



SAN DIEGO INTERNATIONAL AIRPORT
Concession Development Program

Agenda

- Transition Efforts to Date
- Transition Plan
- Strategy and Graphics - Barricade Walls
- Public Outreach Strategies
- Upcoming Transition Plan Milestones



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CDP Countdown Clock to 12/1/2012





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Implementation Efforts to Date

- Executed 16 leases
- Design Review for 82 locations
- CRDC Construction Commences
- Concessions Development Operations Group
- External Stakeholders
 - Alcohol Beverage Control
 - County Health Department
 - City Development Services/Fire Marshall
 - Airlines







Concession Development Operations Group (CDOG)

Vernon Evans – Vice President, Champion

Troy Leech, Program Sponsor

Nyle Marmion, Program Manager

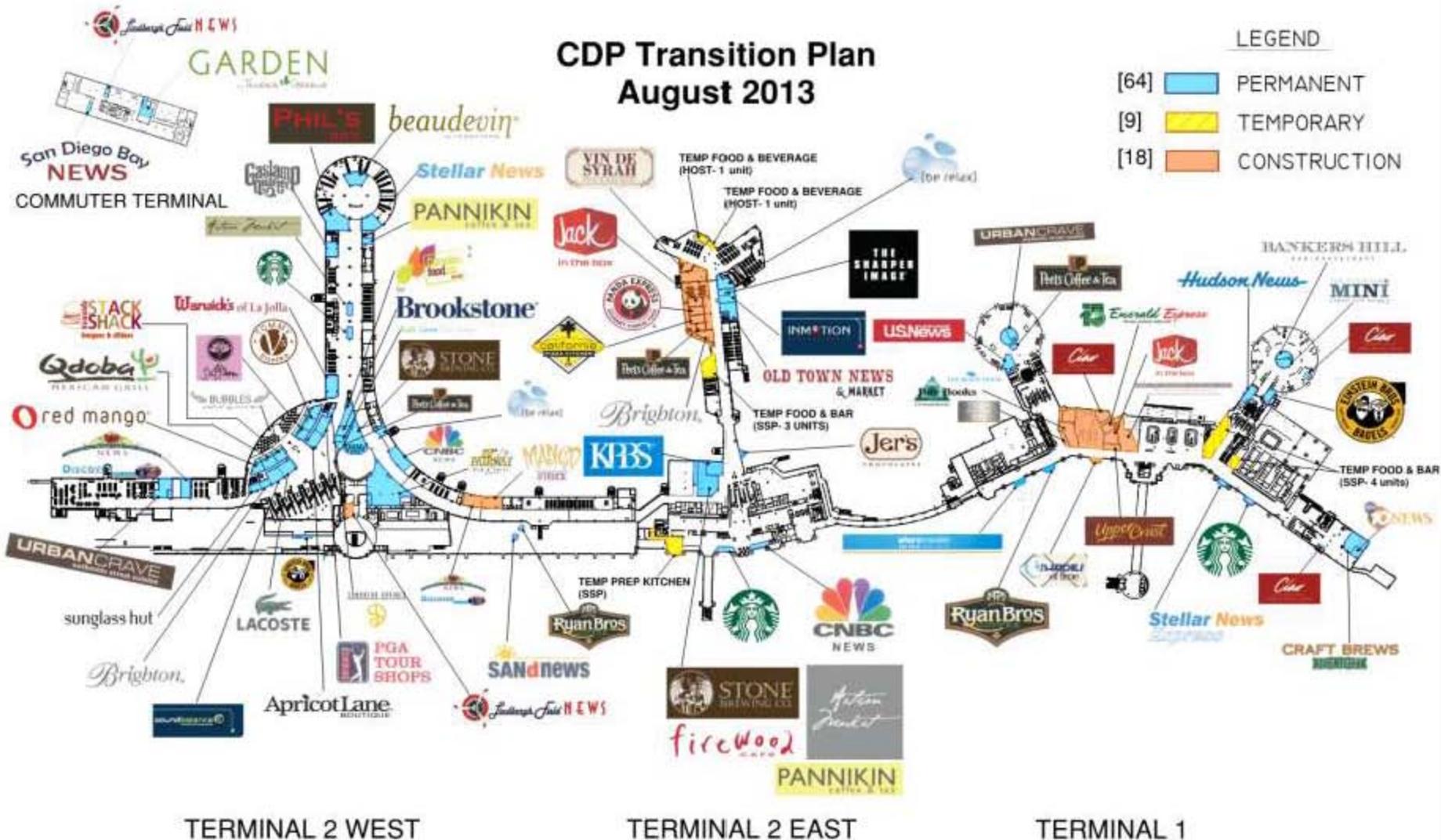
Stakeholder Departments:

