

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



SAN DIEGO INTERNATIONAL AIRPORT Concession Development Program (CDP)

Implementation Efforts to Date

- 12/1/12 Transition





SAN DIEGO INTERNATIONAL AIRPORT Concession Development Program (CDP)

Implementation Efforts to Date

- Temporary Program





Implementation Efforts to Date

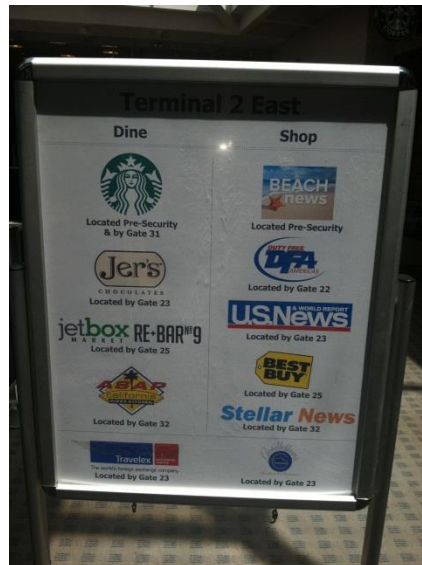
- Concessions Infrastructure Project





Implementation Efforts to Date

■ Messaging Program





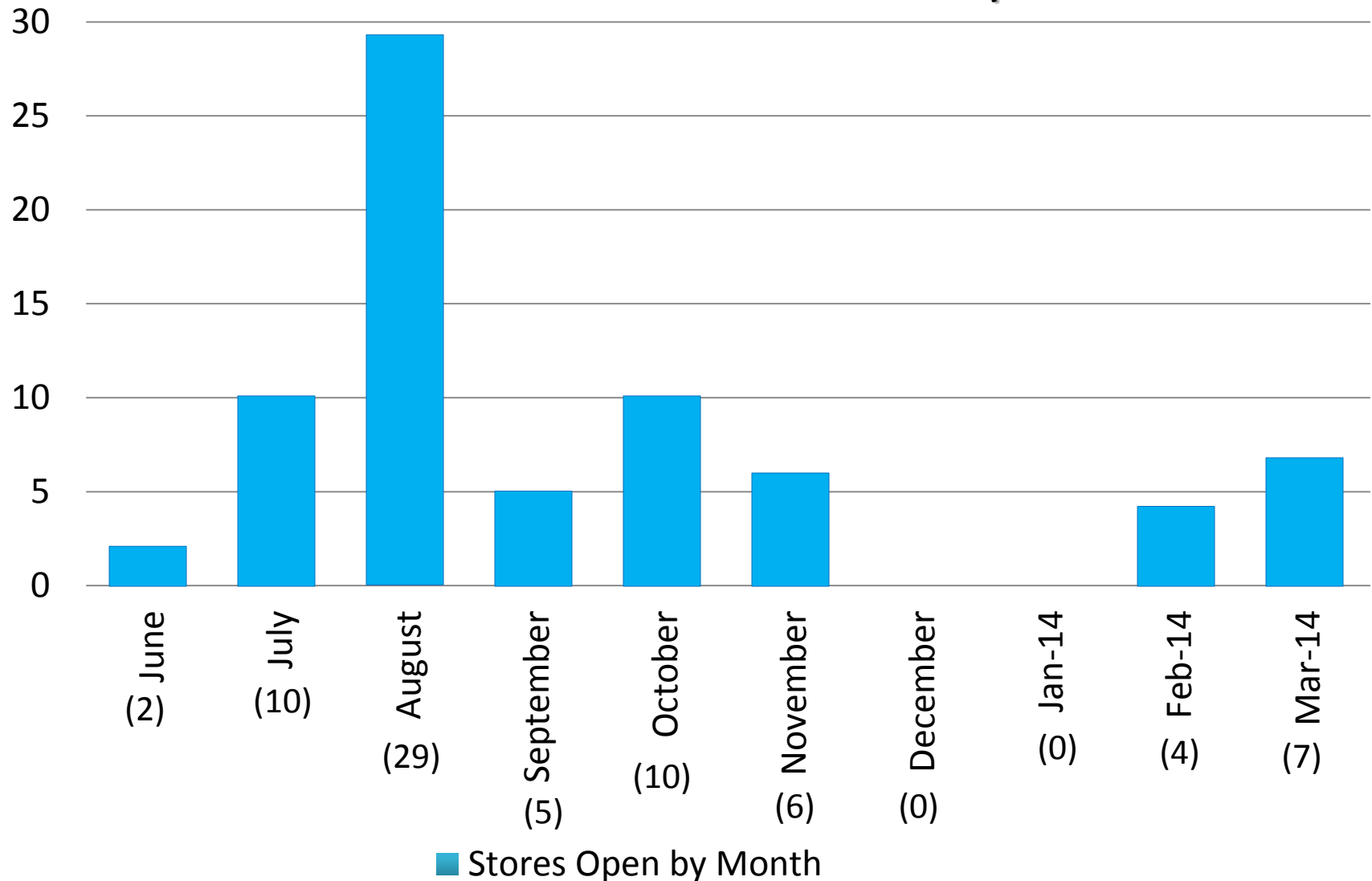
Construction Statistics (as of 6/20/2013)

