

# Jackson Municipal Airport Authority

## FY 2025-2027 Airport Concession DBE Goal Methodology (Non-Car rental Concessions) for



**Jackson, MS**

**With Assistance From**



**Ken Weeden & Associates, Inc.**

**October 2024**

**METHODOLOGY** for Establishing the FY 2025 – FY 2027 Airport Concession Disadvantaged Business Enterprise (ACDBE) Goal for:

**Jackson-Medgar Wiley Evers International Airport, Jackson, MS (49 CFR Part 23)**

In fulfillment of the requirements of 49 CFR Part 23, the Jackson Municipal Airport Authority (“JMAA”) has developed a proposed Overall Goal for FY 2025 – FY 2027 for Non-car rental concessions at Jackson-Medgar Wiley Evers International Airport.

**General Information:**

Airport Sponsor: **Jackson Municipal Airport Authority**

Airport: **Jackson-Medgar Wiley Evers International Airport**

DBELO: Veronica Christmas  
Director of Disadvantaged Business Enterprise (DBE)  
100 International Dr.  
Jackson, MS 39208  
[vchristmas@jmaa.com](mailto:vchristmas@jmaa.com)

**I. Amount of Goal**

The Jackson-Medgar Wiley Evers International Airport’s overall non-car rental goal for the period beginning October 1, 2024, and ending September 30, 2027, is the following:

Overall Goal:	<b><u>15.56%</u></b>
Race-Neutral:	<b><u>9.73%</u></b>
Race-Conscious:	<b><u>5.83%</u></b>

The goal is based on the total gross receipts for concessions at the Airport. 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.

There **are** new non-car rental concession opportunities anticipated for this time period. These concession opportunities are Advertising, Banking (ATMs), Vending, and Retail. If additional non-car rental concession opportunities arise prior to the end of this goal period and the estimated average of annual gross revenues is anticipated to be \$200,000 or greater, the Airport will submit an appropriate adjustment to the overall goal. This will be submitted to the FAA for approval at least 90 days before issuing the solicitation for the new concession opportunity (23.45(i)).

**Table 1: List of Concessions**

<b>Concession Type</b>	<b>Company</b>	<b>ACDBE Goal</b>
Advertising	Clear Channel/Interspace	20%
Baggage Cart	Smarte Carte	0%
Banking (ATMs)	Liberty Bank	0%
Banking (ATMs)	Regions Bank	0%
Banking (ATMs)	Trustmark	0%
Shoeshine	Shoeshine Doctor	0%
Food & Beverage	Carolina Concessions	26%
Vending	Vending Machines	0%
Retail	Hudson News JV AJA Management	25%

Note: Concessions that are shaded have established concession-specific goals.

**A. Projected Concessions Opportunities: October 1, 2024 - September 30, 2027**

**Table 2: FY 2021- FY 2023 Gross Receipts**

<b>Fiscal Year</b>	<b>Gross Receipts</b>
FY 2021	\$1,540,639
FY 2022	\$2,610,644
FY 2023	\$5,533,650
<b>Total</b>	<b>\$9,684,933</b>

The Concession revenue opportunity for the 3 years is based on the gross receipts for FY 2023. FY 2023 gross receipts at Jackson-Medgar Wiley Evers International Airport was **\$5,533,650**. FY 2025 through FY 2027 gross receipts are expected to increase by 3% each year. The projected gross receipts for FY 2025 through FY 2027 is **\$17,617,078**

**Table 3: FY 2025 – FY 2027 Projected Gross Receipts**

<b>Fiscal Year</b>	<b>Gross Receipts</b>
FY 2025	\$5,699,660
FY 2026	\$5,870,649
FY 2027	\$6,046,769
<b>Total</b>	<b>\$17,617,078</b>

**B. Determination of Market area**

The market area is defined by the geographical area in which the substantial majority of firms that seek to do concessions business with the airport are located and the geographical area in which the firms that receive the substantial majority of concessions-related revenues are located.

Based upon this definition and information available to the Airport, the market area for News/Gifts, Airport Advertising, Food & Beverage, and Baggage Carts is Nationwide, while all other concessions are within the state of Mississippi.

