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**MIAMI-DADE AVIATION DEPARTMENT
AIRPORT CONCESSION DISADVANTAGED
BUSINESS ENTERPRISE (ACDBE) PROGRAM
TRIENNIAL GOAL SETTING METHODOLOGY
(NON-CAR RENTAL)**



Fiscal Years 2024 - 2026

Submitted: October 2023

Overall Goal Calculation for Non-Car Rental Concessions FY 2024-26

Name of Recipient: **Miami-Dade Aviation Department (MDAD)**

Name of Airport(s): **Miami International**

Goal Period: **FY 2024-26 (10/1/2023 through 9/30/2026)**

Overall Three-Year Goal: **20.2%, to be accomplished through 17.2% Race Conscious and 3.0% Race Neutral**

Market Area

MDAD has determined that the market area for Miami International is the Metropolitan Statistical Areas of Miami-Dade, Broward, and Palm Beach Counties.

The market area is the geographical area in which the substantial majority of firms which seek to do concessions business with the airport are located and in which the firms which receive the substantial majority of concessions-related revenues are located.

The concession opportunities anticipated during this goal period for this market area are: food and beverage, advertising, news and gifts, books, electronics, pay phones, wine, apparel, parking management and goods and services.

Base of the goal

To calculate the base of the goal, MDAD considered the most recent previous 3 years of gross concession receipts and the projected potential concession revenue (gross receipts) three years into the future including upcoming new opportunities.

Year	Non-Car Rental Concessions Gross Receipts
2021	\$249,327,163
2022	\$460,986,976
2023	\$470,206,716

The combination of passenger enplanement and the median trend projects continued growth of approximately two percent (2%) over the next three (3) years.

Year	Annual Growth / Reduction Estimate	Annual Gross Receipts Estimate
2024	2%	\$479,610,850
2025	2%	\$489,203,067
2026	2%	\$498,987,129
Three-Year Total Gross Receipts:		\$1,467,801,046
Average Annual Growth Rate:		2%

$\$479,610,850 + \$489,203,067 + \$498,987,129 = \$1,467,801,046$ which is the recipient's base of goal for non-car rental concessions.

The following are not included in the total gross receipts for concessions: (a) the gross receipts of car rental operations, (b) the dollar amount of a management contract or subcontract with a non-ACDBE, (c) the gross receipts of business activities to which a management contract or subcontract with a non-ACDBE pertains, and (d) any portion of a firm's estimated gross receipts that will not be generated from a concession.

If a new concession opportunity arises prior to the end of this goal period, MDAD will submit to the FAA an appropriate adjustment to the overall goal. This will be submitted to FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity.

Methodology used to Calculate Overall Goal

MDAD can meet the percentage goal by including any business operated through a management contract or subcontract with an ACDBE. MDAD, and the businesses at the airport, will add the dollar amount of a management contract or subcontract with an ACDBE to the total participation by ACDBEs in airport concessions (both the numerator AND the denominator) and to the base from which the recipient's percentage goal is calculated. However, the dollar amount of a management contract or subcontract with a non-ACDBE and the gross revenue of business activities to which the management contract or subcontract pertains will not be added to this base in either the numerator or denominator.

MDAD, and the businesses at the airport, shall make good faith efforts to explore all available options to achieve, to the maximum extent practicable, compliance with the goal through direct ownership arrangements, including joint ventures and franchises.

MDAD will include goods and services purchases from ACDBEs toward meeting the goal.

Step 1 - Actual Relative Availability of ACDBEs - §23.51 (c)

We determined the base figure for the relative availability of ACDBEs other than car rentals. The base figure was calculated as follows:

Numerator:	Ready, willing, and able non-car rental ACDBEs in the market area
	divided by
Denominator:	All ready, willing, and able non-car rental concession firms in the market area

The data source(s) used in the calculation included:

- State UCP Data showing the number of ACDBEs that are certified within the market area (<https://fdotxwp02.dot.state.fl.us/EqualOpportunityOfficeBusinessDirectory/CustomSearch.aspx>)
- Census Bureau Data (<https://data.census.gov/cedsci/>)

The calculation and explanation for this is as follows:

Concession Activity	NAICS	# ACDBE Certified Firms	# Total Firms	% Availability
Advertising	541810	9	538	1.7%
Food & Beverage	722310	25	483	5.2%
Gift Shop	453220	16	313	5.1%
Other Airport Services	488119	8	98	8.2%
Vending	454210	3	98	3.1%
Average ACDBE Availability:				4.7%

When we calculated the average availability, we arrived at the Step 1 base figure for our overall goal for non-car rental concessions of 4.7%.

