

Will Rogers World Airport

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Specialty Retail Opportunities in New Terminal at Will Rogers World Airport

OKLAHOMA CITY – Now that work on the Will Rogers World Airport expansion project is underway, the Oklahoma City Airport Trust will begin a search for qualified specialty retailers to operate in the new terminal. The goal will be to provide the traveling public with a range of interesting and creative retail stores. Nearly 4,000 square feet will be available for one or more businesses.

A public, informational, “Outreach Meeting” will be held Tuesday, February 12, 2002 at 10:00am in the VIP room on the 3rd floor of the Will Rogers terminal building.

The “Outreach Meeting” is open to national, regional and local businesses. Its purpose will be to explain to potential retailers the goals of the airport’s retail program, the benefits for a retailer operating in the airport, and how doing business in an airport differs from other locations. Those businesses interested can then respond to a Request For Proposals (RFP) that will be issued by the Oklahoma City Airport Trust February 20, 2002.

The airport hopes that Oklahoma businesses, including Disadvantaged Business Enterprises (DBEs), will take particular interest in attending the meeting. “We think that there

are several Oklahoma retailers that have never considered operating at the airport that could do very well,” says airport director Luther Trent. “Local or state businesses would provide a uniqueness to our airport and provide an Oklahoma identity to out-of state visitors. The retailers in turn would be able to tap into a new consumer market as well as gaining exposure locally and nationally.”

One of the goals set forth by the Trust and airport staff for the expansion project was to improve the concession and retail offerings at Will Rogers. Since then, the airport has been working with SI Partners, an airport concession consultant, to develop a concessions/retail program for Will Rogers World Airport. This specialty retail opportunity will be just one component of the entire program.