

COUNTY OF MILWAUKEE
INTER-OFFICE COMMUNICATION

DATE: February 12, 2018

TO: Theodore Lipscomb, Sr., Chair, County Board of Supervisors
Michael Mayo, Sr., Chair, Transportation, Public Works & Transit
Committee
Peggy A. West, Chair, Finance and Audit Committee

FROM: James Martin, Interim Director, Department of Transportation

SUBJECT: AGREEMENT BETWEEN MILWAUKEE COUNTY, DEPARTMENT OF
TRANSPORTATION - AIRPORT DIVISION AND INTERFLIGHT
PARKING COMPANY, LLC, FOR THE OPERATION OF A CURBSIDE
VALET PARKING SERVICE AT GENERAL MITCHELL INTERNATIONAL
AIRPORT

POLICY

County Board authorization is required to execute and enter into multiyear Professional Service Contracts.

BACKGROUND

As part of General Mitchell International Airport's (GMIA's) efforts to improve the on-airport parking program, to enhance GMIA's existing customer service levels, and increase non-aeronautical revenues, curbside valet parking was identified as a popular value-added service for GMIA to establish and offer to its customers.

Based on information from peer airports (regional and national), GMIA management developed a Request for Proposal (RFP) specification that required the prospective vendors to submit a proposal for a curbside valet parking program that provides GMIA's customers with 24-hour service, the ability to pick up and drop off their vehicles at the curb (terminal building), and other ancillary services (car wash, oil change, etc.).

In addition to the operational setup and customer service offerings, the contractual structure was to consist of a traditional concession model through which the successful proposer would be responsible for all costs associated with the operation, and would pay GMIA a percentage of gross receipts.

The projected revenue forecast for partial year 2018 is \$100,000, and in subsequent years, approximately \$225,000.

Under administration by the Milwaukee County Department of Administrative Services - Procurement Division, GMIA solicited proposals from qualified firms for the operation of a curbside valet parking service at GMIA (Official Notice No. 98170001). The

successful proposer will be awarded an Agreement with Milwaukee County for a term of three (3) years with an option for two (2) additional one (1) year periods. GMIA advertised the RFP in several publications including Milwaukee County Procurement and General Mitchell International Airport websites. Solicitations for proposals were also placed on the websites of two of the largest airport industry professional organizations: American Association of Airport Executives and Airport Council International North America.

A total of two (2) proposals were received. A panel of three (3) GMIA Managers performed independent evaluations of the proposals based upon criteria included in the RFP. The evaluation panel selected the contractor with the highest score and recommend that the Agreement be awarded to Interflight Parking Company, LLC.

Interflight Parking Company, LLC. is headquartered in Milwaukee, Wisconsin. As part of the award, Interflight has also committed to utilizing the services of local Disadvantaged Business Enterprise (DBE) firms through car grooming, cleaning and janitorial, striping services and consumable supplies. The inclusion will represent a DBE participation in the amount of Seventeen percent (17%) throughout this agreement.

RECOMMENDATION

GMIA recommends that Milwaukee County enter into an agreement with Interflight Parking Company, LLC. to provide curbside valet parking services at GMIA for an initial term of a three (3) years with an option for two (2) additional one (1) year periods.

FISCAL NOTE

There is no budgetary or fiscal impact to the property tax levy that results from approval for Milwaukee County to enter into the agreement with Interflight Parking Company, LLC.

Prepared by: Yul McNair, Deputy Airport Director-Business & Commercial Development

Approved by:



James H. Martin, Interim Director
Department of Transportation

CC: Chris Abele, Milwaukee County Executive
Raisa Koltun, Chief of Staff, Milwaukee County Executive's Office
Kelly Bablitch, Chief of Staff, County Board of Supervisors
Chuck Baker, Interim Deputy Airport Director, Finance & Administration
Jonathan Schatz, Fiscal and Budget Analyst, DAS-PSB