Step 2 Adjustment

After calculating a base figure of the relative availability of ACDBEs, we examined evidence to determine what adjustment was needed to the Step 1 base figure in order to arrive at the overall goal. The data used to determine the adjustment to the base figure was the historic ACDBE Participation achievements.

Past History Participation

FY	Race Conscious (%)	Race Neutral (%)	Total Achievement (%)
FY 22	31.4%	4.4%	35.8%
FY 21	31.3%	5.1%	36.5%
FY 20	29.9%	4.6%	34.5%

Arranging this historical data from low to high (34.54%, 35.81%, 36.45%), the median is 35.8%, which is our Step 2 figure.

Step 1 Base averaged with historical median: $(4.7\% + 35.8\%) / 2 = 20.2\%$

To arrive at an overall goal, the Step 1 base figure was added to the Step 2 adjustment figure and the total was averaged, arriving at an overall goal of 20.2%. MDAD believes this adjusted goal accurately reflects ACDBE participation that can be achieved for the types of concession activities at the airport during this three-year goal period (FY 2024-26).

Breakout of Estimated “Race and Gender Neutral” (RN) and “Race and Gender Conscious” (RC) Participation

MDAD will make every reasonable effort to meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. MDAD will use the following race-neutral measures.

We understand that we will be expected to actually take these steps, and this is not merely a paper exercise.

- Locate and identify ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23
- Notify ACDBEs of concession opportunities and encouraging them to compete, when appropriate
- When practical, structure concession activities so as to encourage and facilitate the participation of ACDBEs
- Provide technical assistance to ACDBEs in overcoming limitations, such as inability to obtain bonding or financing
- Ensure that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process
- Provide information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation

If race-neutral measures, standing alone, are not sufficient to meet an overall goal, the following race-conscious measures will be used to meet the overall goal:

- Establish concession-specific ACDBE goals for particular concession opportunities.
- Negotiate with potential concessionaires to include ACDBE participation through direct ownership arrangements or measures, in the operation of the concession.

MDAD estimates that, in meeting the overall goal of 20.2%, it will obtain 3.0% from race-neutral participation and 17.2% through race-conscious measures. MDAD believes that this breakout is achievable due to the history of RC/RN ACDBE participation at the MIA.

MDAD hosts a Monthly Small Business Outreach Meeting, in conjunction with the County's Small Business Development Division as a part of its race neutral business assistance efforts. In FY 21-22, MDAD's accomplishments exceeded its goal by 3.8%, which is evidence of race-neutral participation, therefore, 3.0% of our goal is being applied to race-neutral and the remaining 17.2% is applied to race-conscious participation.

In order to ensure that MDAD's ACDBE program will be narrowly tailored to overcome the effects of discrimination, if concession specific goals are used, Airport will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation and race-neutral and race-conscious participation will be tracked separately. For reporting purposes, race-neutral ACDBE participation includes, but is not necessarily limited to, the following: ACDBE participation through a prime contract that an ACDBE obtains through customary competitive procurement procedures; ACDBE participation through a subcontract on a prime contract that does not carry ACDBE goal; ACDBE participation on a prime contract exceeding a concession specific goal; and ACDBE participation through a subcontract from a prime contractor that did not consider a firm's ACDBE status in making the award.

MDAD will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

Consultation

MDAD routinely meets with stakeholders in an effort to increase ACDBE participation. Stakeholders consulted included minority and women's business groups, community organizations, trade associations representing concessionaires currently located at the airport, as well as existing concessionaires themselves, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged businesses, the effects of discrimination on opportunities for ACDBEs, and the sponsor's efforts to increase participation of ACDBEs.

MDAD held a face-to-face consultation meeting with minority and women's business groups, community organizations, concessionaires and other stakeholders on September 8, 2023, @ 9:30a.m.

