



# Port of Seattle Diversity in Contracting PortGen First Look: SEA Sparks Program – Specialty Retail Incubator Kiosks

Kelvin Dankwa, [dankwa.k@portseattle.org](mailto:dankwa.k@portseattle.org)  
Community Engagement & Training Program Specialist

Program to begin at 3:05PM  
February 18, 2026



## **Port of Seattle Diversity in Contracting**

### **Events**

#### **Presentation - SEA Sparks Program: Specialty Retail Incubator Kiosks**

1. ADR Program Overview
2. SEA Sparks Program
3. Specialty Retail Incubator Kiosks
4. RFI 26-6 & Writing RFI Response
5. Success Stories

### **Networking**

- Introductions (Company, Industry, Prime or Sub)

## **Purpose:**

### [Resolution 3836 \(8e. Resolution\)](#)

Advance equity and address contracting disparities by increasing the utilization of Women and Minority Business Enterprises, and other disadvantaged firms.

## **2025-2029 Five-year Policy Benchmarks:**

- Increase the amount of Port spend on WMBE contracts to 16%
- Increase the number of WMBE firms doing business with the Port to 500

# Tabor 100 Black Owned Business Showcase

**BLACK OWNED  
BUSINESS SHOWCASE**



◆ Free to Attend

Come join us to support, connect, and celebrate outstanding Black-owned businesses in our community as we honor Black History Month.



**FEB 25<sup>TH</sup>, 2026**

**12PM - 7PM**



**7100 FORT DENT WAY,  
SUITE 100  
TUKWILA, WA 98188**

BLACK HISTORY MONTH IS A TIME TO HONOR THE PROFOUND CONTRIBUTIONS, RESILIENCE, AND ACHIEVEMENTS OF BLACK INDIVIDUALS THROUGHOUT HISTORY. IT'S AN OPPORTUNITY TO REFLECT ON THE STRUGGLES OVERCOME, CELEBRATE THE RICH HERITAGE, AND RECOGNIZE THE ONGOING JOURNEY TOWARD EQUALITY AND JUSTICE. TOGETHER, LET'S AMPLIFY VOICES, STORIES, AND PROGRESS. **COME JOIN US!**

Are you a black owned business interested in hosting a free table?

[CLICK HERE](https://www.tabor100.org/eventscalendar/) or [Visit tabor100.org/eventscalendar/](https://www.tabor100.org/eventscalendar/)

Join Tabor to support, connect with, and celebrate amazing Black-owned businesses from our community. This showcase is a great opportunity to shop local, network, and learn more about the incredible work being done by Black entrepreneurs across our region.

**Date:** Wednesday, February 25<sup>th</sup>

**Time:** 12PM – 7PM

**Location:** Tabor 100

**Address:** 7100 Fort Dent Way, Suite 100, Tukwila, WA

**Cost:** FREE

If you're a Black business owner and want to showcase your business, [register to host table](#)

# SEA Sparks Program – Specialty Retail Incubator Kiosks

James Belle

Program Manager

Airport Dining and Retail

[belle.j@portseattle.org](mailto:belle.j@portseattle.org)

# 1

# ADR PROGRAM OVERVIEW

- WHAT IS ADR?
- ADR PRIORITIES
- ADR PROGRAMS



# Airport Dining & Retail Program

The Seattle International Airport (**SEA**) Dining & Retail Program (**ADR**) is the Port of Seattle's *long-term* initiative to expand, modernize, and diversify the restaurants, shops, and services available throughout the airport.

