

**OVERALL THREE YEAR GOAL FOR NON-CAR RENTAL CONCESSIONS**

The Northwest Arkansas Regional Airport’s overall goal for non-car rental concessions October 1, 2018 and ending September 30, 2021 is the following: The concession opportunities anticipated during the goal period are in the following areas: 1.) Advertising 2.) Food and Beverage 3.) Retail 4.) Shoe Shine 5.) ATM Services 6.) Massage Chairs 7.) Shuttle Services 8.) Massage Salon 9.) Parking Management 10.) Vending Services 11.) florist.

**Market Area:**

The market area that serves the Northwest Arkansas Regional Airport in concession contracts or those seeking concession contracts in the state of Arkansas.

**Step 1. Analysis: Development of Goal:**

The actual relative availability of ACDBE companies is based on companies certified by the Arkansas State Highway and Transportation Department. All firms are based on Census Bureau Data, and proximity to the market area. The base figure was determined by dividing the total ACDBE firms by the total of all firms.

NAICS Code	Type of Work	Total ACDBE’s	All Firms
4531	Florist	0	1643
81219	Massage Salons	0	1281
541850	Display Advertising	1	293
812930	Parking Management	0	1281
722511	Full Service Restaurant	2	1101
453220	Gift, Novelty, Souvenir Stores (Retail)	2	881
48532	Limo/ Shuttle Service	0	169
4542	Massage Chairs	0	3097
4542	ATM Services	0	3097
4542	Vending	0	3097
8122990	Shoeshine	1	3611
	Total	6	19551

The estimated average budgeted gross receipts is \$6,426,576

**Step 2. Adjustment**

Due to the limited number of certified ACDBE’s and the lack of past participation, the airport determined an adjustment was needed for the base figure in order to arrive at the overall goal. The chart below provides past participation.

<b>Past Participation</b>	<b>Goal</b>	<b>Percent Achieved</b>
2015	0.5%	0%
2016	0.5%	0%
2017	0.5%	0%
Median ACBDE Participation	0.5%	0%

Median ACDBE past participation + step one ACBDE availability.

Step two calculation  $0 + .01\%$  divided by 2 = .001%

This figure was weighted to 0.3% to reflect the potential for possible new concession opportunities at the airport over the next three year period.

There could be several concession opportunities for an ACDBE company currently not certified by the state of Arkansas over the next three years. There are currently only a limited certified ACDBE companies in the state of Arkansas that fall under the type of work based on non-car rental concessions.

**The Northwest Arkansas Regional Airport proposes an overall goal of 0.3% for concessions for Fiscal Year 2018-2021.**

#### **UTILIZATION OF RACE NEUTRAL AND RACE CONSCIOUS METHODS**

##### **A. Race-Neutral Methods**

Based on the analysis for the 2018-2021, the airport will meet the maximum feasible portion of its overall goal by using race-neutral means. The Northwest Arkansas Regional Airport has determined based on current market conditions and future concession opportunities to maintain 0.3 % participation through race-neutral measures.

##### **B. Race-Conscious Methods**

The Northwest Arkansas Regional Airport estimates that it will obtain 0.3%, and 0.00% through race-conscious measures. If there is change in the market conditions or if the airport projects that race-neutral measures, standing alone, are no longer sufficient to meet the overall goal; race-conscious measures will be implemented to accomplish the remaining goal balance.

#### **INTERIM REPORTING**

If a new concession opportunity with estimated gross receipts of \$200,000 or greater arises during the submitted goal period, the airport will submit an appropriate adjustment to the FAA for approval at least six months in advance before executing the concession agreement. The airport will review the goals on an annual basis to ensure no adjustments need to be made to the overall goal.

