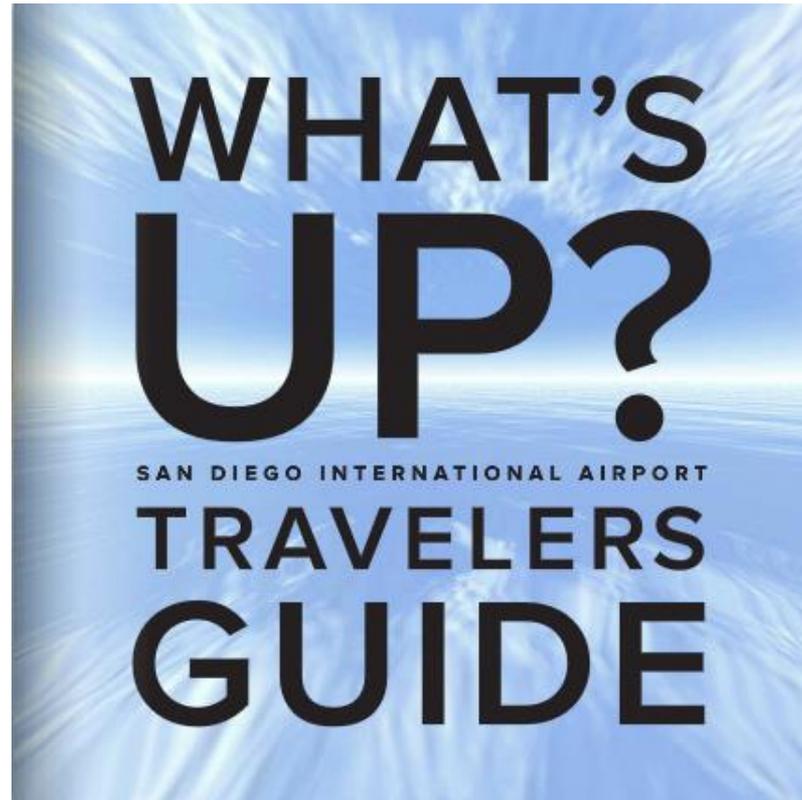
Warwick's will feature popular brands including:





Marketing & PR Initiatives

- Media Kit
- “What’s Up” Travelers Guide



Marketing & PR Initiatives

- Media Kit
- “What’s Up” Travelers Guide
- Tenant Education Initiative

Terminal 1

Concession Development Program

Overview

- The airport is completely revamping the shopping and dining options in every terminal.
 - The revamp will be complete in early 2014.
- We're excited about this because there will be **more shopping and dining options** at the airport, and **more local flavor**.
- Some of what you see now is temporary and things are changing every day.
- New shops and restaurants are opening on an ongoing basis.
- For a full list of shops/restaurants, visit san.org.

Potential Q&A

What is all of this construction?
Actually, it's really exciting! The airport is completely redoing all of the shopping and dining at the airport, so there will be more choices and better options to choose from, including lots of local shops and restaurants.

When will this be over?
New shops and restaurants are opening on an ongoing basis, and the full buildout will be complete in early 2014.

What new shops/restaurants will be here?
There will be wine bars, spas, local restaurants and shops. The full list is on the website at san.org.

Will there be a [Rubio's/Coffee Bean/Subway/fill in the blank]?
I do know there will be Stone Brewing Company, California Pizza Kitchen, Jack in the Box, Jer's Chocolates, Sharper Image and many more new restaurants and shops.

Craft Brews on 30th Street celebrates San Diego's craft beer culture.

Coming to Terminal 1

<p>Food</p> <ul style="list-style-type: none"> Bankers Hill Bar & Restaurant – local restaurant and bar Ciao Gourmet Market (3 locations) – grab and go dining The Counter – custom burgers Craft Brews on 30th St. – bar/restaurant featuring local craft beer Einstein Bros. Bagels – national bagel/coffee chain Emerald Express – local Chinese quick serve Jack in the Box – locally-based national quick serve chain Pacifica Restaurant – local seafood restaurant Pet's Coffee & Tea – national coffee shop Ryan Bros. Coffee – local coffee shop Starbucks – national coffee brand Upper Crust – sandwiches and bakery Urban Crave – street cuisine (burgers, tacos, sandwiches) 	<p>Retail</p> <ul style="list-style-type: none"> 10News – newsstand Bay Books – bookstore The Beach House – beach wear and souvenirs Hudson News – newsstand KUSI News – newsstand Shades of Time – sunglasses and watches Stellar News Express – newsstand Tech on the Go – technology retail Where Traveler – news and retail Zoomsystems (2 locations) – automated retail
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www.san.org

Terminal 1

Concession Development Program

★ Security checkpoint

www.san.org



Ribbon Cutting Schedule

<u>Location</u>	<u>Type</u>	<u>Company</u>	<u>Concept</u>	<u>Ribbon Cutting Date</u>
Gates 1&2	Retail	Paradies	10 News	June 24, 2013
Gates 1&2	F&B	HMS Host	Ciao Gourmet Market	
Gates 1&2	F&B	HMS Host	Craft Brews on 30th St.	
T2 East Retail Core	Retail	Spa Didacus	Be Relax Spa	July 2013
T2 East Retail Core	Retail	Project Horizon	InMotion Entertainment	
T2 East Retail Core	Retail	Stellar	Old Town News & Market	
T2 East Retail Core	Retail	Stellar	The Sharper Image	
T2West	F&B	HFF	Stone Brewing Co.	August 2013
T2West	F&B	HFF	Phil's B.B.Q.	September 2013
T1 Food Court	Retail	Hudson Grp	Tech on the Go	November 2013
T1 Food Court	Retail	PGC-PCI	Bay Books	
T1 Food Court	Retail	PGC-PCI	The Beach House	
T1 Food Court	F&B	HMS Host	Ciao Gourmet Market	
T1 Food Court	F&B	HMS Host	Emerald Express	
T1 Food Court	F&B	SSP	Jack in the Box	
T1 Food Court	F&B	SSP	Pacifica Restaurant	
T1 Food Court	F&B	SSP	Upper Crust	
T2West	F&B	HMS Host	PGA Tour Grill	February 2014
T2 East Food Court	F&B	HMS Host	California Pizza Kitchen	March 2014
T2 East Food Court	F&B	SSP	100 Wines	
T2 East Food Court	F&B	SSP	Panda Express	
T2 East Food Court	F&B	SSP	Jack in the Box	
T2 East Food Court	F&B	SSP	Peet's Coffee & Tea	
T2 East Food Court	Retail	Paradies	Brighton Collectibles	



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Questions