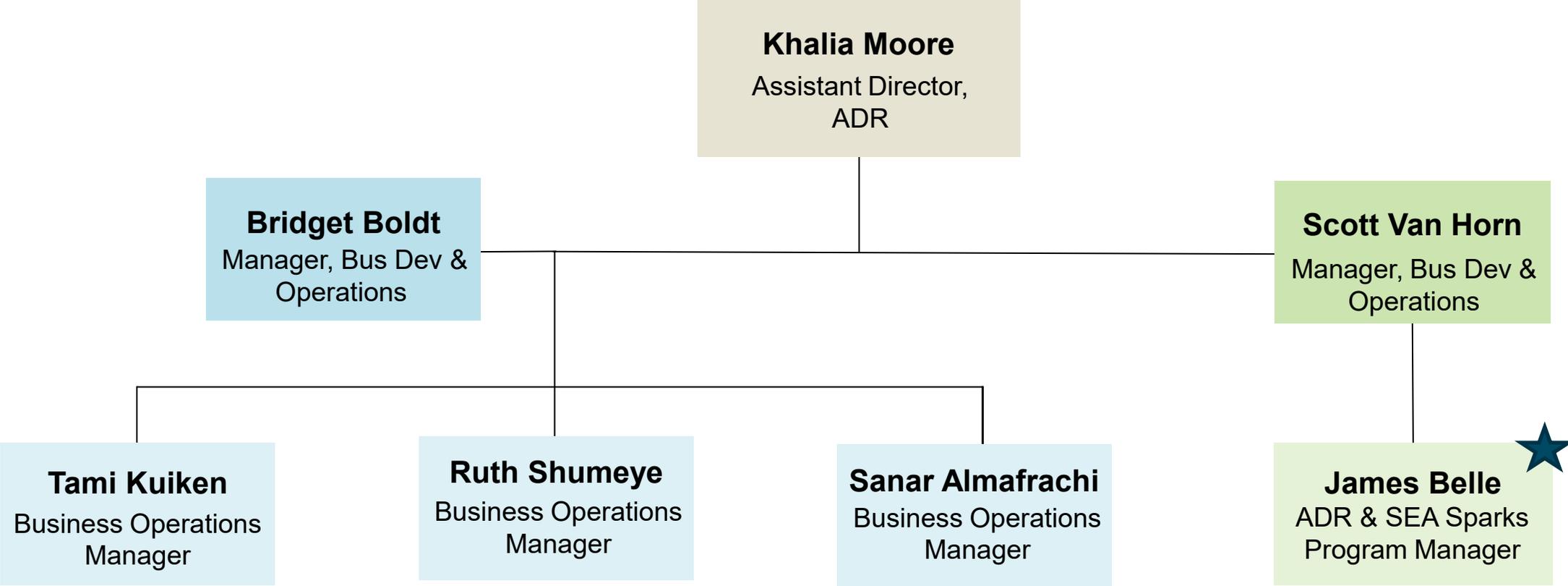
It is the strategy and program behind what travelers see when they sip, shop, and dine at SEA.



