

JFK T8 Local Small Business Retail Accelerator
In-Line Store Request for Proposals (RFP)

DUE Date: February 16, 2024

As part of the \$125 million commercial development for Terminal 8 at John F. Kennedy International Airport (JFK), Unibail-Rodamco-Westfield (URW), the operating entity of JFK T8 Innovation Partners, is looking to partner with local business enterprises (LBE) to bid on retail opportunities through its Local Small Business Retail Accelerator (the “Accelerator”) program. These opportunities are specifically reserved for founders or businesses that originate from Southeast Queens, Greater Queens, the NYC Metro Area, or the NY Regional area.

The Accelerator lowers the barriers to entry for small, local retail businesses that aspire to test their concept alongside established local, national, and global brands in the airport marketplace.

- Gives small, local retail businesses the opportunity to participate in a competitive process to test their concepts in the airport environment.
- Offers flexible deal terms and small format, plug-and-play spaces that enable reduced upfront costs, smaller security deposits, and little to no store design fees.
- Provides education on airport operations, Airport Certified Disadvantaged Business Enterprise (ACDBE) certification, and facilitates networking opportunities to help new operators learn best practices.
- Offers the opportunity to be featured at no cost on the JFK T8 Order Now Mobile Marketplace.
- Feature and promote awardees through social media and news channels and may be considered for national and industry awards.

The goal of the Accelerator is to recruit, evaluate, select, coach, and support winning businesses to reach their full potential as part of the overall JFK T8 commercial program. So, successful business concepts will need to align with customer needs.

JFK T8 is a diverse terminal operated by American Airlines. Other carriers at JFK T8 are British Airways, Cathay Pacific, China Southern, Finnair, Iberia, Japan Airlines, Qantas, Qatar Airways, and Royal Jordanian. Given JFK T8’s air carrier diversity, JFK T8 Innovation Partners seeks LBE partners that can complement the said carriers’ passengers and employee base.

Specifically, JFK T8 Innovation Partners is looking for candidates that:

- Can provide products in one of the following categories: Kids/Baby, Beauty, Health & Personal Care, Home, Household Essentials, Pets, Toys, Accessories, Clothing or Entertainment, Services, Pre-Packaged: Foods, Confection, Gifts. *Per Department of Health regulations, the units will not be suited for food preparation, or fresh food or beverage sales that are not shelf stable.*
 - *Questions regarding your business category (if not referred to above) may be asked during the LBE Retail In-Line Store Accelerator RFP Q&A.*
- Have been in operation for a minimum of three years and sell direct-to-consumer (D2C) online, in specialty stores or have a limited brick-and-mortar presence (less than 3 stores.)

CURRENT T8 PASSENGER ENPLANEMENT BREAKDOWN BY AIRLINE:

Domestic	2015	2016	2017	2018	2019	2022
American	1,809,640	2,184,166	1,993,716	2,022,563	1,879,856	1,806,962
Regional	772,667	355,857	306,727	319,321	259,790	550,020
Subtotal Domestic	2,582,307	2,540,023	2,300,443	2,341,884	2,139,646	2,356,982
% of Total	55%	54%	50%	53%	51%	53%
International	2015	2016	2017	2018	2019	2022
American	1,184,952	1,248,048	1,168,461	1,109,655	1,042,470	1,559,233
Air Berlin	195,453	204,394	168,107	-	-	-
Alaska	16,553	61,035	44,538	-	-	-
British Airways	-	-	-	-	-	52,337
Cathay Pacific	-	-	283,764	307,958	284,963	52,673
China Southern	-	-	-	-	-	1,372
Ethiopian	-	-	-	-	11,169	18,463
Finnair	86,391	81,391	83,302	85,134	87,920	107,535
Iberia	-	-	-	-	-	19,559
Lan Chile	260,373	281,538	285,296	271,390	263,656	-
LATAM	258,824	174,270	128,125	107,367	111,652	-
Qantas	-	-	-	67,229	69,800	-
Qatar	102,927	106,672	102,824	101,493	108,433	220,736
Royal Jordanian	38,887	38,732	48,107	51,120	51,108	48,893
Subtotal International	2,144,360	2,196,080	2,312,524	2,101,346	2,031,171	2,080,801
% of Total	45%	46%	50%	47%	49%	47%
Total Terminal 8	4,726,667	4,736,103	4,612,967	4,443,230	4,170,817	4,437,783