- Terminal Development Program
- Facilities Development Department
- Landside Operations
- Marketing
- Public Relations
- Facilities Maintenance
- Procurement
- General Counsel
- Small Business Development
- Information Technology
- Financial Planning & Budget
- Environmental
- Accounting
- Aviation Security
- Public Art

CDP Transition Plan August 2013

LEGEND

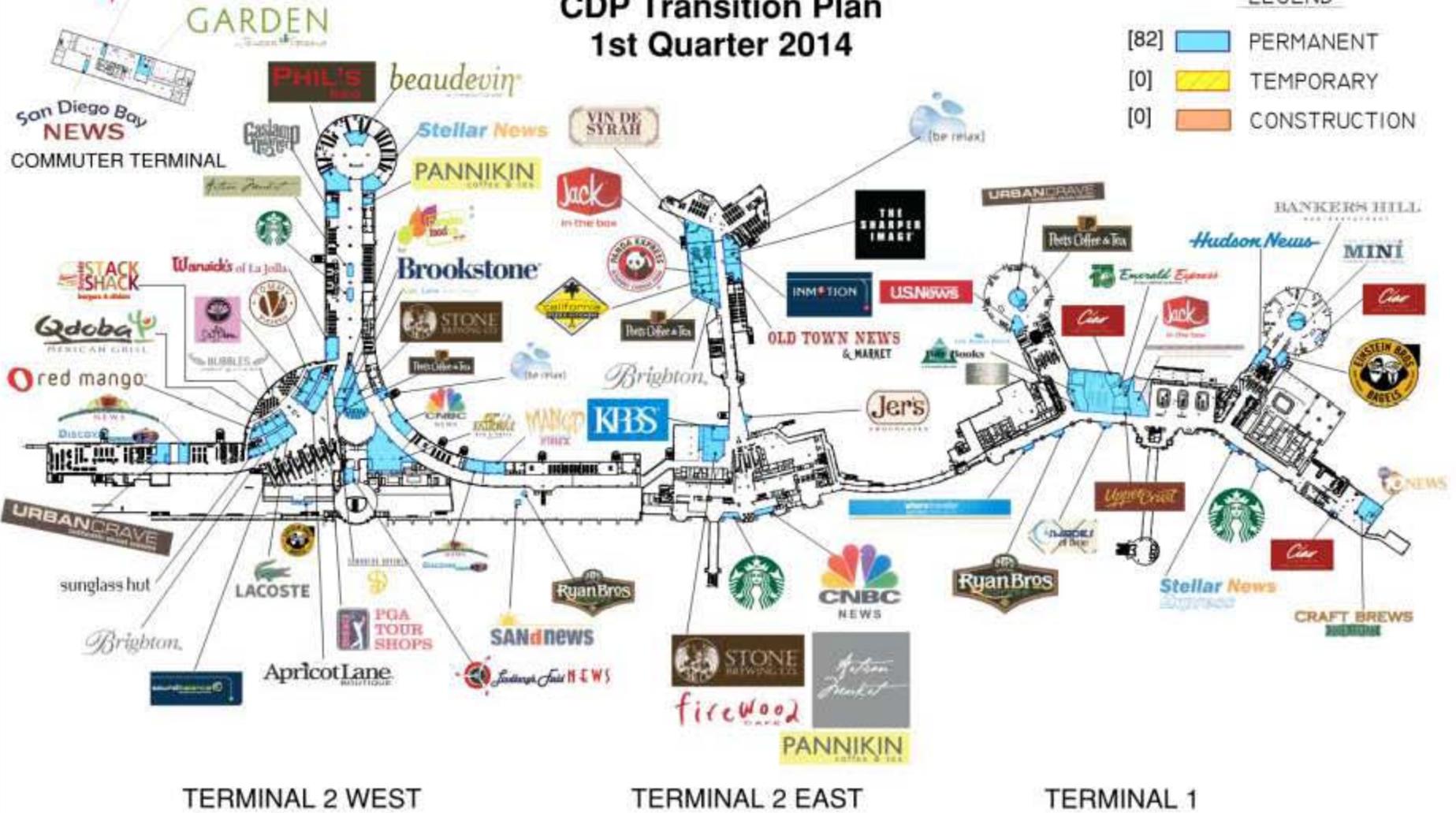
- [64] PERMANENT
- [9] TEMPORARY
- [18] CONSTRUCTION