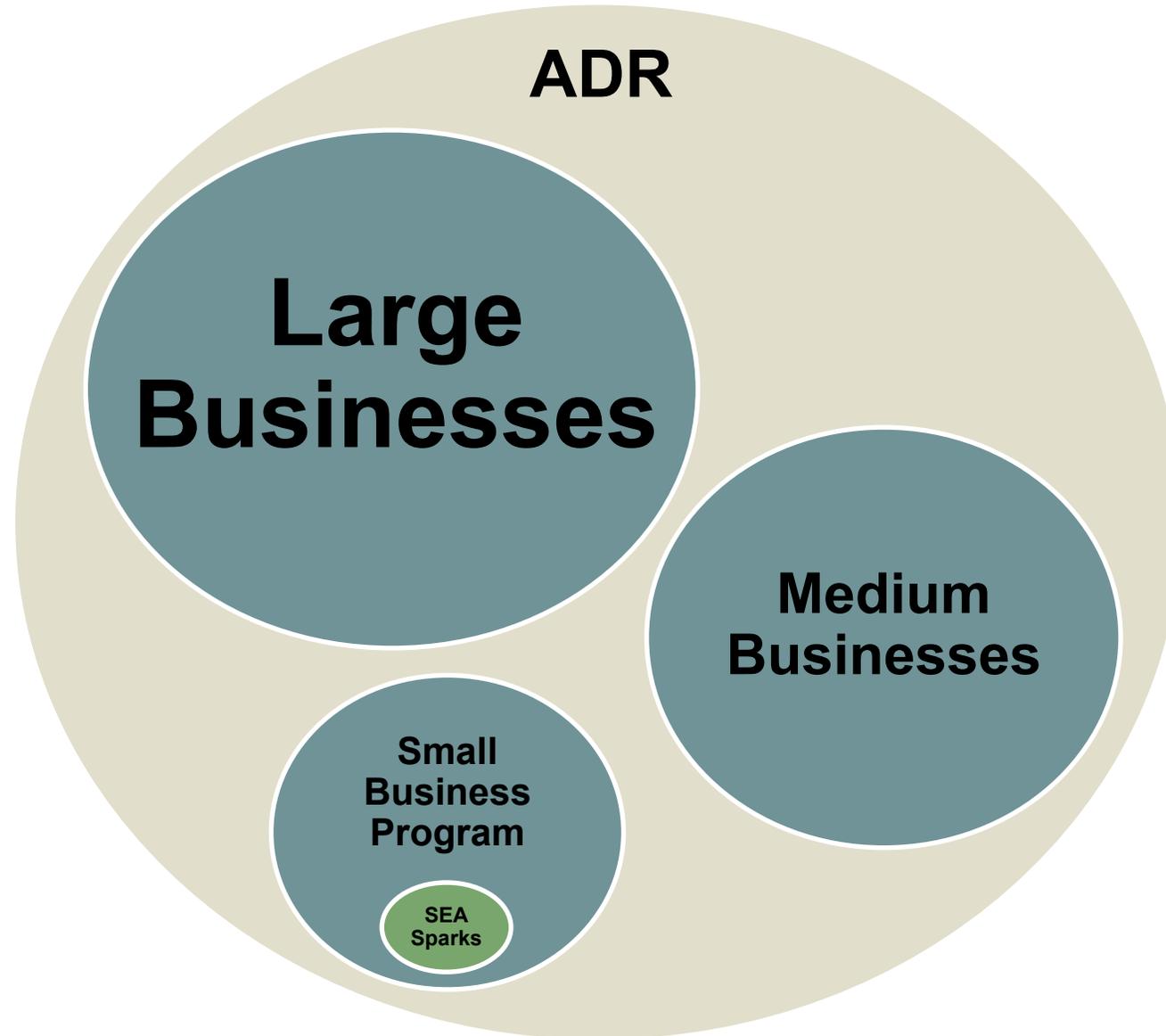
# ADR Program Priorities

- The program is a **multi-year redevelopment effort** focused on:
  - Increasing the number and variety of dining and retail options
  - Bringing in more **local Seattle brands** alongside national favorites
  - Expanding opportunities for **small, women-owned, and minority-owned businesses**
  - Modernizing concourses and improving the traveler experience
  - Keeping the airport competitive with other major U.S. hubs