**Table 4: Non-Car Rental Market Area**

<b>Type of Concession</b>	<b>Company</b>	<b>State</b>	<b>Nationwide</b>
<b>News/Gifts*</b>	<b>Hudson News</b>		<b>National</b>
<b>Food Service*</b>	<b>Carolina Concessions</b>		<b>National</b>
<b>Personal Services - Baggage Cart*</b>	<b>Smarte Carte</b>		<b>National</b>
<b>Airport Advertising*</b>	<b>Clear Channel/Interspace</b>		<b>National</b>
Personal Services	Shoeshine Doctor	MS	
Banking (ATMs)	Liberty Trust	MS	
Banking (ATMs)	Trustmark	MS	
Banking (ATMs)	Regions Bank	MS	
Vending	Vending Machine	MS	

Items in bold with an asterisk are based on a nationwide search

**II. Methodology used to Calculate Overall Goal**

**A. Goods and Services**

The Airport can meet the percentage goal by including the purchase of goods and services used in business at the Airport from ACDBEs. The dollar value from purchases of goods and services from ACDBEs may be added to the numerator, and the dollar value from purchases of goods and services from all firms (ACDBEs and non-ACDBEs) may be added to the denominator.

**B.** The Airport can meet the percentage goal by including any business operated through a management contract or subcontract with an ACDBE. The 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 Airport’s 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.

**C. Step 1: 23:51(c)**

The Airport determined the base figure for the relative availability of non-car rental ACDBEs. The base figure was calculated as follows:

The Step 1 DBE Base Figure was determined by dividing the number of potential ACDBE firms available by the total number of firms available to determine the relative availability of ACDBEs as indicated in **Table 5** below.

**Table 5: Determination of Relative Availability of ACDBEs**

NAICS	Concession Type	Potential ACDBE Firms	All Firms	Availability	FY 25-27 Projected Gross receipts	ACDBE Dollars
<b>453220</b>	<b>News and Gifts*</b>	<b>227</b>	<b>19220</b>	<b>0.0%</b>	<b>\$8,428,560</b>	<b>\$99,546</b>
522110	ATM – Liberty Trust	0	162	0.0%	\$3,709	\$0
522110	ATM – Trustmark	0	162	0.0%	\$3,709	\$0
522110	ATM – Regions Bank	0	162	0.0%	\$3,709	\$0
<b>541850</b>	<b>Advertising*</b>	<b>55</b>	<b>2549</b>	<b>2.2%</b>	<b>\$640,291</b>	<b>\$13,816</b>
454210	Vending	0	31	0.00%	\$39,564	\$0
<b>Total</b>					<b>\$9,119,875</b>	<b>\$113,362</b>
<b>Step 1</b>						<b>1.24%</b>

Items in bold with an asterisk are based on a nationwide search

Sources: 1. Mississippi UCP DBE Directory, September 2024  
2. 2022 County Business Patterns, US Census Bureau.

**D. Step 2: 23.51(d)**

After calculating a base figure of the relative availability of ACDBEs, the Airport examined evidence to determine whether or not the base figure needs to be adjusted in order to arrive at the overall goal.

The data used to determine the adjustment to the base figure was:

- Past participation** – The Airport evaluated the current capacity of ACDBEs to perform work in non-car rental concessions programs by measuring the volume of work ACDBEs have performed in the past. Notice the previous accomplishments in the table below.

**Table 5: Jackson-Medgar Wiley Evers International Airport ACDBE Accomplishments FY 2021 - FY 2023**

<b>Fiscal Year</b>	<b>Goal</b>	<b>Accomplishment</b>	<b>Over/Under</b>
FY 2021	24.05%	29.88%	5.83%
FY 2022	24.05%	25.00%	.95%
FY 2023	24.25%	53.47%	29.22%
<b>Median</b>		<b>29.88%</b>	<b>5.83%</b>

Source: ACDBE Accomplishment Reports, Jackson-Medgar Wiley Evers International Airport

**E. Adjustment of the Step 1 Base Figure**

The Airport will adjust the base figure using past participation by ACDBEs indicated in Table 5. The Airport adjusted the Step 1 ACDBE base figure of 1.25% by averaging it with the median ACDBE accomplishment of 29.88% which results in an adjusted overall goal of **15.56%**.

**III. Consultation with Stakeholders (23.43)**

As a recipient of federal funds, the Airport is required to consult with stakeholders prior to the submission of its ACDBE goals.

Before establishing the ACDBE non-car rental goal, the Airport consulted with stakeholders in its concession program to obtain information concerning the availability of disadvantaged and non-disadvantaged businesses, the effects of discrimination on opportunities for ACDBEs, and the Airport’s efforts to establish a level playing field for the participation of ACDBEs.

The Airport held a public meeting on **October 4th, 2024**, where stakeholders were given an overview of both the non-car rental ACDBE program and the car rental ACDBE program and allowed to comment on the goal methodologies of both. A summary of the meeting, as well as comments and the attendee list, are included herein as **Appendix A**.