No comments were received during the course of the consultation:



COMMUNITY OUTREACH MEETING
Friday, September 8, 2023
9:30 a.m.
4200 NW 36 Street, Miami FL 33122
AGENDA

Welcome/Introductions:

- Moderator: Miami-Dade County, Small Business Development, ISD. Dondrea Martin (305) 375-3156 Dondrea.Martin@miamidade.gov
- Update: Miami-Dade County, Small Business Development, ISD. Lawanda Wright-Robinson (305) 375-3186 Lawanda.Wright-Robinson@miamidade.gov
- MDAD Small Business Strategic Advisor – Andre Ragin - 305-876-7221 ARagin@FlyMIA.com
 - Proposed ACDBE Triennial Goal Discussion FY 24-26
- Update: Small Business Development Program/Certification – Dondrea Martin (305) 375-3156 Dondrea.Martin@miamidade.gov
- Update: Small Business Development Certification – Jasmine Hamlin (305) 375-3962 Jasmine.Hamlin@miamidade.gov
- Update: Jackson Health Systems- Amber Lawhorn -(305) 585 –7059 amber.lawhorn@jhs-miami.org
- Update: MDAD Procurement and Materials Management- Cristina Gorrita- (305)-869-7419 Gorrita, CGorrita@FlyMIA.com; Juliana Manjarres- (305) 869-3010 JManjarres@FlyMIA.com
- Update: MDAD Facilities Maintenance – James Ferreira– (305) 876-7322 JFerreira@FlyMIA.com
- Update: MCM (MCC 9-18 Program) - Ginny Mirabal - (305) 541-0000 ext. 230 vmirabal@mcm-us.com
- Update: Miami Dade County Department of Transportation and Public Works DBE Unit – Nathaniel Surrancy (786) 469-5405 Nathaniel.Surrancy@miamidade.gov
- Update: Banesco USA - David Van Sky- (786) 999-3339 dvansky@banescousa.com
- Update: US Dept. of Labor (Employee Benefits Security Administration)- Amanda Mora (954) 640-1254 Mora.Amanda@dol.gov; Jacell Moquete (954) 640-1425 Moquete.Jacell@dol.gov

Other Related Business:

- Public Opportunity for Questions

NEXT MEETING: FRIDAY, October 6, 2023

**PUBLIC NOTICE OF AIRPORT CONCESSIONS DISADVANTAGED BUSINESS ENTERPRISE (ACDBE)
PROGRAM
TRIENNIAL GOAL FOR MDAD FOR FISCAL YEARS (FY) 2024 - 2026**

In accordance with 49 CFR Part 23, the Miami-Dade Aviation Department (MDAD), a recipient of U.S. Department of Transportation Assistance, announces the proposed ACDBE Program triennial goals for Non-Car Rental and Car Rental Concessions for FY 24-26 (October 1, 2023, through September 30, 2026). MDAD is proposing an overall goal of 20.2% for Non-Car Rental and 1.1% for Car Rental contract/lease agreements, based on information currently available. The proposed goals were calculated using data from the Florida DOT Unified Certification Program Directory, US Census Bureau, and previous three fiscal year achievements. Goals will be achieved through race-conscious and race-neutral methods.

A public information session on the goal and methodology will be held for the purpose of consulting with stakeholders to obtain information relevant to the goal setting process:

**September 8, 2023
9:30am
4200 NW 36 Street
Miami FL 33122
Building 5A, 2nd Fl Conference Room**

The proposed goal and methodology will be available for public inspection at MDAD's Minority Affairs Office, 4200 NW 36 Street, 3rd Floor, during regular business hours for 30 days following the date of this notice. Please contact Quenetha Bailey at 305.876.7064 or QBailey@FLYMIA.com, to schedule an appointment to view the proposed goals or for more information regarding the public information session. You can also register for the public meeting at <HTTPS://MDCSBD.GOB2G.COM/DEFAULT.ASP>, under the EVENTS tab.

Public comments will be received for a period of 45 days from the date of this notice. Based upon comments received, MDAD reserves the right to adjust the proposed goals. Comments can be sent to the following:

Andre Ragin, ACDBE Liaison Officer
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Miami-Dade Aviation Department
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