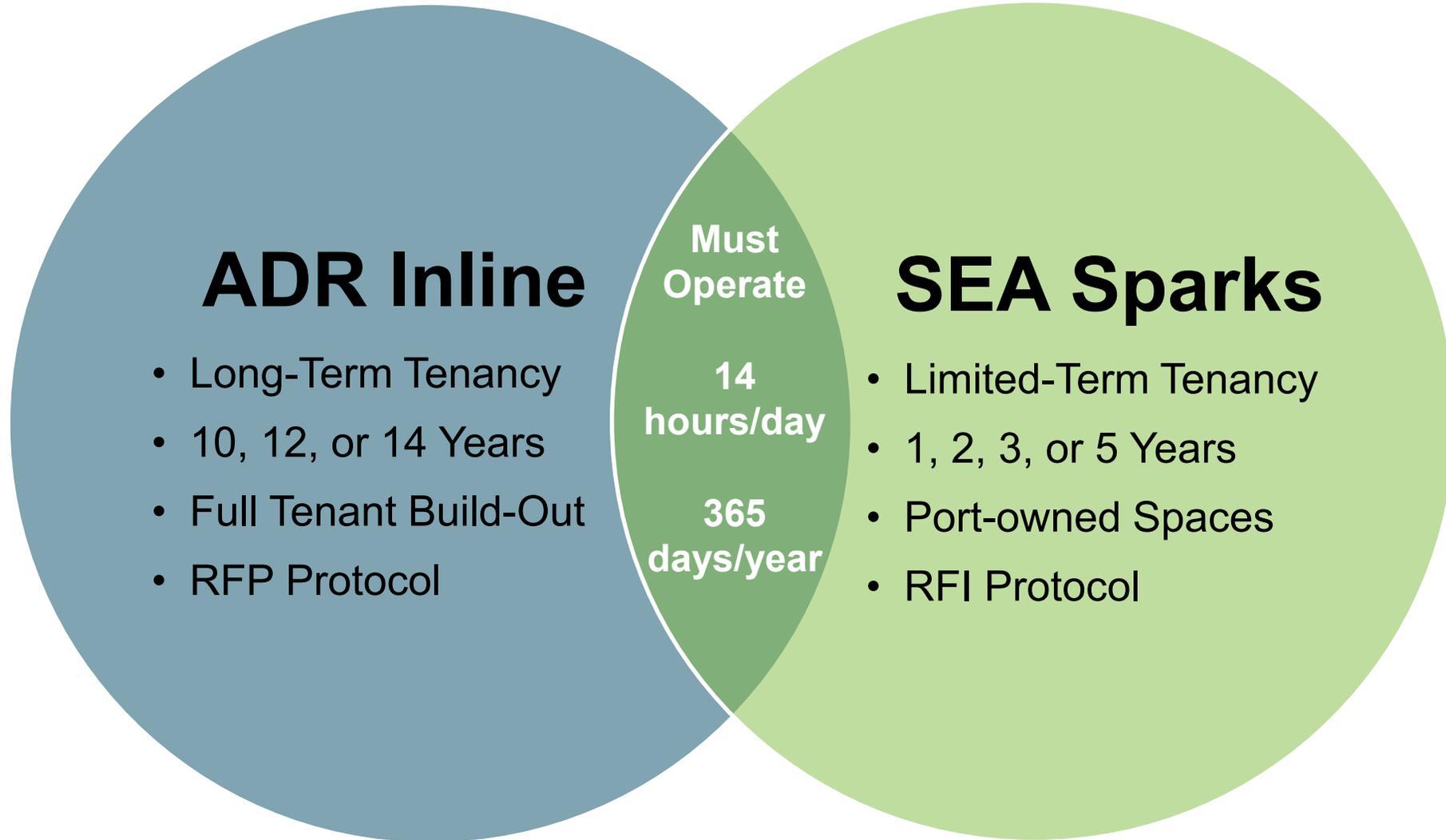
# Airport Dining & Retail Organization Chart



# ADR Programs



# ADR Inline vs SEA Sparks



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## SEA SPARKS PROGRAM

- ORIGINS
- CATEGORIES



# SEA Sparks

Incubate, Accelerate, Innovate

## OBJECTIVES

- Lower barriers to entry for micro businesses
  - Improve visibility of future ADR small business opportunities
  - Elevate cultural inclusion and amplify personalized storytelling
- *Limited-term* opportunities for micro concepts & small businesses
  - Reduced capital requirements vs full RFP build-out and operation

# SEA Sparks Categories

| Category                            | Spaces                | Initial Term | Max Term    | Next Due |
|-------------------------------------|-----------------------|--------------|-------------|----------|
| Kick-Starter Kiosk                  | 1                     | Six Months   | One Year    | 9/2026   |
| Specialty Retail Incubator Kiosk**  | 8<br>(6 for RFI 26-6) | One Year     | Two Years   | TOMORROW |
| Convenience Vending                 | 6                     | One Year     | Two Years   | 2027     |
| Food & Beverage                     | 4                     | Two Years    | Three Years | 2029     |
| Specialty Retail Accelerator Kiosks | 4                     | Three Years  | Five Years  | 2028     |

