



SEA SPARKS

RFI 26-6 Pre-Proposal Webinar

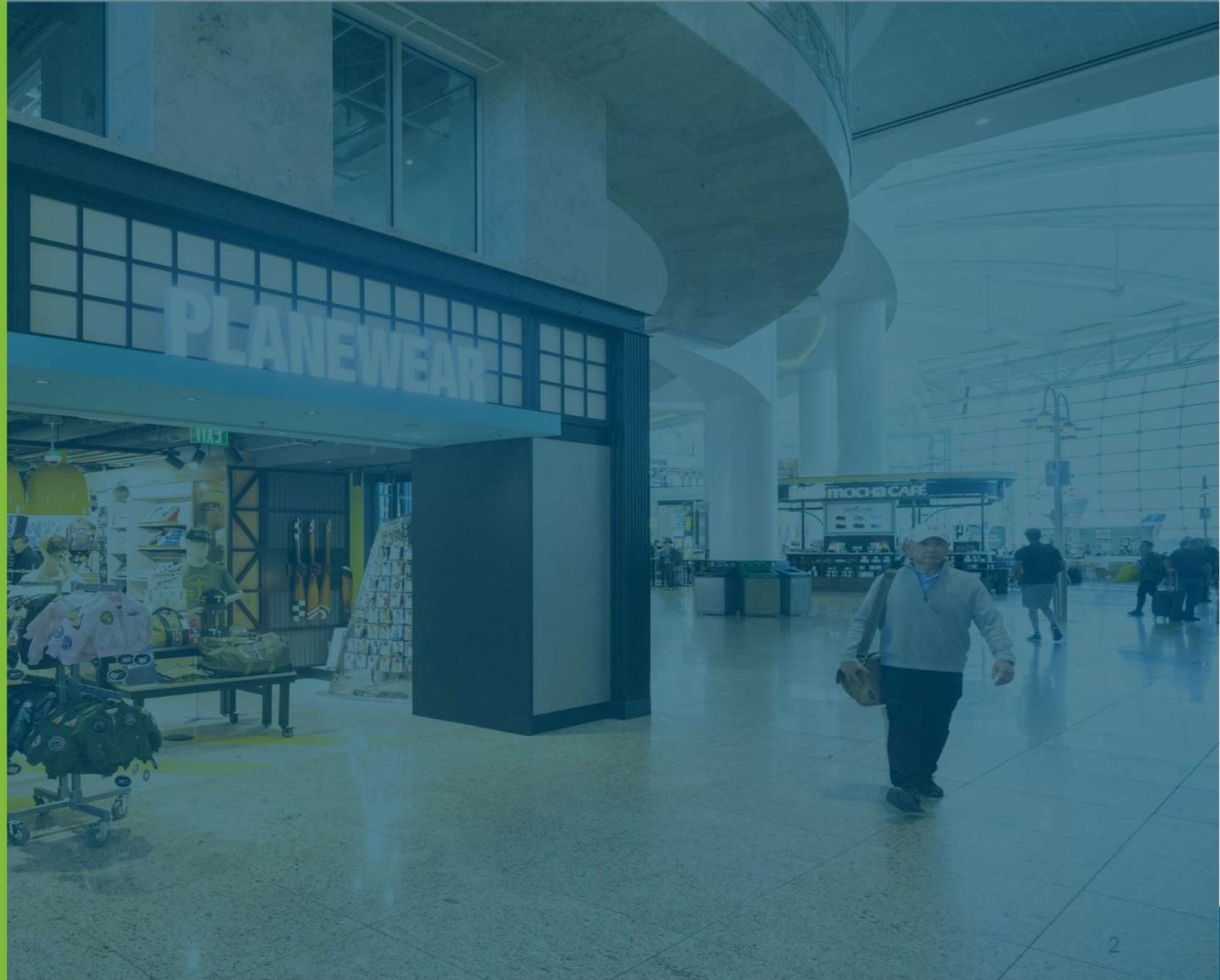
March 9, 2026

James Belle
ADR & SEA Sparks Program Manager



1

ADR OVERVIEW



ADR Overview



SEA Airport 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 programming behind what travelers see when they sip, shop, and dine at SEA.

Small Business Enterprise Program (SBE)

The Small Business Enterprise (SBE) Program is a race- and gender-neutral initiative established by the FAA under revised 49 CFR Part 23 (and mirrored in 49 CFR Part 26) to increase small business participation - including broadly disadvantaged firms - in airport concessions procurement.

SEA Sparks is an element of the ADR SBE Program.

