

Overall Goal Calculation for Non-Car Rental Concessions FY 2023-25

Name of Recipient: **Yampa Valley Regional Airport**

Goal Period: **FY 2023-25 (10/1/2022 through 9/30/2025)**

Overall Three-Year Goal: **3.1%, to be accomplished through 3.1% Race Conscious and 0.0% Race Neutral**

Market Area

Yampa Valley Regional Airport has determined that the market area is the entire State of Colorado. 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: advertising, vending machines, and shuttle bus.

Base of the goal

To calculate the base of the goal, Yampa Valley Regional Airport 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
2020	\$666,769
2021	\$2,044,379
2022	\$2,752,870

Yampa Valley Regional Airport estimates that revenues to existing concessions will grow by an average of 24% each year over the next three years due to the expected increase in passenger traffic over the next several years and as a result of adding a new shuttle bus company in 2022..

Year	Annual Growth / Reduction Estimate	Annual Gross Receipts Estimate
2023	43%	\$3,936,604
2024	10%	\$4,330,265
2025	10%	\$4,763,291
Three-Year Total Gross Receipts:		\$13,030,160
Average Annual Growth Rate:		24%

$\$3,936,604 + \$4,330,265 + \$4,763,291 = \mathbf{\$13,030,160}$ 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, Yampa Valley Regional Airport 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

Yampa Valley Regional Airport can meet the percentage goal by including any business operated through a management contract or subcontract with an ACDBE. Yampa Valley Regional Airport, 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 recipients' 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.

Yampa Valley Regional Airport, 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.

Yampa Valley Regional Airport 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:

$$\begin{aligned} \text{Numerator:} & \quad \text{Ready, willing, and able non-car rental ACDBEs in the market area} \\ & \quad \quad \quad \text{divided by} \text{_____} \\ \text{Denominator:} & \quad \text{All ready, willing and able non-car rental concession firms in the market area} \end{aligned}$$

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://coucp.dbesystem.com/>)
- 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	4	390	1.0%
Shuttle Services	485999	1	44	2.3%
Vending Machine	445132	3	50	6.0%
Average ACDBE Availability:				3.1%

When we calculated the average availability we arrived at the Step 1 base figure for our overall goal for non-car rental concessions of **3.1%**.

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. There is not enough historical data on ACDBE participation is available to reference to make an adjustment to the Step 1 base figure; therefore, Yampa Valley Regional Airport is adopting the Step 1 base figure of **3.1%** as the overall goal for this three-year goal period (FY 2023-25).

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

Yampa Valley Regional Airport will make every reasonable effort to meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. Yampa Valley Regional Airport 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.

Yampa Valley Regional Airport estimates that, in meeting the overall goal of 3.1%, it will obtain 0.0% from race-neutral participation and 3.1% through race-conscious measures. The reason for the breakout is that Yampa Valley Regional Airport has not been able to achieve its goal in recent past years and will use ACDBE concession goals to achieve this goal.

Yampa Valley Regional Airport does not have a history of ACDBE participation or over-achievement of goals to reference and expects to obtain its ACDBE participation through the use of ACDBE goals or a conscious effort to obtain ACDBE participation. Therefore, we are applying the entire goal of 3.1% to race-conscious participation.

In order to ensure that Yampa Valley Regional Airport'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.

Yampa Valley Regional Airport will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

Consultation

Yampa Valley Regional Airport 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.

Specifically, Yampa Valley Regional Airport consulted with: **TBD**. The consultation was done by **teleconference**.

The following comments were received during the course of the consultation: TBD