| | |
|---|-----------|
| 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

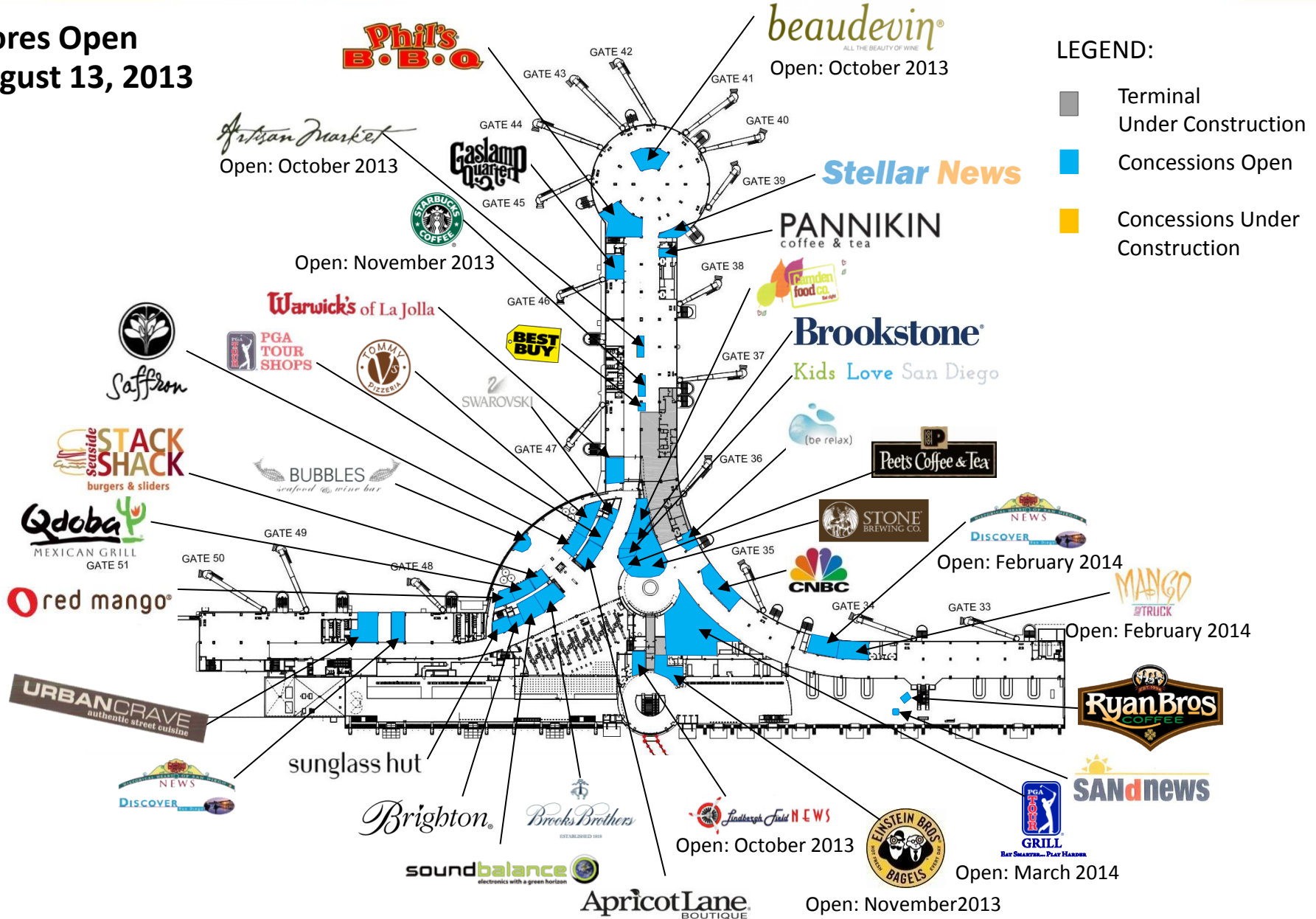




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Concession Development Program (CDP)