The ADR Concessions Mix

SEA now offers **+100 dining, retail, and service options**, including:

Northwest-inspired restaurants

Grab-and-go options

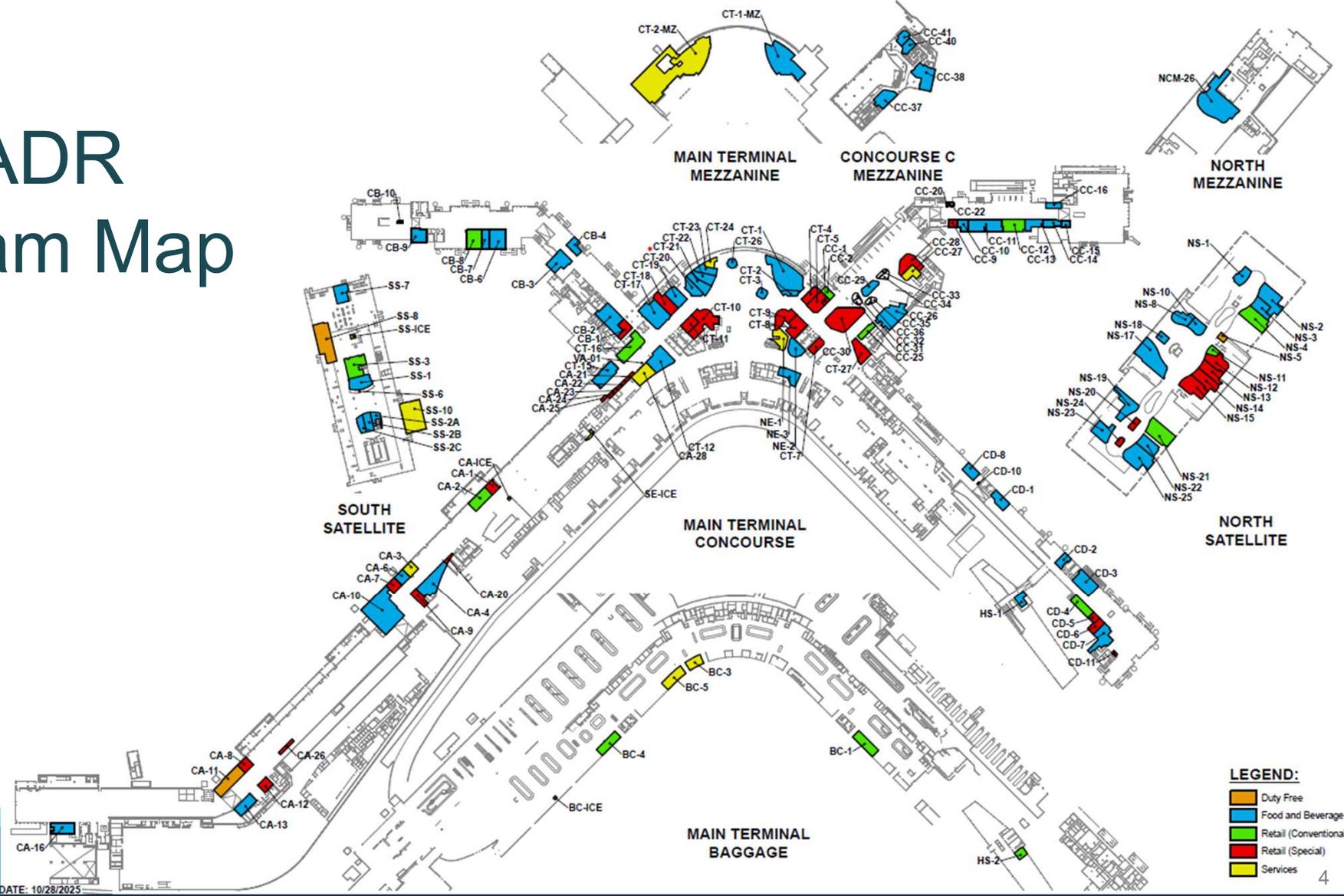
Coffee shops and bakeries

Bookstores, gift shops, and designer brands

Duty-free stores