CDP Transition Plan 1st Quarter 2014

LEGEND

- [82] PERMANENT
- [0] TEMPORARY
- [0] CONSTRUCTION



TERMINAL 2 WEST

TERMINAL 2 EAST

TERMINAL 1



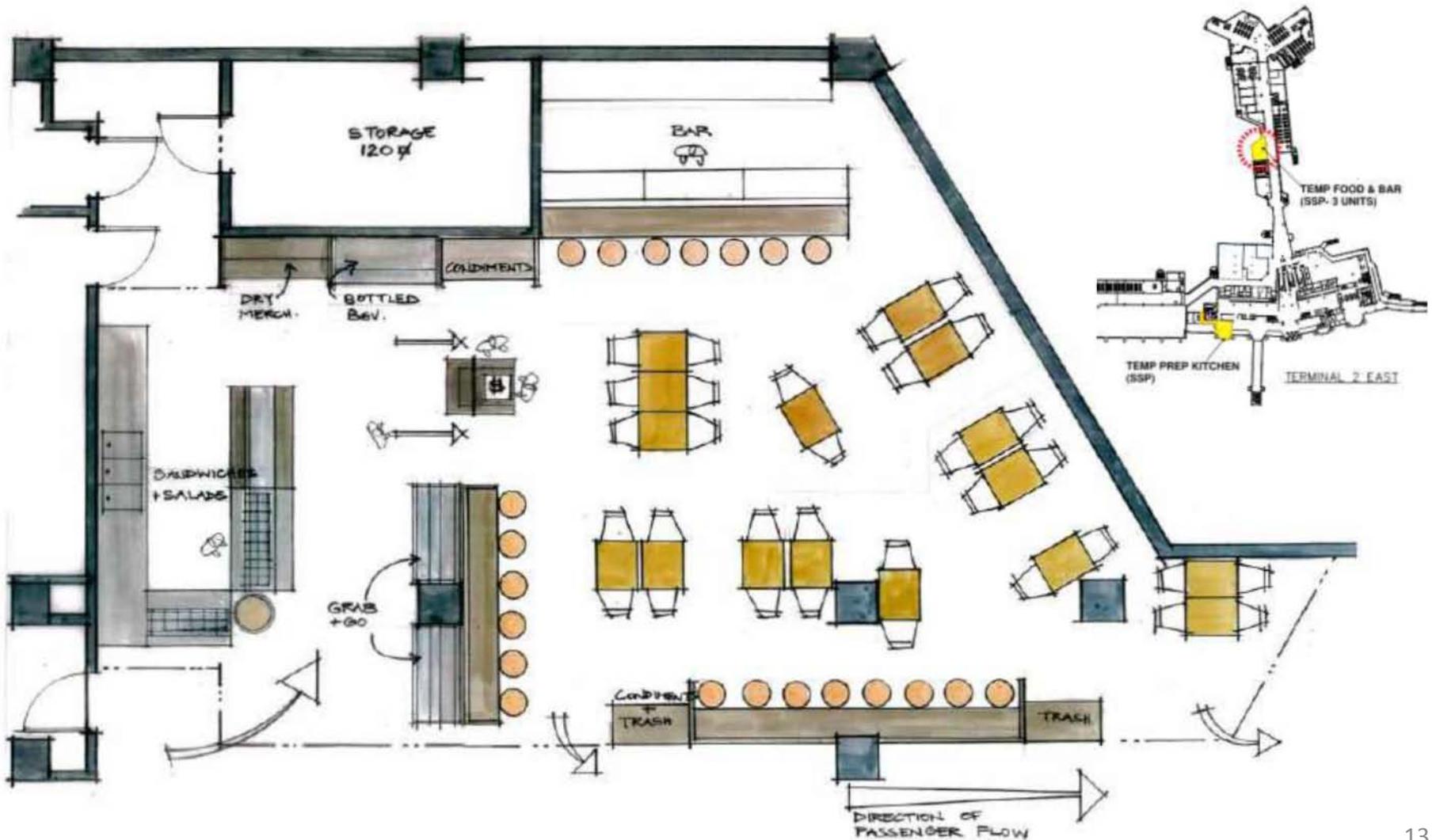


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TERMINAL 2 WEST

TEMPORARY BAR WITH FOOD CONCEPTS



French Bistro



Gastropub



Italian



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Strategy and Graphics – Barricade Walls

Purpose:

- Generate Excitement for New Program
- Fun and Whimsical



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FARM-TO-TABLE TO-GATE

SUPPORT TENDER GREENS

SPROUTING 2013





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IN WITH THE NEW 2014



JACK IN THE BOX

UPPER CRUST

PACIFICA

EMERALD EXPRESS

BAY BOOKS

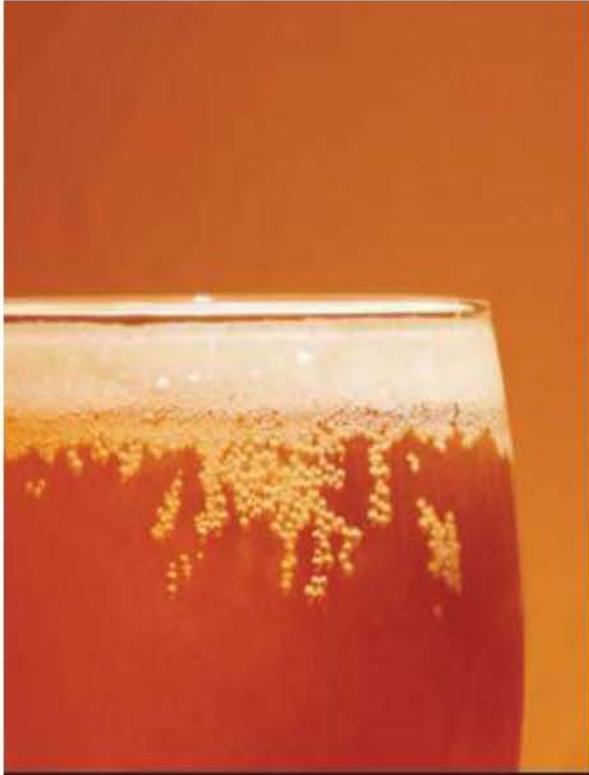
TECH ON THE GO

CIAO





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**TAP TAP, TAP,
TAP, TAP TAP TAP**

THAT'S MORSE CODE FOR

STONE BREWING CO. – 2013



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BIRDIES, EAGLES
AND AIRPLANES
ALL UNDER ONE ROOF

PGA TOUR SHOPS

12TH FAIRWAY BAR & GRILL



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**WINDOW
SHOPPING
TO
WINDOW
SEATS**





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Public Outreach Strategies

- Assure passengers that there are numerous dining and shopping options available to them throughout the transition
- Provide updates on opening dates



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Public Outreach Communication Tools

- Media briefing
- Media releases
- SANews
- SAN e-newsletter
- Social media (Facebook, Twitter, Flickr, Pinterest)





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CDP Transition Milestones

Milestones	Target Date
Schematic Design Review	Feb - June 2012
Technical Plan Review	June-Oct 2012
Contractor Outreach Event	August 2012
Worker Retention Job Fair(s)	September 2012
Central Receiving and Distribution Center (CRDC) Operational	November 2012
Initial Store Openings / Transition Begins	December 2012
Green Build Store Openings	August 2013
CDP Transition Complete	1st Quarter 2014



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Questions