LBE OUTREACH EVENTS:

The full requirements and RFP details are included in Appendix A. Prospective businesses meeting the minimum qualifications are encouraged to attend an upcoming outreach session:

- **Dec. 14 (In-Person)**- Preparing for LBE Retail Store/Kiosk Accelerator and Food Hall Opportunities ([LINK TO REGISTER](#))
- **Dec. 19 (Virtual)** - LBE Retail In-Line Store Accelerator RFP Q&A to assist with your response ([LINK TO REGISTER](#))

**Visit our Website
For Project Information**



**Register for the
RFP Q/A Session**



APPENDIX A

Request For Proposal (RFP) **The In-Line Store Retail Opportunity**

Inline stores are retail units that are built into the terminal concourse. The opportunity is to lease one of (2) available stores.

IN-LINE STORE DETAILS:

- 175 sq ft
- Units will be 100% turnkey, move-in ready
- Must be staffed by at least one badged employee at all times during operating hours
- 12 operating hours per day, 7 days a week
- No water, sinks, or refrigeration in units
- Tenant will provide:
 - o Signage, as agreed upon and approved by URW
 - o A visual merchandising plan to include merchandise types and quantities, as agreed upon and approved by URW
 - o An approved hand-held POS (point of sale system)
 - o Freestanding displays, if desired, as approved by URW
 - o Branded uniforms or similar

ABOUT THE DEAL STRUCTURE:

- **Term:** one-year term with a one-year option if KPIs are met, and at the sole discretion of URW
 - o Performance KPIs will be determined and agreed upon during lease negotiation
- **Rent:** will be a MAG (minimum annual guarantee) payable monthly at \$2708 **or** 13% of sales, whichever is greater.
- **Security Deposit:** \$2708 (1 month)
- **Fees:** All spaces will be charged a CAM (common area maintenance) fee at terminal rate. (Includes trash removal, loading dock, etc.)

*Accelerators will not be charged the standard 0.5% marketing and digital fees
Insurance Requirements: PANYNJ requires a \$2Mn insurance policy.*

SUBMISSION

Digital Preferred.

Proposers are required to submit their proposal electronically using our requested forms which are linked to each individual section below. Please download each form from section 4.1 through 4.7 and package in one single PDF document and email directly to JFKLeasing@urw.com. The name, address and contact information of the Proposer must be clearly stated on all documents of the response package.

SUBMISSION GUIDLINES:

1. Please make sure to read through the entire RFP and note any questions. We will be hosting a virtual Q/A for any clarification necessary. [Sign up here](#)

2. Please refer to this box [link](#) for all required forms which are individually referred to in section 4.1 through 4.7. Within each form, answer all questions provided and attach any additional documents if mentioned.
3. Once all forms have been completed, please compile into a single PDF and send directly via email to JFKLeasing@urw.com

Proposals are due by 4:00PM ET on Friday, February 16, 2024

Proposals shall be emailed to:
JFKLeasing@urw.com

It is the Proposer's sole responsibility to make sure that all Proposals are submitted and received by JFK T8 Innovation Partners at the above email address, and by the deadline, set forth above. Any Proposals received after the stated date and time will not be accepted and will be returned immediately at the Proposer's expense.

