



ASCEND ABQ

ELEVATING
LOCAL
BUSINESSES



PROGRAM
OVERVIEW



ABOUT ASCEND ABQ

At Albuquerque International Sunport (ABQ or the Sunport), our Ascend ABQ program is dedicated to enhancing the variety of food, beverage, and retail choices available. Our main goal is to feature unique and culturally significant products and services offered by small businesses looking to expand in the airport environment. Ascend ABQ is primarily an exclusive retail program, but it is also open to considering retail concepts that offer pre-packaged and pre-prepared food.

The Ascend ABQ program provides evolving and established small businesses with a short-term, low-risk leasing option for operating a Retail Merchandising Unit (RMU). This is designed to offer affordable and reachable opportunities for these businesses to enter the airport concessions industry. Participating in the Ascend ABQ program offers concessionaires a unique opportunity to market their company, brand, and products to a large audience of thousands of travelers. Additionally, they will gain the chance to network with a diverse group of business owners in the airport industry. This networking can open doors for expanding their business into other US airports, increasing ecommerce sales, and establishing wholesale accounts with other concessionaires. We strongly encourage and support the involvement of local, regional, and minority-owned businesses in this program.

LEASING TERMS AND CONDITIONS

Under the Ascend ABQ Program, chosen participants are required to sign an Ascend ABQ Operating Agreement (referred to as "the Agreement"). This Agreement specifies the leasing terms and operating conditions that each Participant must follow, including all the leasing and financial obligations related to the RMU.

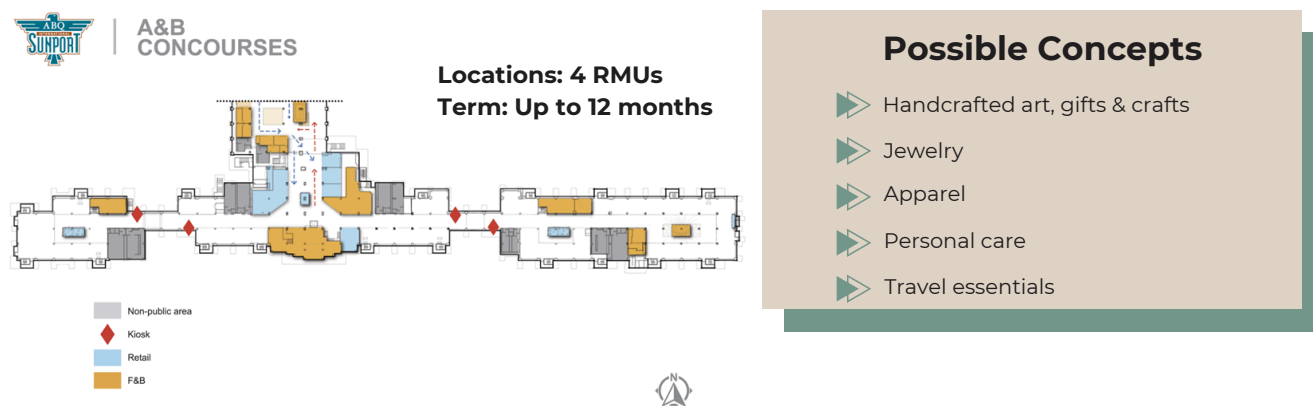
The lease has a minimum duration of three (3) months and can last up to a maximum of twelve (12) months. Ascend ABQ program participation is designed to be an internship, with concessionaires selected annually. Existing concessionaires and new applicants are evaluated annually, with a new class of concessionaires selected for each annual program run.

LOCATION OF RETAIL MERCHANDISE UNITS (RMU)

The Ascend ABQ program features nine (9) concessionaires, assigned to the six (6) RMUs located throughout the airport. These units are in sync with the new Dream of Flight architectural design and branding. Notably, they are engineered to be versatile, allowing assembly in various configurations to suit a wide range of retail or service concessionaire concepts.