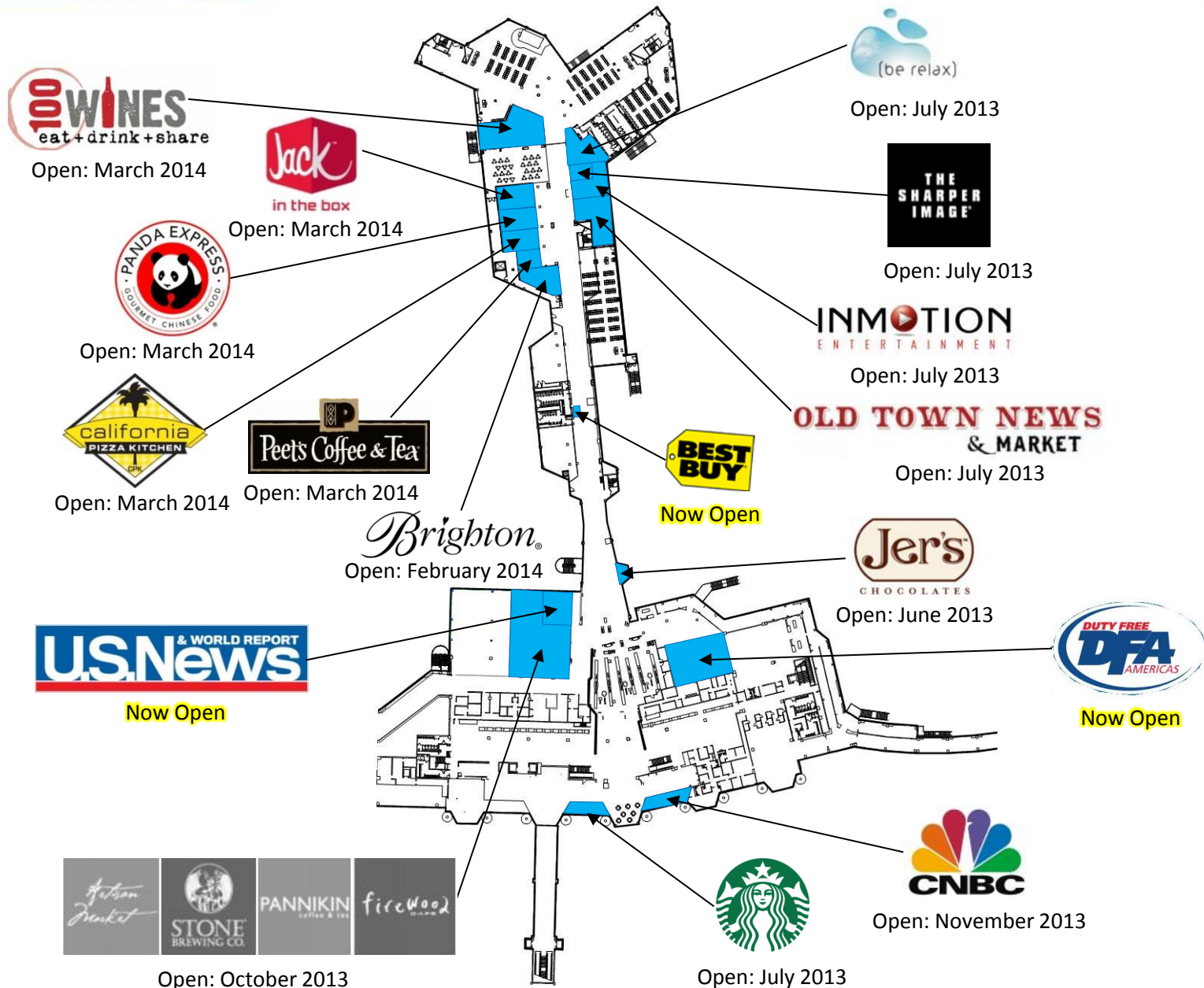
**Stores Open
August 13, 2013**





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Concession Development Program (CDP)





