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Miami Dade Aviation Department
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OPERATIONAL DIRECTIVE NO. 20-01
Effective: July 14, 2021

SUBJECT: MIAMI-DADE AVIATION DEPARTMENT BRANDING POLICY

PURPOSE: This policy applies to Airlines with preferential gates and/or Airlines that lease ticket counters, curbside check-in facilities, baggage service offices and/or baggage service counters in the baggage claim areas at Miami International Airport (MIA). The policy will allow eligible MIA air carriers to place certain branding in the holdrooms for preferentially used gates, as well as the other locations noted above.

I. AUTHORITY:

- A. Operational Directive No. 99-03, Aviation Department Written Directive System.
- B. Operational Directive No. 99-2, Aviation Department Operational Directives
- C. Chapter 25-1.2 - Miami-Dade County Code, Chapter 25 Miami-Dade Aviation Department Rules and Regulations
- D. Airlines Use Agreement (AUA) – Version 2018

II. DEFINITIONS:

- A. Airline – As distinguished from “AIRLINE,” means an air carrier that operates an Air Transportation Business at the Airport or at any other airport or airports in the Airport System.
- B. Affiliated Airline means:
 - 1. Any Airline that is (i) a subsidiary of an AIRLINE or of an AIRLINE’s parent company through total or partial ownership by the AIRLINE of its parent company and operates at the Airport under the trade name or a similar trade name of the AIRLINE, (ii) uses the two-letter designator code of the AIRLINE for its flights serving the Airport and whose aircraft display the livery of the AIRLINE or a livery similar to the AIRLINE, and (iii) is designated as an Affiliated Airline on the Tab F Affiliated Airline Endorsement Form of the 2018 AUA by the Airline; or
 - 2. If not a subsidiary of the AIRLINE or the parent company of the AIRLINE, an Airline that is designated on the Tab F Form by the AIRLINE as an Airline for which the AIRLINE has assumed financial responsibility for all

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fees and charges incurred by the Affiliated Airline as a result of the Affiliated Airline's use of any airport in the Airport System as a regional Airline using the AIRLINE's two-letter designator code and whose aircraft displays the livery of the AIRLINE or a livery similar to the AIRLINE.

- C. AIRLINE – The Airline that has executed the 2018 AUA agreement.
- D. Preferential Gate – A gate(s) assigned by MDAD to an Airline or other signatory Airline to which Airline or such other signatory Airline has a preferential use of such gate(s) to the extent provided in the 2018 AUA, Gate Assignment Policy; Preferential Use Gates.

III. POLICY:

Branding will be limited to corporate livery, logos, or trademarks as well as the Airline's signage and its standard carpet, passenger seating, and other amenities as approved by the Miami-Dade Aviation Department (MDAD). The logo of an Affiliated Airline may be displayed at the Airline's preferential and leased locations used by passengers of the Affiliate. The logo of the associated airline alliance may also be displayed at the Airline's preferential and leased locations.

The following policy shall apply:

1. All airline-provided branding must be professionally fabricated and approved by MDAD.
2. The initial airline branding request and the installation of airline branding must adhere to the Tenant Airport Construction Non-Reimbursement (TAC-N) process. All work shall be in accordance with the MDAD Design Guidelines. In Kind Replacements of worn out or damaged brand items may be installed by an eligible Airline from its inventory without adhering to the TAC-N.
3. All Airlines shall maintain the facilities provided by MDAD for their branding in an undamaged as-received condition.

IV. PROCEDURES

All branding requests from eligible MIA air carriers shall be submitted in writing and will be reviewed by MDAD on a case-by-case basis. Eligibility rules are described in the 2018 AUA; Tabs D(1), D(2) and E.

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A. Check-In Facilities

MDAD will provide overhead airline identification signs to identify airline check-in positions and baggage drop-off areas that correspond with the location of the check-in area entrance. Airline branding is prohibited on these signs. An Airline with leased ticket counters may install its own computer equipment in lieu of the common use equipment at such ticket counters.

1. Curbside Check-In Locations

Approved airline podium branding is allowed on leased curbside check-in positions. Full-color monitors display airline logos throughout curbside.

2. Ticket Counter Backwall /Sidewall

Approved static airline branding is allowed at airline leased ticket counters in the form of backwall/sidewall signage. Airline branding shall not replace MDAD provided monitors with Airline's logo.

3. Self Service Kiosk Devices

As approved by MDAD, airline branding is permitted on Airline's provided equipment and millwork. All millwork/kiosk housing will be permitted to match the brand standard product provided by the Airline and will not be required to match the color pallet of MDAD. No signage or branding is permitted overhead of the self-service kiosks.

B. Baggage Claim

An Airline leasing a baggage service office and/or counter(s) in the baggage claim area is permitted to install branding in such office and/or counters, but millwork will not be changed unless otherwise agreed to by MDAD and the Airline.