#### **OVERALL THREE YEAR GOAL FOR CAR RENTAL CONCESSIONS**

The Northwest Arkansas Regional Airport's overall goal for car rental concessions October 1, 2018 and ending September 30, 2021 is the following: 0%. There are no new anticipated opportunities for the

upcoming Federal Fiscal years 2018-2021. The goods and services opportunities anticipated during this goal period are in the following areas: 1.) automotive repair and maintenance, 2.) new and used car dealers, 3.) rental and leasing services, and 4.) insurance agencies and brokerages 5.) parts 6.)body shop 7.)auto glass repair

**Market Area:**

The market area that serves the Northwest Arkansas Regional Airport in car rental contracts or those seeking concession contracts are in the state of Arkansas.

**Step 1. Analysis: Development of Goal:**

The actual relative availability of ACDBE companies is based on companies certified by the Little Rock National Airport in coordination with the Arkansas State Highway and Transportation Department. All firms are based on Census Bureau Data, and proximity to the market area. The base figure was determined by dividing the total ACDBE firms by the total of all firms.

NAICS CODE	TYPE OF WORK	TOTAL ACDBE'S	ALL FIRMS
441310	Parts	0	517
811111	Automotive Repair and Maintenance	0	455
811121	Body Shop	0	455
811122	Auto Glass Repair	0	455
4411	New and used car dealers	0	517
532	Rental and Leasing services	0	189
524210	Insurance Agencies and Brokerages	1	377
	Total	1	2965

The estimated average budgeted gross receipts is \$20,780,164.73

**Step 2. Adjustment**

Due to the limited number of certified ACDBE's and the lack of past participation, the airport determined an adjustment was needed for the base figure in order to arrive at the overall goal. From 2015-2017, an average goal of 0 % was indicated for all car rental concession activities. The chart below provides past participation.

Past Participation	Goal	Percent Achieved
2015	0.0%	0%
2016	0.0%	0%
2017	0.0%	0%

Median ACBDE Participation		0%
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Median ACDBE past participation + step one ACDBE availability.

Step two calculation  $0 + .0\%$  divided by 2 =  $.001\%$

Due to lack of certified ACDBE companies for car rental concessions in the state of Arkansas, the Northwest Arkansas Regional Airport will submit a goal of 0% based on past and present availability.

**The Northwest Arkansas Regional Airport proposes an overall goal of 0.0% for concessions for Fiscal Year 2018-2021.**

## UTILIZATION OF RACE NEUTRAL AND RACE CONSCIOUS METHODS

### A. Race-Neutral Methods

The Northwest Arkansas Regional Airport will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACBDE participation. The airport has determined based on current market conditions and future car rental concession opportunities to maintain 0.0% participation through race-neutral measures.

### B. Race-Conscious Methods

The Northwest Arkansas Regional Airport estimates that it will obtain 0.0%, and 0.00% through race-conscious measures. If there is change in the market conditions or if the airport projects that race-neutral measures, standing alone, are no longer sufficient to meet the overall goal; race-conscious measures will be implemented to accomplish the remaining goal balance.

## INTERIM REPORTING

If a new car rental concession opportunity with estimated gross receipts of \$200,000 or greater arises during the submitted goal period, the airport will submit an appropriate adjustment to the FAA for approval at least six months in advance before executing the concession agreement. The airport will review the goals on an annual basis to ensure no adjustments need to be made to the overall goal. If any additional ACDBE companies become certified by the state of Arkansas for the type of work designated for a car rental concession, an adjusted may be submitted for review.

## CONSULTATION WITH STAKEHOLDERS

Prior to submitting this goal to the FAA, the airport consulted with the following stakeholders:

A meeting was held to allow stakeholders and interested parties an opportunity to discuss the updated goals. The purpose of the meeting was to inform the attendees of the updated goals, and receive feedback about the goal setting process.

Any new responses or comments received after the goal program is adopted will be forwarded to the FAA for review.

## NOTIFICATION OF ACDBE GOALS

The goals will be posted on [www.flyxna.com](http://www.flyxna.com), and any comments forwarded to the FAA Regional Civil Rights Office.