SEA provides an eclectic mix of local and global choices for passengers

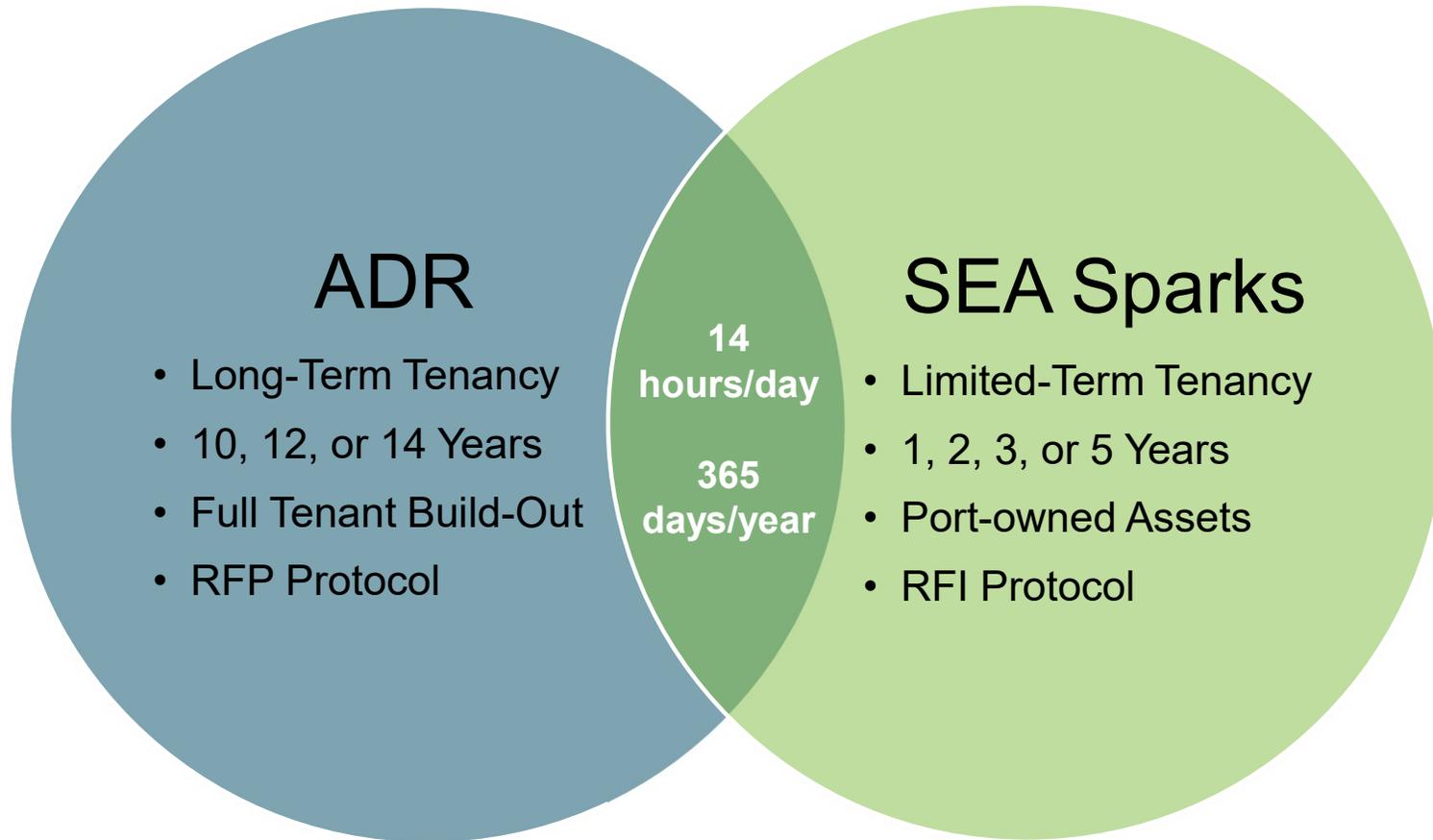
2025 ADR Program Map



DATE: 10/28/2025

- LEGEND:**
- Duty Free
 - Food and Beverage
 - Retail (Conventional)
 - Retail (Special)
 - Services

Operating Standards



Questions?

