



PRE-SUBMITTAL CONFERENCE

REQUEST FOR INFORMATION (RFI)

**AIRPORT CONCESSIONS LOYALTY REWARDS PROGRAM AT THE HOUSTON AIRPORT
SYSTEM (HAS)**

Aisha Stewart

Administrative Coordinator
Houston Airport System

David Martinez, MBA

Sr. Procurement Specialist
Houston Airport System

Thursday, May 2, 2024, 1:00 P.M. (CT)

HAS Infrastructure Division Office (IDO) Building
Auditorium No. 1
111 Standifer Drive Humble, TX 77338

AIRPORT CONCESSIONS LOYALTY
REWARDS-H06 ACLRPS 2024 027





Pre-Submittal Conference Agenda

I. Solicitation Overview

David Martinez, Sr. Procurement Specialist

II. Project Scope and Overview

Aisha Stewart

III. Questions/Answers



Solicitation Overview - Purpose

Through this RFI, The Houston Airport System (HAS) is seeking industry information and input for innovative strategies and approaches from vendors that support the implementation of an airport concessions loyalty rewards program and increase airport guest loyalty in shopping and dining in our terminals.



Solicitation Overview

Respondent shall submit the RFI submittal

SOLICITATION SUBMITTAL DUE DATE AND TIME:

Thursday, May 23, 2024, at 2:00 P.M. (CT)

QUESTIONS AND REQUESTS FOR ADDITIONAL INFORMATION ARE DUE BY:

Wednesday, May 8, 2024, at 12:00 P.M. (CT)

Questions must be received electronically and directed via email to:

david.martinez@houstontx.gov



Additional Info/Specification Changes

LETTER OF CLARIFICATION(S):

Responses to questions received from Firm(s) and any changes to the scope shall be confirmed in writing and will be posted on the HAS website in the form of a Letter of Clarification (LOC).

[AIRPORT CONCESSIONS LOYALTY REWARDS PROGRAM](#)
[at HOUSTON AIRPORT SYSTEM \(HAS\) - H06 ACLRPS 2024](#)
[027 | Houston Airport System \(fly2houston.com\)](#)



Submittal Procedures

Submit six (6) printed copies of the Response to this RFI, including one (1) printed original (marked original) signed in BLUE ink, as well as seven (7) completed copies on memory stick (USB drive), labeled with the appropriate RFI name and number that includes a complete copy of all information, submitted in a sealed envelope to:

Houston Airport System Administration Building

16930 John F Kennedy Blvd.

Houston, Texas 77032

Attn: Cathy Vander Plaats, Aviation Procurement Officer

no later than Thursday, May 23, 2024, at 2:00 PM (CT).

The City of Houston desires to minimize the submission of unnecessary RFI material. Please include the RFI identification number H06-ACLRPS-2024-027 on any submissions. The envelope or package should clearly identify the name and address of the Respondent and indicate the contents to be:

[“Responses to RFI # H06-ACLRPS-2024-027 – Airport Concessions Loyalty Rewards Programs”](#)



Submission Format

Houston Airport System's review committee will review the submissions based on the following criteria. Please be advised that the information received may be utilized in a forthcoming RFQ/P. For the response to this RFI, please copy the outline as provided herein and insert your response below each item.

A. Business Viability and Capability (Recommend maximum 3 Pages)

1. Corporate name.
2. DBA name if different from 1.
3. State of incorporation in the United States (or elsewhere).
4. Location of corporate headquarters.
5. Is the Company legally qualified to do business with the City of Houston, and within the State of Texas, and conduct all aspects of the subject project as required by Texas State and Federal law.
6. Geographical Coverage.



Submission Format (cont.)

7. List at least three (3) recent clients/customers for whom your company has provided airport concessions loyalty rewards program comparable to the Project.
8. Is your firm an MWBE firm? If so, has your firm done business with the City of Houston before? If not, has your firm used MWBE firms to perform services on other projects with the City of Houston or State of Texas, or elsewhere?
9. Does your company have the technical capability to undertake such a project of the size/capacity of the identified project?
10. Does your company have the financial capacity to undertake such a project of the size/capacity of the identified project?



Submission Format (cont.)

B. Services (Maximum 5 Pages)

1. Describe company's scope of regular business services.
2. Describe whether and how the Project fits into your regular scope of business services.
3. Describe why the Project is of interest to your company.
4. Would your company propose to deliver the Project as a prime, as a form of joint venture, or as a member of a consortium?

Submission Format (cont.)

C. Development Project Approach (Maximum 15 Pages)

1. What are the major issues and challenges that your company perceives with the Project? (Please address all risks that your company foresees)
2. What is your company's experience in the airport concessions loyalty rewards program industry? (Please explain any projects that your company has delivered to other clients/customers in relation to airport concessions loyalty rewards program, and describe your role on the listed projects)
3. Identify how your company's approach(es) and delivery method(s) would meet the stated objective.



Questions

Questions and comments regarding this RFI must be emailed to:

david.martinez@houstontx.gov

Please include the phrase “**RFI # H06-ACLRPS-2024-027: QUESTIONS**” in the subject line and provide all applicable contact information.

The deadline for requests for additional information and questions is **Wednesday, May 8, 2024 @ 12:00 PM (Noon) CT.**

Questions received from all Respondents will be answered and posted on HAS website <http://www.houstonairports.biz/> in the form of a Letter of Clarification (LOC)



Program Details

1. Program Structure
2. Program Benefits for Airport Customers
3. Program Benefits for Airport/Concessionaires
4. Program Implementation Summary
5. Concessionaire Engagement
6. Program Historical Performance



Closing Remarks

RFI for Airport Concessions Loyalty Rewards Program at Houston Airport System (HAS)

Solicitation # H06-ACLRPS-2024-027

HOUSTON AIRPORT SYSTEM

Thank you!

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and provide all applicable contact information*