The Proposal deadline is February 16, 2024
The RFP Award Date is expected to be the week of March 18, 2024
The units are expected to open by July 4, 2024

SUBMISSION REQUIREMENTS:

SECTION 1.0 MINIMUM QUALIFICATIONS TO BE ELIGIBLE FOR EVALUATION

Successful bidders must meet the following requirements:

1. Any company is eligible to apply, so long as [1] they are a U.S. registered legal entity (LLC, S-Corp, B-Corp or C-Corp) and [2] they have proof of initial traction (social media engagement, revenue growth or growing customer base)
2. Businesses must have a primary place of business in Southeast Queens, Greater Queens, the NYC Metro Area, or the NY Regional area
3. Founders must be at least 18 years of age to apply
4. 2024 accepted categories: Kids/Baby, Beauty, Health & Personal Care, Home, Household Essentials, Pets, Toys, Accessories, Clothing or Entertainment, Services, Pre-Packaged: Foods, Confection, Gifts. *Per Department of Health regulations, the units will not be suited for food preparation, or fresh food or beverage sales*
5. Must currently have a physical consumer packaged product or service (with applicable service licenses, if needed) available to sell
6. Cannot be a current or prior Terminal 8 Accelerator tenant
7. Must sell direct to consumer (DTC) online, in specialty stores, or have a limited brick-and-mortar presence (less than 3 stores)
8. Been in operation a minimum of 3 years

SECTION 2.0 GENERAL OPERATING REQUIREMENTS

- Staffed by at least one badged employee at all times during operating hours

- Capable of being open 12 operating hours per day, 7 days a week
- Tenant will provide:
 - Approved signage as agreed upon with JFK T8 Partners
 - Approved visual merchandising plan to include merchandise types and quantities as agreed upon with JFK T8 Partners
 - Approved hand-held POS (point of sale system)
 - Freestanding displays, if desired, as approved by URW
 - Branded uniforms or similar
- Minimum operating hours, business certifications, insurance will apply
- Operators will be required to submit a company application to the Port Authority of New York New Jersey (PANYNJ) badging office and adhere to all rules and regulations of airport badging, including their employees
- Operators are responsible for hiring and badging all terminal employees

SECTION 3.0 ACCELERATOR PROGRAM BENEFITS

- Operators will be featured, free of charge, on the JFK T8 Order Now Mobile Marketplace
- Operators will receive a business spotlight feature to be shared to our partners, industry channels, socially, and more
- Operators will begin the NY state certification process of MWBE + Airport Concession Disadvantaged Business Enterprise (ACDBE) if they haven't already
- Operators may be featured in national and industry awards as appropriate
- Operators will be welcomed into the URW Advance Network programming, where they will receive ongoing business and airport training with a variety of topics including: operational best practices, airports 101, hospitality and customer service training, and more

SECTION 4.0 EVALUATION & SCORING CRITERIA

Please download each form linked in the section headers below and package into one single PDF for your submission in same order as listed.

Section 4.1 – Brand Concept and Design (150 pts)

- **Concept Relevance to Terminal & Passenger Profile 100 pts**
 - a. Please share a PDF presentation introducing yourself, describing your company and product offering as well as the inspiration behind your company and team.
 - b. Please include sales stories and any key successes of your business.
 - c. Who are the customer targets for your business today?
 - d. Why is JFK T8 a good fit for your brand or offer?
- **Design (uniqueness of look, clean lines, high quality finishes, format, flow) 50 pts**
 - a. Please attach any relevant design/STORE presentations, as well as images of existing spaces
- **Scalable to other terminals/airports 25pts**

- a. Do you have future plans or desires to grow your business beyond T8? If yes, how? If no, why not?

SECTION 4.2 – LOCAL RESIDENCY (200 PTS)

Contract awards will be given in the following order of geographic priority:

- **Primary Place of Business**

- a) Please list the city(s) and state(s) of operation for your company, as well as founders place of residency.