2

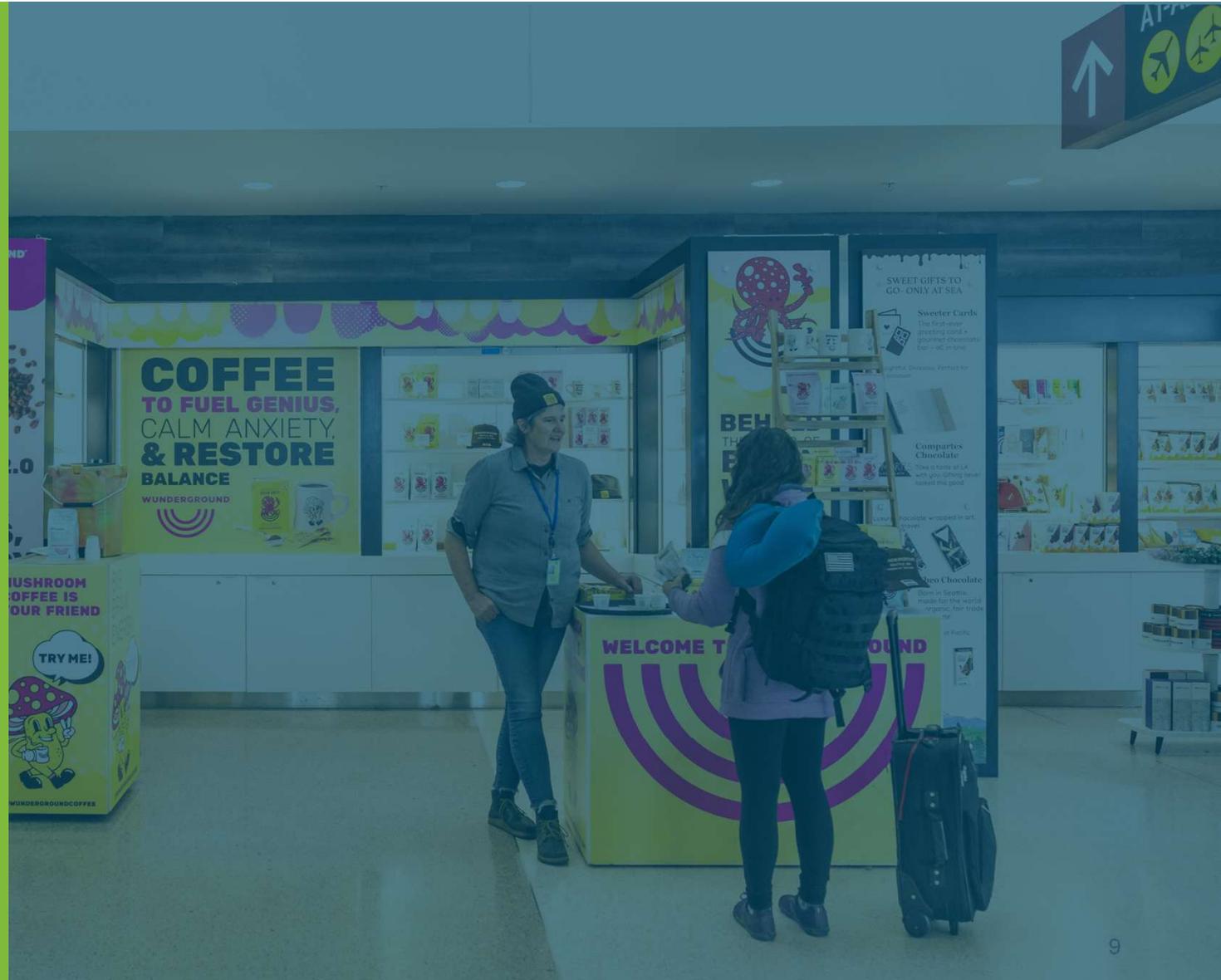
SEA SPARKS RFI 26-6

TIMELINE

ELIGIBILITY

OVERVIEW

TERMS



RFI 26-6 Timeline

ACTIVITY	TARGET DATE	DESCRIPTION
RFI Announcement	February 19	RFI 26-6 Opens
Informational Webinar	March 9	RFI 26-6 Informational Webinar
RFI Proposals Due	March 19	RFI 26-6 Closes at 3:00 PM Pacific
Interviews	March 20-27	ADR will host Teams interviews
Proposal Selections	March 30	ADR will notify successful Proposers
Lease Execution	April 15	Proposers must sign leases by April 15
Concepts Launch	May / Jun	Operations must begin by May / Jun

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

RFI 26-6 closes on **March 19, 2026**, at 3:00 PM Pacific

Eligibility Qualifications

Small Business Enterprises as defined by the Small Business Administration with two (2) years of experience by owners or operators. Experience can be combined. Prior SEA ADR tenants and concessionaires are not eligible.

Opportunity Overview

Five (5) Specialty Retail Incubator Kiosks in Concourse C Expansion (CCE) (336 SF and 507 SF)

(CC-36 is already leased)

One (1) Specialty Retail Incubator Kiosk in Concourse A (CA-23, ~150 SF)

ADR will assign spaces to Selected Proposers based on airport needs, category assortments, and product mixes.