**Breakout of Estimated Race-Neutral & Race-Conscious Participation**  
**Section 23.51**

The Airport will meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. The Airport will use the race-neutral measures listed below to increase ACDBE participation. The Airport understands that it will be expected to actually take these steps, and this is not merely a paper exercise.

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

The Airport proposes a race-conscious goal of 9.73% and a race-neutral goal of 5.83%, for a total of 15.56%. The reason for this projected split is the median amount the Airport over-achieved its goals as indicated in Table 5 is 5.83%.

If the Airport projects that race-neutral measures, standing alone, are not sufficient to meet an overall goal, it will use the following race-conscious measures to meet the overall goal:

1. Establish concession-specific goals for particular concession opportunities;
2. Negotiate with potential concessionaires to include ACDBE participation through direct ownership arrangements or measures, in the operation of the concession; and
3. Utilize, with prior FAA approval, other methods that take a competitor's ability to provide ACDBE participation into account in awarding a concession.

To ensure that the ACDBE program will be narrowly tailored to overcome the effects of discrimination if the Airport uses concession-specific goals, it will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation (see 26.51(f)) and the Airport 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 goals; 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.

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

**Resources: Jackson-Medgar Wiley Evers International Airport FY 2025 - 2027 Airport Concession DBE Program Methodology (Non-Car rental Concessions)**

**Resource Documents:**

1. Uniform Report of ACDBE Participation.
2. Mississippi UCP DBE Directory, September 2024.

## Appendix A

### Jackson Municipal Airport Authority – Web Conference October 4th, 2024 – 11:00 a.m. CT

**Summary of Meeting:** Kenneth Weeden, Wilfred Nixon, and Stephania Pierre of Ken Weeden & Associates, gave a PowerPoint presentation that covered and explained the following:

- Background, purpose, and goal requirements of the FAA-ACDBE program.
- Overview of the ACDBE goal methodology and basic requirements, such as the use of most refined data, identification of a normal market area, and employment of a two-step process in establishing the overall 3-year DBE goals.
- Calculation of the base-figure goal (step 1), and adjusted goal (step 2), through “weighting” and consideration of indicators of “capacity”.

### Stakeholder Meeting - Actual Attendee List

First Name	Last Name	Company/Organization
Rosa	Beckett	Jackson Municipal Airport Authority
Kimberly	Carlisle	Jackson Municipal Airport Authority
Elshad	Garayev	Jackson Municipal Airport Authority
Veronica	Christmas	Jackson Municipal Airport Authority
Patrick	Minor	Jackson Municipal Airport Authority
Samuel	Washington	Jackson Municipal Airport Authority
Eric	Williams	Jackson Municipal Airport Authority
Jerone	Benjamin	Jackson Municipal Airport Authority
L’Sherie	Dean	Jackson Municipal Airport Authority
Eric	Stewart	Jackson Municipal Airport Authority
Joyce	Tillman	Jackson Municipal Airport Authority
Christina	Bery	Sippsi Good Tea
Andrew	Jenkins	AJA Management
Amber	Draughn	SCA MS
Larry	Davis	Systems DBE Supportive Services
Ronnie	Nowlin	Carolina Concessions
Sandra	Sims	Carolina Concessions
Carol	Harris	Mississippi.org
Richard	Bradley	PDT Logistics
Jasmine	Dishmond	Carolina Concessions
Tomonique	Marion	Integrates Management Services
DeJonette	King	Advanced Enviro Consultant

Trevell	Dixon	Jackson Municipal Airport Authority
Kenneth	Wells	Challenge Innovation Technology
Portia	Pearson	W & P LLC
Kenneth	Mcbride	Byrd Nest Lawn Services LLC
Jamie	Shines	IMS Engineers
Kenneth	Weeden	Ken Weeden & Associates
Wilfred	Nixon	Ken Weeden & Associates
Stephania	Pierre	Ken Weeden & Associates