Check out the [SEA Sparks C Concourse Expansion Layout](#) to see layouts of each category

\*\*RFI opens on February 19, 2026

# 3

## SPECIALTY RETAIL INCUBATOR KIOSK

- KIOSK OVERVIEW
- THREE P'S
- COST BENEFIT ANALYSIS



# SEA Sparks Incubator Opportunities

## Summary of Terms & Conditions

- Must be able to operate at least 14 hours per day and 365 days per year
- Participants will pay 10-percent (10%) of gross monthly sales as rent
- Required \$2,500.00 security deposit (two thousand five hundred dollars)
- Must obtain property and liability insurance, coverage specified by the Port and ADR
- Each employee must possess an FAA/SEA SIDA Badge (funded at employer's cost)
  - FBI fingerprint background check and TSA security threat assessment
- Lease Term: 12 months with options of 2 six-month extensions for a total term of no longer than 24 months
- To qualify for extension, business must generate revenue exceeding \$6,000 per month or demonstrate reasonable progress to threshold at 9- and 18-month intervals

# Concourse A Modular (Port-Owned)



# Concourse C Expansion Hybrid (Port-Owned)



# What You'll Need – The Three P's

- People: tenants will supply staff
- Product: tenants will source merchandise
- POS System: tenants will track and report sales

Tenants will pay all operating costs (e.g., utilities, badges, parking, etc.)

# Cost Benefit Analysis

| ANALYSIS                 | ADR Inline RFP                            | vs<br>SEA Sparks Incubator Spaces               | SEA Sparks Benefits              |
|--------------------------|---|---|----------------------------------|
| Tenant Improvement Costs | \$800-\$1,200 Per SF                      | Port-funded Incubator Spaces                    | Lower Cost                       |
| Construction & Occupancy | Average 18-months (Design & construction) | Move-In Ready (No construction costs)           | Less Time                        |
| Market Stabilization     | 12-18 months to recuperate investment     | Immediate access to +50 million consumers       | Expedited Viability              |
| Lease Length             | 10 years, <i>No Escape Clause</i>         | Maximum of 2 years, <b>30-day Escape Clause</b> | Shorter Commitment Flexible Exit |

# Questions?

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## SEA SPARKS RFI PROCESS

- WHAT IS AN RFI?
- RFI 26-6
- HOW TO RESPOND



# What is a Request for Information (RFI)?

An RFI is an informal document used in procurement and contracting processes to gather general information from potential SEA Sparks incubator program tenants.

The RFI process collects high-level information and assesses options; asks broad and general questions; **is informal and non-binding**; occurs over a short timeline; and helps screen for next steps.

SEA Sparks uses RFI to curate opportunities, understand market conditions and available solutions, and assess vendor capabilities before moving forward with interviews, presentations, and selections.

Airport Dining & Retail (ADR) uses a formally structured and governed Request for Proposal (RFP) process for long term and highly detailed opportunities requiring full tenant build-out.

# RFI versus RFP

## Request for Information (RFI)

Scope: General & broad information

Timeline: Short (less than 30 days)

Requirements: Minimal, high-level questions, vendor qualifications, personal experience

Commitments: None, non-binding, no fines or penalties

## Request for Proposal (RFP)

Scope: Narrow & specific information

Timeline: Long (more than 90 days)

Requirements: technical specifications, pricing structure, performance metrics, compliance needs,

Commitments: Binding, commits to pricing, project timelines, deliverables, fines and penalties

# SEA Sparks RFI 26-6 Opportunity Overview (I)

- SIX (6) Limited-Term Incubator Kiosk Leasing Opportunities at SEA
  - Five (5) in Concourse C Expansion (CCE)
  - One (1) in Concourse A (near Gate A-2)