- **These are limited-term SEA SPARKS Specialty Retail Incubator Kiosks - not ADR Inline Opportunities**
- Proposers will submit one (1) concept per kiosk and be notified of location after selection by ADR
- Specialty Retail category excludes convenience foods and beverages ready for immediate consumption
- Each kiosk has lockable display and undercounter cabinets, but additional storage will not be available
- Incubator Kiosks are Port-owned and may not be modified or reconfigured. All signage must be approved

RFI 26-6 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 Airport ID Badge
Requires 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 this threshold at a 9-month interval.

SEA SPARKS RFI 26-6 RENTS & FEES

Revenue Share Agreements

Rent is 10% of Monthly Gross Revenue

Tenants pay all operating costs

(e.g., Utilities, Badges, Marketing Fund, Parking, Merchandise, etc.)

Deliveries to units must be made between 9:00AM-11:00 AM and 2:00PM-6:00 PM every day

Deliveries must not be transported on passenger elevators, moving sidewalks, or train system

Store hours will be extended to accommodate passengers due to flight delays

Pallet jacks are not allowed on the granite or terrazzo flooring

Prices must be clearly displayed (either item or category priced)

Flashing, laser, blinking, and handwritten signs are strictly prohibited

Requests to conduct promotional activities in the terminal must be made in writing to the ADR Assistant Director for written approval

3

MERCHANDISE AND STORYTELLING



Incubator kiosks are Port-owned and will accommodate retail merchandise only, such as:

