

# Airport Dining and Retail (ADR) Tenant Marketing Fund and Airport Development Fund Authorization

Commission

9/24/19

# Tenant Marketing Fund

The Tenant Marketing fund supports a variety of activities that enhance the customer experience at the airport.

- Marketing and Advertising for ADR Tenants
- In-Terminal Entertainment and ADR Events
- Airport Music Program (Co-Sponsored)
- Mobile Ordering and Delivery Application
- Quality Assurance Program for ADR Tenants
- Ad Hoc Expenditures

# Marketing and Advertising



eat, shop & more

# In-Terminal and Cultural Events



# Music Program



# Mobile Ordering App



# Quality Assurance (Mystery Shopper)



# Ad Hoc Expenditures

- Photographer for Award Submittals (ACI, AXN, AMAC, etc.)
- Rental of pipe and drape, table, chairs, and stage for special events and grand openings (Central Terminal Opening, Native American Event, etc.)
- Purchase of promotional items
- Maintenance of digital directories