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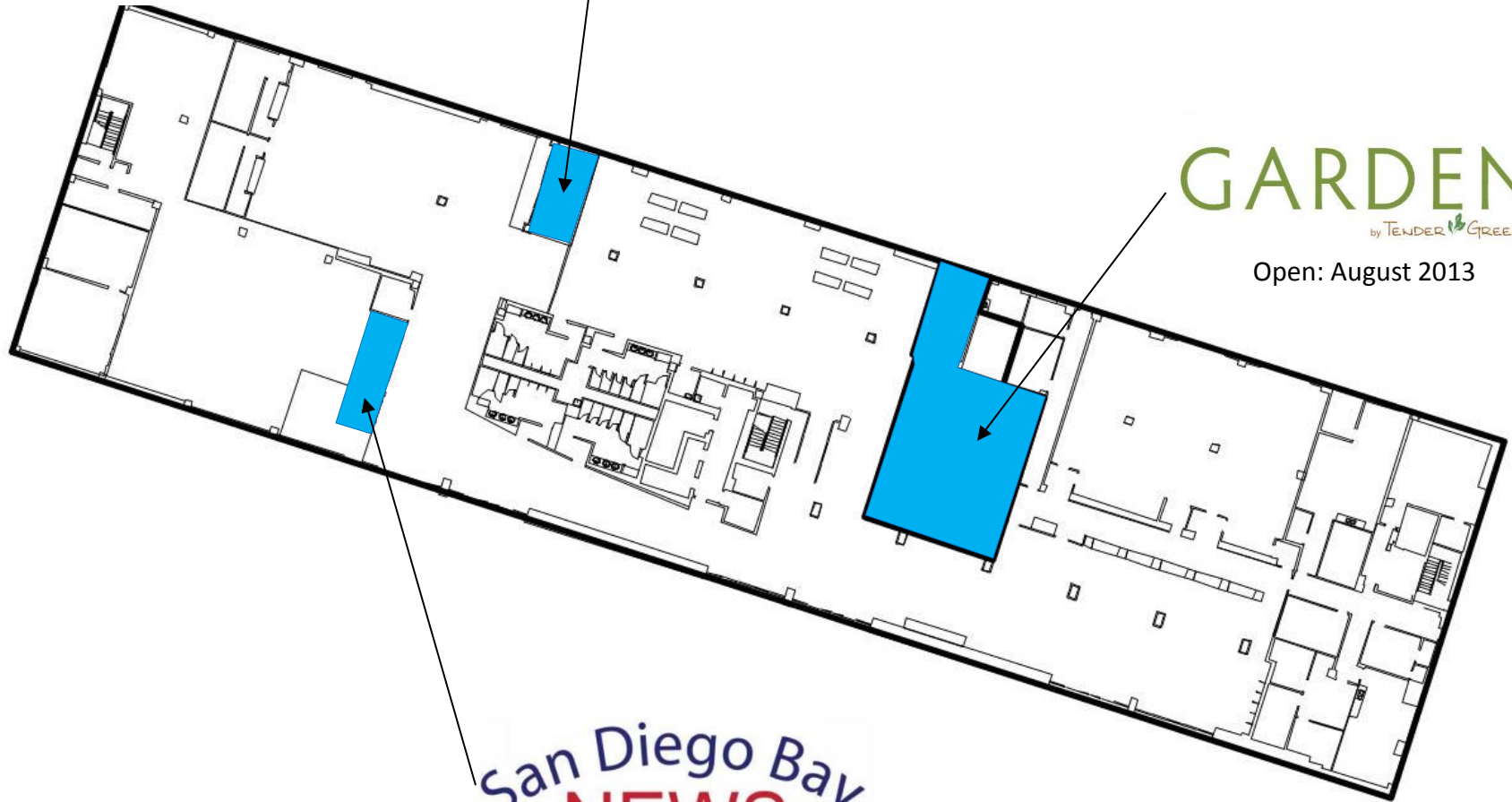
Concession Development Program (CDP)



Open: October 2013

GARDEN
by TENDER GREENS

Open: August 2013



San Diego Bay
NEWS
Now Open



SAN DIEGO INTERNATIONAL AIRPORT

Concession Development Program (CDP)