- Apparel and accessories, including gifts, souvenirs, and PNW artifacts
- Merchandise, airport-themed toys, coloring books, etc. for Children
- Personal care items, such as electronics and travel essentials
- Artisanal or locally crafted goods, e.g., jewelry, keychains, photographs, etc.
- Pre-packaged, hermetically sealed, and non-perishable foods and beverages

Excludes Potentially Hazardous Foods (PHF) and Automated Vending Machines (Automats)

These products and services are excluded (this list is not exhaustive):

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

Commercially packaged, shelf-stable, and non-perishable foods, snacks, and beverages may be considered only if they meet ADR guidelines, do not require special handling, do not pose risk to public health, or require a public health license. The Port, at its sole discretion, reserves the right to reject any merchandise or food products.

Storytelling

Describe your concept and journey

Be personable, inspiring, and memorable

Tell us about your products and merchandise

Provide merchandise list and proposed pricing

Summarize your staffing plan and supply chain

Answer all questions accurately & honestly

Disqualification

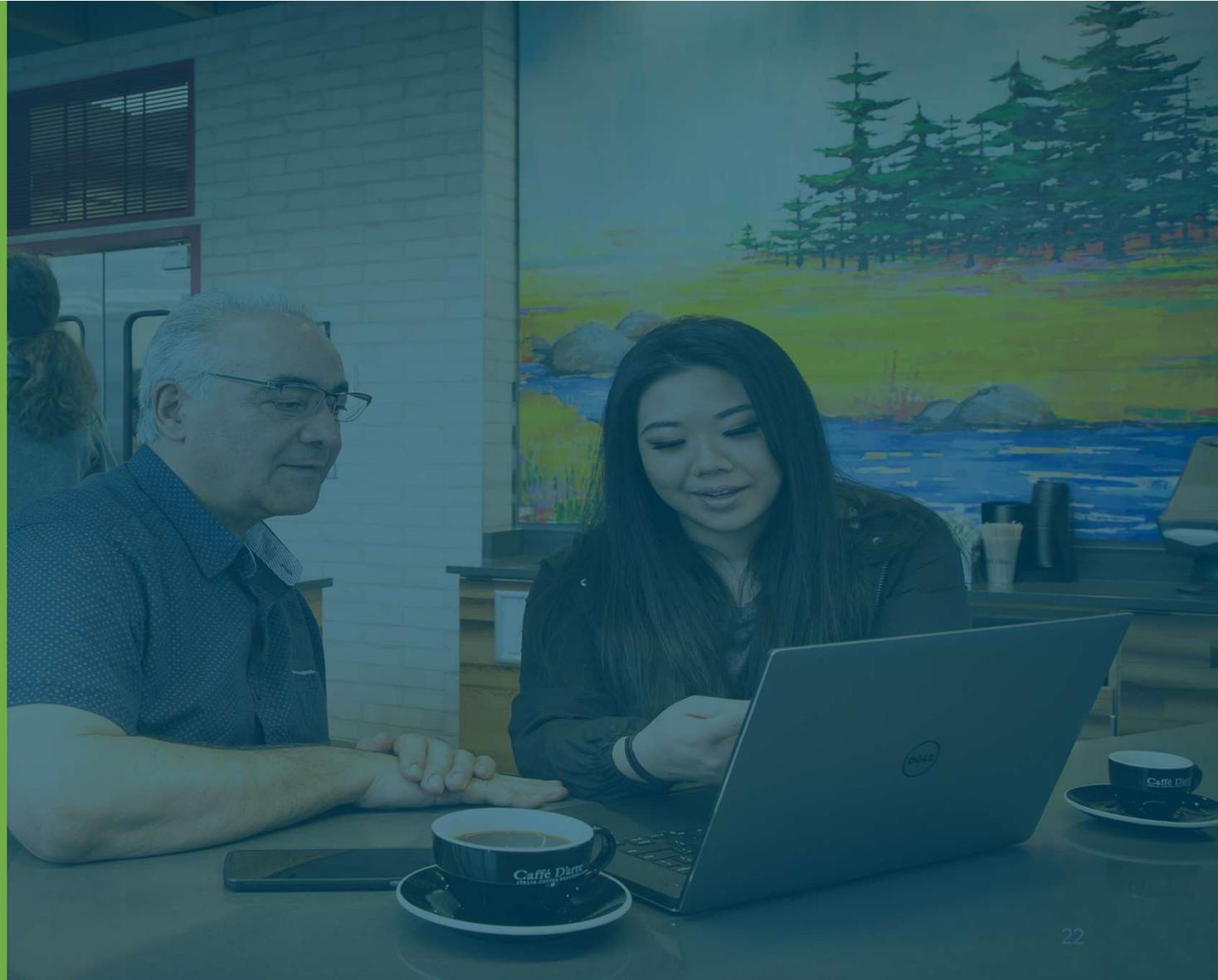
- Failure to follow PDF format
- Providing false or misleading information
- Failure to meet minimum qualifications
- Late submission (after cutoff date/time)
- Incomplete or missing information
- Non-compliance with instructions
- Lack of experience or references
- Unprofessional presentation