## Minimum Qualifications

- Small Business Enterprises (SBE) as defined by the Small Business Administration with two (2) years of experience by owners or operators. Experience can be combined.
- Individuals and companies that previously participated in any SEA Airport Dining and Retail Program (ADR) are not eligible to participate.
- For RFI 26-6, the annual revenue ceiling is **\$2.6 million** (10% of NAICS 458110 Specialty Retail)

# SEA Sparks RFI 26-6 Opportunity Overview (II)

## Suitable:

- Children and Baby apparel, merchandise, coloring books, airport-theme toys, activity kits
- Apparel and accessories, including gifts and souvenirs (especially for pets)
- Personal care items, such as electronics and travel essentials
- Artisanal or locally crafted goods, such as jewelry, keychains, etc.
- Shelf-stable, pre-packaged, hermetically sealed, and non-perishable foods & beverages

## Unsuitable:

- Open or unpackaged food and beverage products (for immediate consumption)
- Any foods that require temperature control for safety (e.g., heating or refrigeration)
- Automated vending machines or self-service dispensers (e.g., coffee, tea, or snacks)
- Any food preparation or sampling activities (any product or service requiring a public health license)

*Potentially Hazardous Foods (PHF), including any requiring Temperature Control for Safety (TCS), are not permitted.*

# WRITING YOUR RFI 26-6 RESPONSE



# SEA Sparks RFI 26-6 Response

## Inspired Storytelling

- Describe your concept and journey
- Be personable, inspiring, and memorable
- Tell us about your products and merchandise
- Photos of merchandise list and pricing
- Summarize your staffing plan and supply chain
- Answer all questions accurately & honestly
- Describe why you will be successful
- Do not embellish or over-promise
- Keep it short, concise, and easy to read
  - If you only need 10 pages, don't submit 20 pages
  - Don't forget to include a one-year financial projection

## Unresponsive (Disqualification)

- Late submission (after cutoff date/time)
- Failure to follow proper format
- Ignoring confidentiality or compliance rules
- Providing false or misleading information
- Failure to meet minimum qualifications
- Incomplete or missing information
- Non-compliance with instructions
- Irrelevant or generic responses
- Lack of experience or references
- AI-generated merchandise lists and pictures
- Exceeding the \$2.6 million revenue ceiling

# Writing an RFI Response

## Instructions

- Review all information and instructions carefully
- Gather details, documents, and materials
- Format Your Response Clearly
  - Use bullets or numbered lists
  - Reference original RFI questions
- Save in proper format (PDF)
  - Follow the RFI instructions
- Keep a Record for Yourself

## Examples

- What will be your hours of operation?
  - Concept will operate 6:00 AM – 8:00 PM Daily
- Describe your management experience:
  - I have owned and managed this concept since 2024
- How will you fund the \$2,500 security deposit?
  - I will provide a letter of credit from my bank or pay with a cashier's check
- Why will your concept be successful?
  - I will be onsite to manage operations daily and share my story with SEA consumers. Merchandise will be hand-crafted in Seattle featuring high-quality, sustainable, and organic materials, and will be priced fairly to drive brand loyalty and elevate customer experience.

# Writing an RFI Response

## Artificial Intelligence (AI)

- Only use AI for guidance or recommendations
- Use AI for content, formatting, and structuring
- If you don't understand, ask AI to explain
- Do not submit AI-generated pictures or lists
- AI should assist, not replace, your narrative
- All responses will be read by human subject matter experts for accuracy, gaps, and context

## Summary

Using AI strategically in RFI 26-6 empowers you to:

- Inform with a clear and consistent structure and personalized tone
- Quickly assemble relevant content and evidence of claims
- Answer questions crisply while projecting confidence and assurance
- Ensure compliance and avoid generic output
- Track deadlines and submission guidelines efficiently

