

**Attachment 4**

**Section 23.45: Overall Goal Calculation for Concessions Other Than Car Rentals**

Name of Recipient: Sitka Rocky Gutierrez Airport  
 CITY OF SITKA  
 SITKA, ALASKA

Goal Period: FY 2023 -FY 2025 (October 1, 2022 – September 30, 2025)

**Overall Three-Year Goal:**

1.00%, to be accomplished through 0% RC and 1.00% RN

The Sponsor has determined the market area is as follows: Nationwide market area.

**Market Area for Non-Car Rental Concessionaires**

<b>Company</b>	<b>Type of Concession</b>	<b>City</b>	<b>State</b>	<b>Nationwide</b>
Nugget Restaurant	Full-Service Restaurant			XX
Runway 29 Gift Shop	Gift, Novelty and Souvenir Retailers			XX

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 the geographical area in which the firms receive a substantial majority of concessions related revenues are located. It was considered reasonable based on past history that the Nation should be used as the market area for the above reference concessions.

**Base of Goal**

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

### Gross Receipts for Previous 3 Years - Non-Car Rental Concessions

Fiscal Year	Concessions Revenue (Excluding Car Rental)
2020	\$919,719
2021	\$1,010,810
2022	\$1,120,100

The concession opportunities anticipated during this goal period are Gift Shop and Restaurant with estimated gross receipts of \$3,360,300. After the effects that COVID had the revenue appears to be stabilizing, but at this time a project growth margin would be premature. This will be evaluated annually. At this time there are no new leases slated for the FY 2023 – FY 2025 time-period.

$\$1,120,100$  (FY 2022)  $\times 3$  -  $\$3,360,300$

$\$3,360,300 \times 1.00\% = \$33,603$ – Projected ACDBE Participation

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 and the estimated average of annual gross revenues are anticipated to be \$200,000 or greater, the Sponsor will submit to the FAA an appropriate adjustment to the overall goal. This will be submitted to the FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity. (23.45(i)).

#### Step 1: 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 435 divided by 268,795.

**Denominator:** All ready, willing, and able non-car rental concession firms in the market area.

NAICS	Type of Concession	Total ACDBE's	Total All Firms
453220/459420	Gift, Novelty and Souvenir Retailers	138	18,609
722511	Restaurant	297	250,186
Total		435	268,795
Step 1 =			

$$435/268,795 = 0.16\% = \text{Base Goal}$$

### **Past History Participation**

We do not have a history of accomplishments to use for a Step 2 adjustment. Also, we do not have an applicable disparity study or any other statistically reliable evidence to use to adjust the goal. Therefore, we do not believe a Step 2 Adjustment can be made based on demonstrable evidence. We are adopting our Step 1 goal of 1.00% with plans to conduct informational meetings and outreach to ACDBE firms to ensure the goal is reached. We also plan to aggressively outreach to minority and small business firms who may be potential ACDBE firms in an effort to ensure fair opportunities for all. We will be conducting outreach in efforts to meet to meet the goal. With these measures considered, the base goal is adjusted to 1.00%.

### **0.16 Adjusted Base Figure – Adjusted to 1.00%**

### **Public Participation**

**Consultation:** Section 23.43.

The goal setting process used by recipients to establish their annual overall goal submitted to the operating administrations for approval includes consultation with minority, women's and ACDBE community organizations, and other officials or organizations which could be expected to have information concerning the availability of ACDBEs and non-ACDBEs. This consultation process is also intended to gather information concerning the effects of discrimination on opportunities for ACDBEs and establishing a level playing field for the participation of ACDBEs. Prior to submitting the ACDBE goal to the FAA the Sponsor consulted with the following stakeholders on September 11, at approximately 1:00 pm AKD, with no comments received.

<b>SITKA ROCKY GUTIERREZ AIRPORT AGENCIES CONSULTED WITH</b>	
Agency/Organization	Discussion/Information
Tori Fleming, Compliance Officer CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Jenny Liljedahl, Project Administrator CBS/PTS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Ron Vinson, Public Works Director CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Michael Harmon, Municipal Engineer CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Melissa Henshaw, Public & Government Relations Director, CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Catherine Fritz, Airport Regulatory Consultant, CBS	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Patricia Bauder, Manager Avis Rental Car	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Dominic Johnson, Owner Runway 29 Gift Shop	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification
Clayton Pippin, Planner Taffy Pippin Consulting, LLC	Availabilities of ACDBEs, Directories, small business and ACDBE opportunities, Goal setting, Reporting, Certification

### **Breakout of Estimated Race-Neutral & Race Conscious Participation**

#### **Section 23.51**

The Sponsor will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The Sponsor uses the following race-neutral measures.

1. Locating and identifying ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23;
2. Notifying ACDBEs of concession opportunities and encouraging them to compete, when appropriate;
3. When practical, structuring concession activities so as to encourage and facilitate the participation of ACDBEs;

4. Ensuring that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process;
5. Providing information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation.

Each time the Sponsor submits an overall goal for review by the FAA, the Sponsor will also submit a projection of the portion of the goal that is expected to be met through race-neutral means and the basis for that projection. This projection is subject to approval by the FAA, in conjunction with its review of the Sponsor's overall goal. The Sponsor will establish contract goals to meet any portion of an overall goal when the Sponsor does not project being able to meet goals using race-neutral means.

We estimate that, in meeting our goal of 1.00%, we will obtain 0.00% of the goal from race-conscious participation and 1.00% via race-neutral participation measures. In order to ensure that our ACDBE program will be narrowly tailored to overcome the effects of discrimination, if we use concession specific goals we will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation (see 26.51(f)) and we will track and report race-neutral and race-conscious participation 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. We will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.