C. Gate and Holdroom

Holdroom

An Airline that is assigned a preferential gate and associated holdroom may install backwall branded signs, carpeting, and gate counters within the holdroom area as well as its own computer equipment for use with its preferential gate. However, an Airline will not be permitted to install proprietary flight information display equipment in such holdroom. All Airlines are encouraged to integrate with MIA's informational technology so that their branded/specific airline information (e.g., passenger standby and/or upgrade lists) can be displayed on one monitor through

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the use of virtual machines. MDAD will maintain control of one monitor at all times and retain override capabilities for the other monitor(s) in the event of emergencies, operational need, or if there is a problem with the Airline's data feed. All proposed changes to holdrooms (associated with the preferential gates) made for airline branding purposes will be subject to review by MDAD and approval will be given on a case-by-case basis; such approval will not be unreasonably withheld.

Gate

Airlines using their own proprietary equipment to process passengers at any common use gate that has such equipment as well as common use equipment, may not install branding on that gate.

D. Exempted Areas from Branding

Below are areas that will be exempted from airline branding:

1. No branding shall be allowed on the exterior or interior walls of the holdroom or preferential gate, windows or railings, except as noted in Section IV, Paragraph A (2) of this OD.
2. Branding is prohibited on columns located within the ticketing, baggage claim, and holdroom (associated with the preferential gate) areas.
3. Branding is prohibited on the baggage claim carousels.

E. Branding and Installation Costs

The cost of branding, including installation costs, shall be the sole responsibility of the Airline and shall be accomplished under the TAC-N.

F. Relocation Costs

1. Moving costs resulting from any change of Preferential Use Gates under the provision of the 2018 AUA shall be funded by MDAD, including the costs of moving and reinstalling proprietary equipment. However, If an Airline has installed its own branding at a preferential gate, the Airline is responsible for the cost of any relocation and/or reinstallation of its branding resulting from that relocation.
2. If an Airline gives up a preferential gate, or if the preferential gate is recaptured by MDAD under the terms of the 2018 AUA, and the Airline no longer operates from that gate (or if the Airline still operates from that gate but MDAD chooses to allow other Airlines to operate from that gate), the Airline is responsible for the cost of removal of its branding and its proprietary equipment, including any

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cabling and conduit, as well as the cost of repair of any damage caused by such removal.

3. If an Airline no longer leases a ticket counter position that has proprietary branding on the back wall and/or proprietary computer equipment on the ticket counter, the Airline shall remove its branding and equipment. The Airline is responsible for all removal costs including any related cabling, conduit, and repair (for any damage caused by such removal) costs as well as any costs to restore the branded area to its original condition with normal wear and tear costs excluded.
4. All removal of an Airline's branding and equipment resulting from a relocation, release, or recapture of preferential gates, leased ticket counters, check-in podiums, baggage service offices and/or counters shall be completed no later than sixty (60) days after the date of MDAD's written confirmation of the relocation, release, or recapture.

G. Damage to Branding by Airlines Assigned to preferential gates by MDAD

If an Airline is assigned to use a preferential gate by MDAD, and the branding or proprietary equipment of the Airline that is assigned to that preferential gate is damaged during that use, the Airline assigned to use the preferential gate is responsible for repairing the damage or having the damage repaired at its expense. Repairs must be completed within sixty (60) days from identification of damage.

V. AMENDMENTS:

The Department reserves the right to amend this operating policy at any time based on current law, Miami-Dade County policies and operating needs.

VI. REVOCATION:

Revocations and removal of established Department policies requires written justification by requesting division management for review and concurrence by the Department's Professional Compliance Division. Upon written concurrence, the revocation request will be submitted, by Professional Compliance, for approval by the Aviation Director. Should the written directive be an Operational Directive, the authorized revocation justification will be sent to the Clerk of the Board for filing with the original Operational Directive under revocation. All approved revocation justification memoranda shall be posted to the Department's Written Directives Log to identify why the directive has been revoked to maintain ongoing operational accountability.

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VII. SEVERABILITY:

If any court of competent jurisdiction determines that any provision in this policy is illegal or void, that provision shall be nullified and the remainder of this policy shall continue in full force and effect. If such court rules that any charge, fee, or security deposit requirement is illegal or void, the Aviation Director is authorized and directed to impose a charge, fee, or security deposit requirement that complies with the court order or applicable provisions of law, which shall become effective on the date of imposition and shall continue until modified by the Miami-Dade County Board of County Commissioners.

VIII. CROSS REFERENCES:

Airline Use Agreement – 2018 Version

IX. EFFECTIVE DATE:

This operational directive shall become effective 15 days subsequent to its filing with the Clerk of the Circuit Court as Clerk of the County Commission. This operational directive shall remain in effect until revoked or amended.

Approved By:



Ralph Cutié
Interim Aviation Director

Date: 6/28/21