Marketing & PR Initiatives

- Media Kit

Concession Development Program Media Kit



Restaurants and Shops



Food

- 100 Wines
- Artisan Market
- Bankers Hill Bar & Restaurant
- Banquet - All the Beauty of Wine
- Bubbles Wine and Tapas Bar
- California Pizza Kitchen
- Camden Food Co.
- Ciao Gourmet Market
- Craft Brews on 30th St.
- Emilio's Brio, Bakery
- Emerald Express
- Firewood Cafe
- Garden of Tender Greens
- Jack in the Box
- Mango Taco Truck Cantina
- Pacifica Restaurant
- Panda Express
- Paradise Coffee & Tea
- Peet's Coffee & Tea
- Phil's Donut Cafe
- Pizza Hut
- Pizzeria Modica Grill
- Rod Mango
- Ryan Bros. Coffee
- Salt
- "Seaside" Shack Shack
- Starbucks
- Stone Brewing Company
- The Counter MINI
- Turkey Vn Pizzeria
- Upper Crust
- Urban Crave

Retail

- 10News
- Antoni Lane Boutique
- Bay Books
- Best Buy
- Be. Retail Spa
- Brighton Collectibles
- Brooks Brothers
- Brookstone
- Clinique
- CNBC News San Diego
- Gaslamp MarketPlace
- Gaslamp News
- Gaslamp Quarter News
- Hudson News
- InMotion Entertainment
- Jeri's Chocolates
- Kids Love San Diego
- Lindbergh Field News
- Lindbergh News
- Old Town News & Market
- PGA Tour Shops
- San Diego Bay News and Cafe
- SAND News
- Shades of Time
- SoundBalance
- Stellar News Express
- Sunglass Hut
- Swarovski
- Tech 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 Warwick's 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 Warwick's 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

sellers, 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.

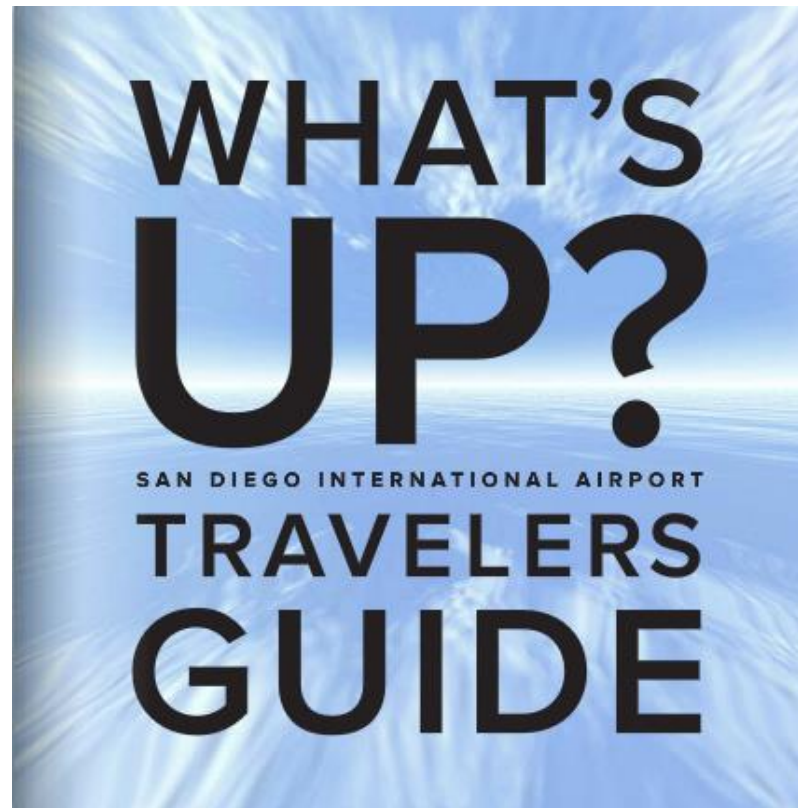
Warwick's will feature popular brands including:





Marketing & PR Initiatives

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





SAN DIEGO INTERNATIONAL AIRPORT Concession Development Program (CDP)

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.

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.

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.

Coming to Terminal 1

Food

- 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
- Peet'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)

Retail

- 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

May 2013 – For internal use only

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