# How to Submit Your SEA Sparks RFI 26-6 Response

- Submittals must be consolidated into a word searchable **PDF file format**
- Electronic Submission Requirements: PDF must be no larger than 300 MB
- Responses may be emailed on or before March 19, 2026, 3:00 PM Pacific, to Mr. James Belle, Program Manager, at [belle.j@portseattle.org](mailto:belle.j@portseattle.org), with subject line: **SEA SPARKS Incubator Kiosk RFI 26-6**.
- Responses may also be hand delivered on a USB or Flash Drive. on or before March 19, 2026, 3:00 PM Pacific, with subject line: **SEA SPARKS Incubator Kiosk RFI 26-6**, to the SEA Airport Office Building, Conference Center Reception Desk (Mezzanine Level @ Security Checkpoint 2).

***All** questions regarding **SEA SPARKS Incubator Kiosk RFI 26-6** must be emailed to [adrrfp@portseattle.org](mailto:adrrfp@portseattle.org).  
Any questions submitted via phone call or person-to-person interaction will not be considered or answered.*

# RFI 26-6 Timeline

| Activity                              | Target Date                               | Description                          |
|---------------------------------------|---|--------------------------------------|
| RFI Announcement                      | February 19th                             | RFI 26-6 Opens                       |
| <a href="#">Informational Webinar</a> | March 9th                                 | RFI 26-6 Information Webinar         |
| RFI Proposals Due                     | March 19 <sup>th</sup>                    | RFI 26-6 Closes at 3:00PM PST        |
| Interviews                            | March 20 <sup>th</sup> & 23 <sup>rd</sup> | ADR will host Teams interviews       |
| Proposal Selections                   | March 24 <sup>th</sup>                    | ADR will notify successful Proposers |
| Lease Execution                       | April 15 <sup>th</sup>                    | Proposer must sign leases            |
| Concepts Launch                       | May/Jun                                   | Operations must begin                |

# Questions?

# Be Notified of this RFI

## To be Notified of this RFI and Other Project Advertisements

- Register for the [Concession Inquiry Portal](#)
- Sign up for our [Diversity in Contracting mailing list](#)

All who registered for this event will receive an email notification when the RFI is live.

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## SUCCESS STORIES



# SEA Sparks Program Success Stories

- [Chalo & Company](#): Accessories inspired by home & community
- [Seattle Chocolate](#): Melt in your mouth chocolate bonbons
- [Lowrider Cookies](#): Gourmet cookies made in Seattle
- [Lady Yum](#): Authentic French macaron (fancy cookies)
- [Planewear](#): Aviation-related apparel & merchandise
- [Show Pony Boutique](#): Ladies clothing & accessories

# Questions?

# NETWORKING

Your Name

Business Name

Industry

Business Certifications

# Where can I find this presentation?

1. Presentation and list of registrants will be sent out after this event.
2. [Diversity in Contracting website](#):
  - Click the  flag.
  - Scroll Down to view “Past PortGen Events & Trainings with Materials” and click “Presentation” or “Registrants” for each PortGen event.
  - Scroll to the bottom of the page to view the [Diversity in Contracting Event Archive](#)

# THANK YOU FOR ATTENDING



POST-EVENT SURVEY



# Appendix

# Kick-Starter Cart

Size: 125 SF

Location: Int'l Arrivals Facility



# Micro Business Vending

Size: 50 CF

Location: Central Terminal



Not included in RFI 26-6 for February 19, 2026

# Kick-Starter Cart Components



GML Alternative #1:  
Mobile Cart with Counter-Top Workstation and Grab & Go case

# Opening Spring 2026

F&B Incubator #1

Total Size: 587 SF

Location: Central Terminal



F&B Incubator #2

Total Size: 938 sf

Location: Concourse B



Not included in RFI 26-6 for February 19, 2026

Tenant Built Accelerator  
Approx. Size: 500 SF  
Location: North Satellite



Tenant Built Accelerator  
Approx. Size: 400 SF  
Location: North Satellite



Not included in RFI 26-6 for February 19, 2026