Questions?

4

WHAT IS AN
RFI?

FORMATTING
YOUR
RESPONSE



What is an RFI?

Request for Information (RFI) is a contracting process used by organizations to collect information from potential suppliers.

RFI help ADR understand what solutions exist, how a tenant might fulfill a need, and whether the market (airport) can support a future contract.

Federal contracting guidance defines RFI as a method for obtaining information (e.g., capabilities, capacity, pricing, and deliverables) for planning purposes.

RFI 26-6 Formatting Your Response

Please answer ALL questions accurately and completely

You may copy and paste questions into a document then write responses in *italics* or a [different color](#)

Take your time, check that you've included all required information, and be accurate, brief, and clear

Include a one-year profit & loss projection or a one-year cash flow statement

- Save as a PDF file – Do not save or send via USB or Flash Drive -

Email responses to: seasparks@portseattle.org on or before 3:00 PM Pacific Time, March 19, 2026

Instructions

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

Examples

- What will be your hours of operation?
My store will operate 6:00 AM – 8:00 PM Daily
- Describe your management experience:
I have owned and managed this concept since 2023
- How will you fund the \$2,500 security deposit?
I will pay with a cashier's check or bank draft
- 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.

Please only use AI for guidance

Please use AI for content and formatting

Do not submit AI-generated pictures or lists

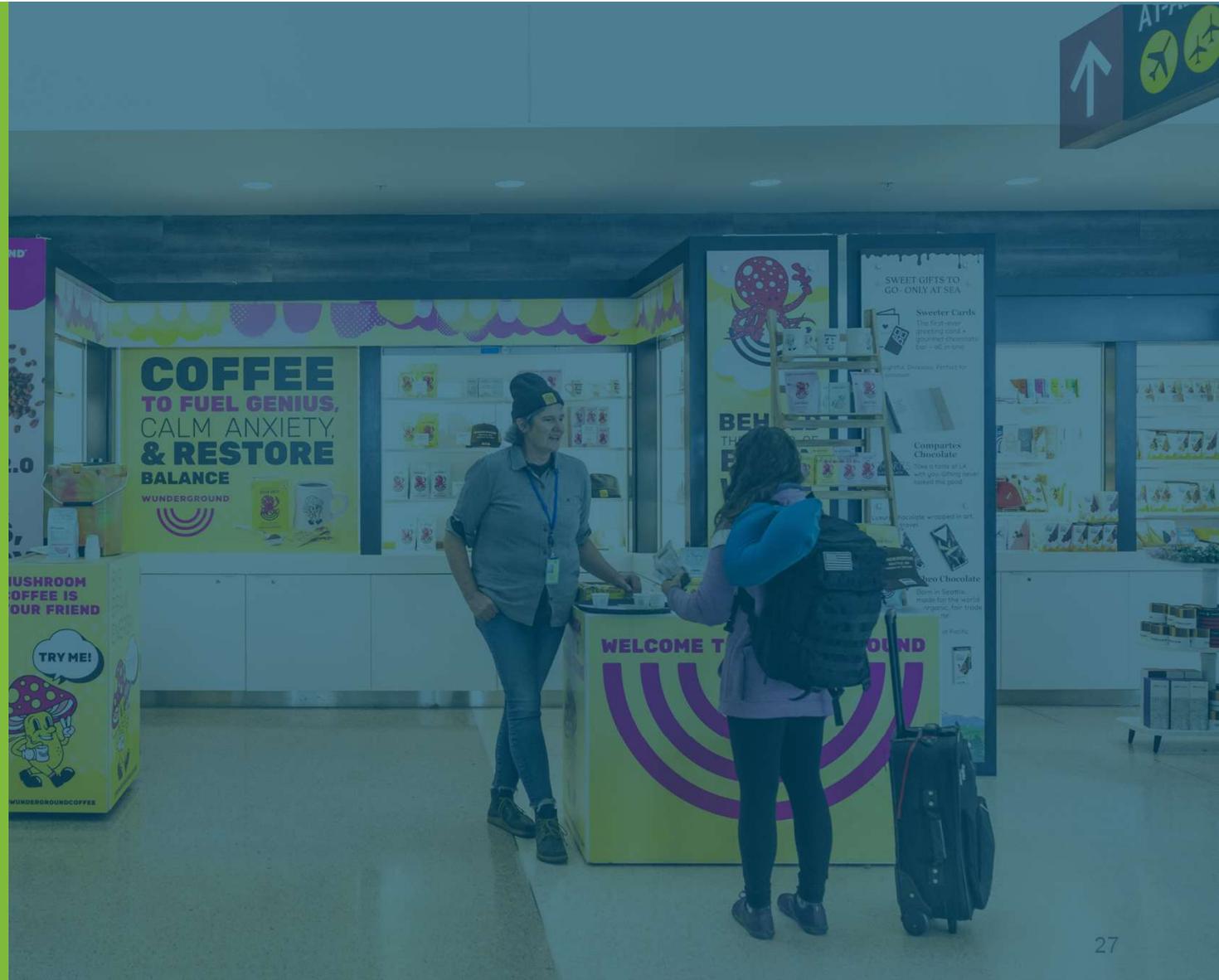
AI is a tool for your proposal, it should not replace your words

All responses will be read by human subject matter experts for accuracy checks, gaps, and context

5

SEA SPARKS RFI 26-6

SPECIALTY RETAIL INCUBATOR SPACES



SEA SPARKS CATEGORIES

Category / Size (SF)	# of Spaces	Initial Term	Max Term	Rev per Month	Next Cycle
Kick Starter / 125	1	6 Months	1 Year	\$3,500/month	Q3/4 2026
Incubator / 150-500	8 (6 spaces for RFI 26-6)	1 Year	2 Years	\$6,000/month	2027-28
Vending / 100 CF	6	1 Year	2 Years	\$5,000/month	2026-27
Accelerator / 250-400	4	3 Years	5 Years	\$30,000/month	2028-30
F&B Kitchens CT-02 587 SF CB-04 938 SF	2	2 Years	3 Years	\$95,000/month	2029

Concourse A Kiosks (Port-Owned)



~150 SF Incubator Spaces Concourse A (CA-23)

The space on the left (The Confectionery) is included in RFI 26-6.
All graphics and signage must be reviewed and approved by the Port.

Concourse C Expansion

(Port-Owned)