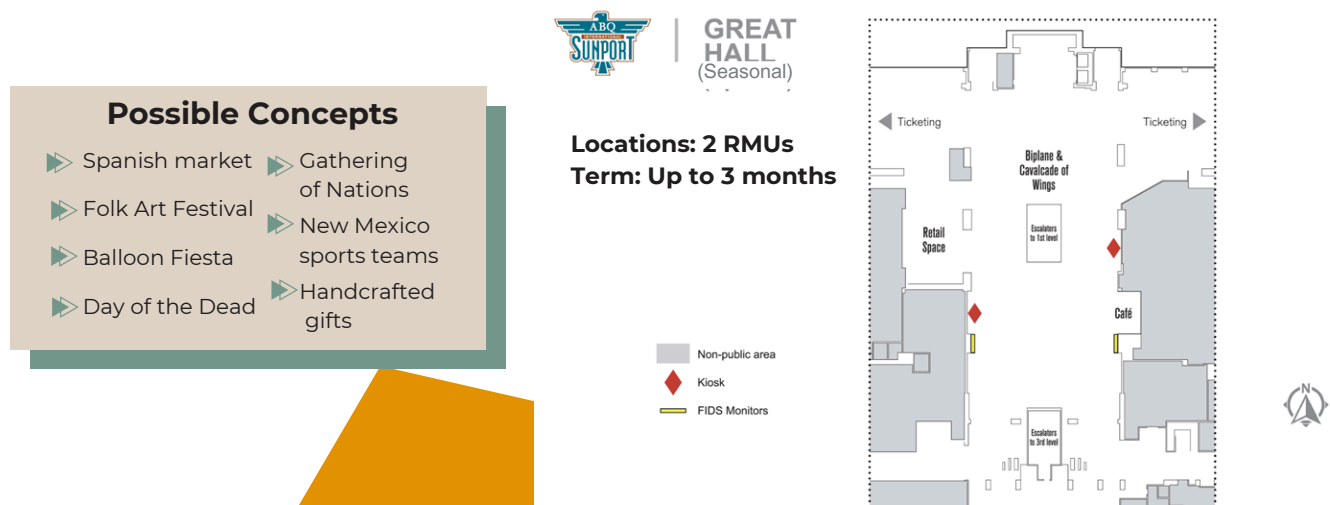
RMUs will be strategically positioned in high-visibility areas throughout the Sunport creating an opportunity to offer a seamless shopping experience.

Post-Security Locations



Two (2) RMUs will be assigned to Ascend ABQ participants who are seeking to offer seasonal merchandise in the Great Hall. These units will be leased for up to a three (3) month period to ensure rotation of concepts and availability to the local community.

Great Hall Locations



APPLICATION PROCESS

If you're a vendor looking to participate in the Ascend ABQ program, you can submit your application online at the following link: <https://abqsunportbiz.com/ascend/>



It's important to note that this application is primarily for gathering information and does not guarantee a deal for an Ascend ABQ Operating Agreement with the applicant.

We recommend that applicants provide a business plan, colored images or a catalog of their merchandise, and any other relevant information that could aid in evaluating their suitability for the program.

We are now accepting applications for the Ascend ABQ Concessionaire Class of 2025. Submit your application by November 1, 2024 to be considered for interviews for our Spring 2025 program. Applications received after this date will be reviewed for future program starts.

Applicants will be contracted by the program management firm, for a full application review. Qualified applicants will be scheduled for an onsite business review, and if qualifications are maintained, applicants will be invited to an in-person interview.

Disqualified applicants will be invited to attend a business outreach event, which will coach applicants on how to prepare for the next recruitment campaign in 2026, or be listed as a back up concessionaire for future openings.



OPERATING AGREEMENT INVESTMENT REQUIREMENTS

Qualified applicants should be prepared to finance the following list of items, which all make up the operating agreement term contract: Financial assistance referrals to banks and small business leading firms is available upon request.

- **Operating Capital** – Cash reserves to run your airport business for the first three months covering business needs such as payroll, product inventory, product purchases, insurance, transportation and rent fees.
- **Security Deposit** - An advance payment due at operating agreement execution averages two months' rent, calculated using sales projections.
- **Rent Payments** - Rent on average can be 10% of gross sales and is paid the following month on the 15th of the month. Rent fees can be higher if your business has sales exceeding \$500K annual sales projection.
- **Merchandising Fee** – An initial payment of \$1K covers store signage, product planogram assistance and initial store merchandise set up.
- **Distribution Fee** – Estimated to be \$208 a month. This fee funds warehouse, freight delivery and trash removal service.

Applications are welcomed on an ongoing basis. *Please check the website for updates as dates are subject to change.

CONTACT US

For more Ascend ABQ program information, log onto <https://abqsunportbiz.com/ascend/>

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