### Stakeholder Meeting - RSVP List

First Name	Last Name	Company/Organization
Patrick	Minor	Jackson Municipal Airport Authority
Rosa	Beckett	Jackson Municipal Airport Authority
Maurice	Kennedy	Jackson Municipal Airport Authority
Trevell	Dixon	Jackson Municipal Airport Authority
Eric	Williams	Jackson Municipal Airport Authority
Maurice	Kennedy	Jackson Municipal Airport Authority
Elshad	Garayev	Jackson Municipal Airport Authority
LSherie	Dean	Jackson Municipal Airport Authority
Joyce	Tillman	Jackson Municipal Airport Authority
Kimberly	Carlisle	Jackson Municipal Airport Authority
Eric	Stewart	Jackson Municipal Airport Authority
Jerone	Benjamin	Jackson Municipal Airport Authority
Ms V	Christmas	Jackson Municipal Airport Authority
Tonya	Coakley	Jackson Municipal Airport Authority
Jasmine	Dishmon	Carolina Concessions
Amber	Draughn	Systems Consultants Associates
Richard	Bradley	PDT Logistics, LLC
Julia	Nobles-Evans	Evans Landscape Inds.
Larry	Davis	Systems DBE Supportive Services
Ronnie	Nowlin	Carolina concessions
Kenneth	Wells	Challenge Innovation Technology
Kamau	Sankofa	WriteComm and Bakari Group LLC.
Andrew	Jenkins	AJA Management & Technical Services, Inc.
Jason	baker	con south inc
Kenneth	McBride	Hudson News/Avolta
Sandra	Sims	Carolina Concession, LLC
LaVa	Darby	Darby Enterprise Global Solutions

DeJonnette	King	Advanced Environmental Consultants, Inc.
Kenneth	Byrd	Byrd Nest Lawn Service LLC
Rickey	Jones	JSU
Foster	Ellis, Jr.	F. Ellis, Jr. & Company
Vic	Sexton	City of Jackson
Gregory	Bell	Construction
JAMIE	Shines	IMS Engineers
Tim	Walker	GSW Enterprise, Inc
Portia	Pearson	W & P LLC
Samuel	Washington	Jackson Municipal Airport Authority
Lela	Hubbard	Donelson Enterprises, LLC
Christina	Berry	Sippi Good Tea
Carol	Harris	MS Development Authority
Pharen	Nelson, Ph. D	Learning Zone, Inc
Tomonique	Marion	Integrates Management Services
Jason	Baker	Con south inc

### **Comments/Questions**

1. **Why is the lease period for non-car rentals, specifically cart and food and beverage a 10-year lease? Non-airport retail leases are 3- 5 years?**
  - Traditionally, retail leases were five (5) years, because the FAA has a clause, something that's called LTE, long-term exclusive leases, and long-term was considered five years unless a concession received special permission to have a lease period longer than five years. However, over the years, there have always been complaints and concerns that this was not enough to recover investments and the initial capitalization investment costs of getting into an airport. So as of May 9th of 2024, the new federal regulations, long-term was considered long-term has been extended to 10 years; this would be considered like a normal term now, beginning as of May 9th.
  
2. **Are the existing food/beverage/cart concessionaires prime ACDBEs or are they a certified ACDBE sub to a prime? My question stems from the opportunity for an ACDBE to participate as a concessionaire.**
  - The prime concessionaire for Jackson, and fortunate for them, is an ACDBE. The primary concessionaire contract for affluent beverages at JMA is a certified ACDBE that's based in South Carolina. They also are the primary concessionaire for Columbia, South Carolina Airport, and Jackson, Mississippi Airport. They happen to be an ACDBE So there may be opportunities to revise some lists of services. You can be an ACDBE supplier to a prime. if that concessionaire company, whether car rentals or food and beverages or retail, if you have a service or something that they can use, then you can try and sell service to them and get certified and the participation counts.

3. **In establishing the geographical area for the goal, how did you arrive at the state of Mississippi without considering any surrounding states?**
  - Well, what we did is we're proposing that you have to be certified by the Mississippi UCP. Most likely firms that will participate will be more local, however, that doesn't exclude surrounding states. To participate, you would first need to be certified in your JOC (Past named "Homestate") and then proceed to the interstate certification process to be certified in Mississippi.
  
4. **What contracts or projects are available for DBE-certified businesses at this airport?**
  - We have two projects that we're working on right now for ACDBE. The first is the JAN, the Jackson International Airport Vending Machines project, We're still developing the solicitation for that one, so we don't have a first advertisement date. The second one that we have for ACDBE is the Terminal advertising program. We've already had the first advertisement for that, but we've also postponed the bid opening.
  
5. **How long does the DBE certification process take?**
  - Currently, the Mississippi Department of Transportation is the lead agency for the UCP. JMAA has partnered with MDOT in certifying applications. Vendors have the opportunity to either go directly through MDOT for certification or they can submit their information via JMAA's portal. All applications are reviewed by the certification committee with MDOT. Although we don't have the exact timeline, MDOT and JMAA are following the FAA guidelines once there's a completed application and a visit (on-site or virtual) is conducted.
  
6. **How can interested businesses be kept informed on opportunities at Jackson Municipal Airport Authority?**
  - There are several avenues: [www.JMAABids.com](http://www.JMAABids.com) as well as JMAA's main website, JMAA.COM. The procurement tab of JMAA's website consists of information about upcoming projects that are taking place at the airport.