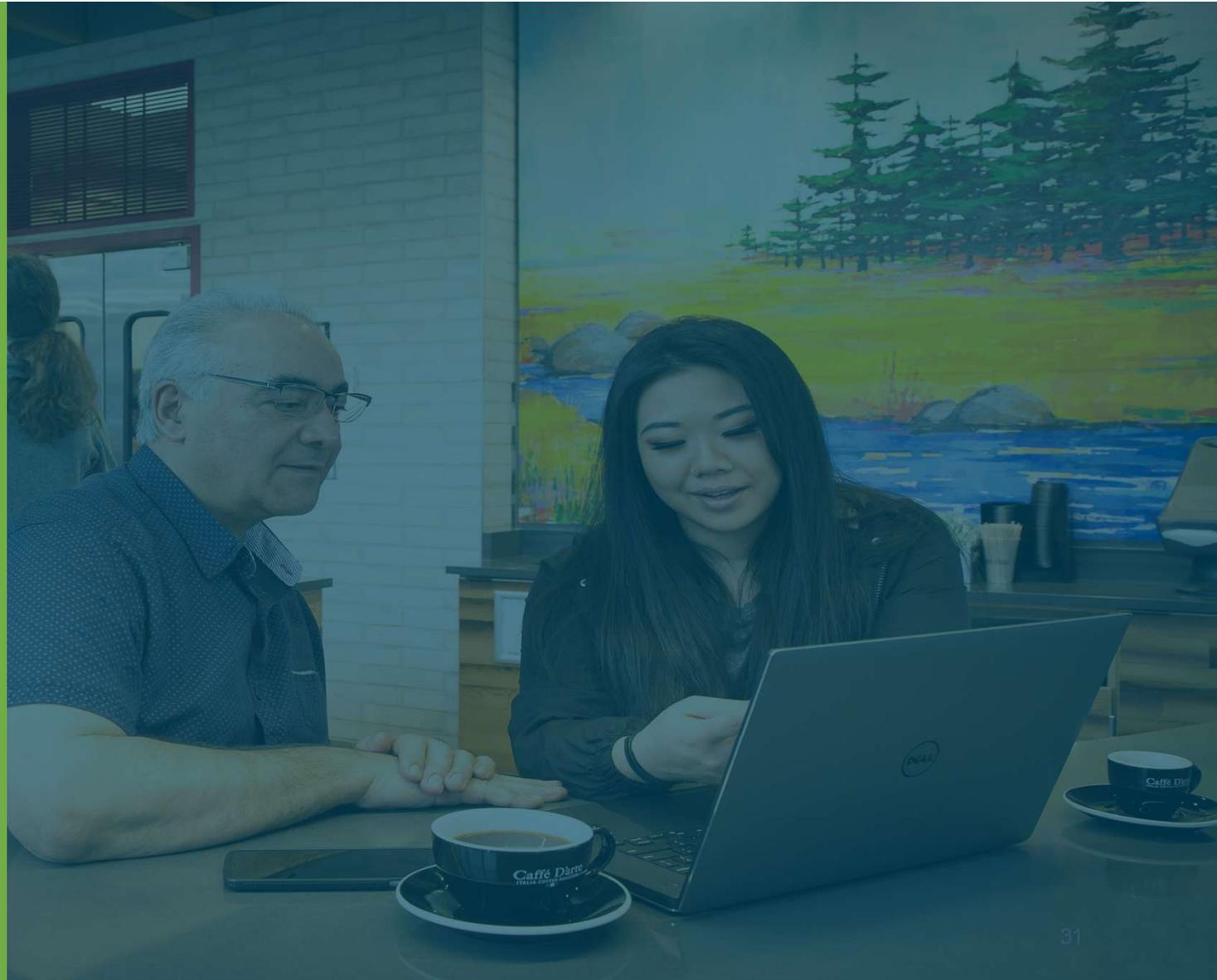
Artist Renderings of 336 SF (left) and 507 SF (right) of Concourse C Expansion (CCE) Incubator Spaces

4

RFI VS RFP

**SEA SPARKS
ANNOUNCEMENTS**

**SUBMITTING YOUR
RESPONSE**



How To Avoid Confusion – RFI vs RFP

SEA Sparks = Request for Information (RFI)

ADR Inline = Request for Proposal (RFP)

RFI are usually less than 20 pages and informal and unregulated

RFO are usually more than 75 pages and structured and regulated

Incubator & Accelerator opportunities will always be *SEA Sparks RFI XX-Y*

ADR opportunities will always be named RFP YY-Z

Register for SEA Sparks Announcements

To receive SEA Sparks program announcements:

Register on VendorConnect: [VendorConnect User Guide](#)

Include all applicable NAICS codes for SEA Sparks notifications

Sign up for the Port's [Diversity in Contracting](#) mailing list

Register for ADR Opportunities*: [Concessions Inquiry Portal](#)

*ADR opportunities are longer-term inline spaces that require significant capital investment

RFI 26-6 SUBMITTAL INSTRUCTIONS

Responses must be received no later than 3:00PM Pacific, on Thursday, March 19, 2026

Save file as a PDF and send to SEASPARKS@portseattle.org

Do not submit via USB or Flash Drive

The Port may seek additional information via in-person interview with Selected Proposers

Questions?

THANK YOU