(1) MWBEs located in zip codes 11405, 11411, 11412, 11413, 11414, 11416, 11417, 11418, 11419, 11420, 11421, 11422, 11423, 11428, 11429, 11430, 11432, 11433, 11434, 11435, 11436, 11451, 11691, 11692, 11693, 11694, 11695, 11697, 11559, 11598, 11096, 11516, 11557, 11003, 11580, 11581, 11582; **75 pts**

(2) MWBEs located within the Borough of Queens, New York; **60 pts**

(3) MWBEs located within other New York City Boroughs; **30 pts**

(4) MWBEs located within the Port Authority District; and **20 pts**

(5) MWBEs located elsewhere **0 pts**

- **Additional Locations in the NY or Tri-State Area 15pts**

- a) Do you have additional locations in any other areas of the NY-NJ-CT region? If so, please list.

SECTION 4.3 – HISTORY & QUALIFICATIONS (150 PTS)

- **Demonstrated Management Experience/Expertise 50 pts**

- a. Please include resume(s) and summary of relevant work experiences/background for consideration

- **History of solid business practices regarding contractual and regulation compliance (recommendation letters to be enclosed) 50 pts**

- a. Please include 2 recommendation letters from previous business partners, vendors, buyers, etc.

- **Proficiency to successfully operate same or similar concept(s) exhibiting strong customer service and operational excellence 50 pts**

- a. If different than above, please provide a brief summary of any previous concepts, including dates

SECTION 4.4 – MINORITY PARTICIPATION (150 PTS)

- **Minority Certifications**
 - a. Do you currently have ACDBE certification? **75 pts**
 - b. If no, have you started the ACDBE certification process?
 - c. Do you currently have an M/WBE certification? **75 pts**
 - d. If no, have you started the M/WBE certification process?

If you are interested in learning how to get certified, please reach out to us at: infoT8@rfwconsultants.com

SECTION 4.5- FINANCIAL OFFER (150 PTS)

- **Projected Sales, Rent and Cash 100 pts**
 - a. To the best of your ability, please provide projected sales information
 - b. Please refer to Appendix A for commercial terms – terms subject to change
- **Financial Position as of submission date 50 pts**
 - a. What is the current status of your company? Please share relevant information on funding, sales, growth, etc.

SECTION 4.6- BUSINESS PLAN (100 PTS)

- **Management 50 pts**
 - a. What type of business form do you have, sole proprietorship, partnership, corporation?
 - b. Who are your main competitors? What separates you from your competitors?
 - c. Where do you see your business in the next year? In the next five years? The next ten years?
 - d. Why do you want to participate in the JFK T8 LBE Accelerator program? What do you hope to accomplish?
- **Marketing/Customer Service/Rewards Program 25 pts**
 - a. Please attach any additional relevant files (pitch deck, etc.)
 - b. Do you currently offer any rewards or loyalty programs? If yes, explain
- **Staffing 25 pts**
 - a. Please provide an overview of company and team structure - include education and employment history of team members
 - b. Have you, or any of your team members ever operated in an airport before? If yes, please explain

SECTION 4.7 – TECHNOLOGY AND INNOVATION (100 PTS)

- **Innovation (concept, format, passenger interaction, memorable & impactful experience) 50 pts**

- a. Does your company have any technology components? If yes, please explain
- **Technology (application and integration) 50 pts**
 - a. Does your company have an integrated app? Do you accept mobile payments? Please expand on any mobile integration

SECTION 5.0 NEXT STEPS AND TIMELINE

- Dec. 14 - Preparing for LBE Retail Store/Kiosk Accelerator and Food Hall Opportunities ([LINK TO REGISTER](#))
- Dec. 19 - LBE Retail In-Line Store Accelerator RFP Q&A (Virtual Event) ([LINK TO REGISTER](#))

NOTE: Final selection will be made based on team, assortment, innovation pipeline, traction and potential for growth. Meeting all criteria does not guarantee acceptance into the JFK T8 LBE Accelerator program. Acceptance does not guarantee business with JFK T8 Innovation Partners or any of its affiliates.

The Proposal deadline is February 16, 2024
The RFP Award Date is expected to be the week of March 18, 2024
The units are expected to open by July 4, 2024