



NEW MERCHANT ORIENTATION

2018

AGENDA



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AGENDA

(Cont'd)



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MARKETPLACE PHL

HISTORY

The food and shops program at Philadelphia International Airport started in 1996 with temporary carts as the in-line stores were being built. Those carts provided services for coffee, bagels, sandwiches and an impressive retail program. The retail carts also sold ties, watches, socks and other essential travel needs.

To accommodate the new in-line locations, the airport did a complete overhaul of their operational systems: plumbing, electrical, water, and HVAC. The food and shops program officially started with the grand opening of the B/C Connector in 1999 and has been in continuous growth ever since, going from 30 shops to 176.



ABOUT US

MarketPlace PHL, LLC is the private partner with the City of Philadelphia in the redevelopment of the food and retail program throughout Philadelphia International Airport. MarketPlace PHL, LLC is a joint venture comprised of MarketPlace Development and LeJeune and Associates, LLC.

MarketPlace Development develops and manages award winning retail programs across the country and has been a recognized industry leader for over 20 years.

LeJeune and Associates, LLC has a combined experience of 50+ years in the successful operation of large scale retail, food, and beverage programs.



OUR NORTH STAR STATEMENT

To be the best airport concession program in ***NORTH AMERICA.***



AWARDS OVER THE YEARS

2013

- **AMAC** - Award of Organization, PHL

2012

- **ACI** - Best Specialty Retail Program, Large Airport Division, PHL, 2nd Place
- **ACI** - Best New Consumer Service Concept, Minute Suites, PHL
- **Airport Revenue News**, Airport with the Best Concessions Management Team, Large Airport Division, PHL



AWARDS (Cont'd)

2011

- **ACI** – Best Specialty Retail Program, Philadelphia International Airport, B/C Connector, 1st Place
- **ACI** – Best New Consumer Service Concept, Minute Suites, Philadelphia International Airport, 2nd Place
- **Airport Revenue News**, Airport with the Best Concessions Management Team, Large Airport Division, Philadelphia International Airport, 1st Place

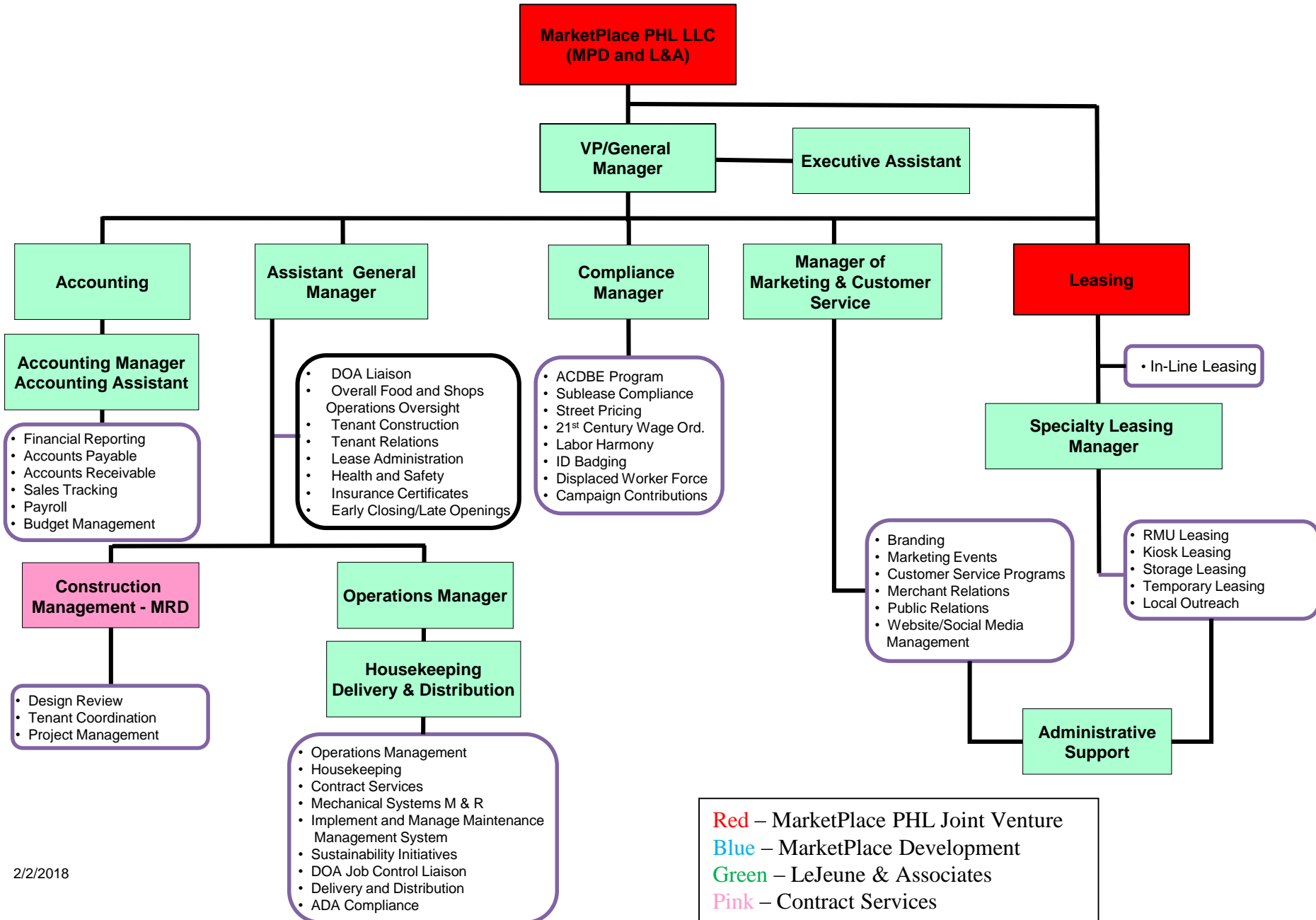
2010

- **ACI** – Excellence in Marketing and Communications, Creative Newsletter Development, Philadelphia International Airport, 3rd Place



MEET THE TEAM

MARKETPLACE PHL, LLC. ORGANIZATION CHART



Red – MarketPlace PHL Joint Venture
 Blue – MarketPlace Development
 Green – LeJeune & Associates
 Pink – Contract Services

THE MARKETPLACE PHL MANAGEMENT TEAM



Mel Hannah,
VP and General
Manager



Sissy Williams,
Assistant General
Manager



Steve Rosen,
Controller



Chermaina
Roundtree,
Compliance
Manager

THE MARKETPLACE PHL MANAGEMENT TEAM (Cont'd)



Dynise
Espeleta,
Manager of
Marketing &
Customer
Service



Bill Gardiner,
Operations
Manager



Craig Sherby,
Leasing
Manager

MANAGEMENT & WHAT WE DO

The Management team works with the City of Philadelphia's Division of Aviation (DOA) to oversee the development and administration of the Concessions Program throughout PHL. The program features 170+ inline stores, restaurants and services; along with 19 retail merchandising units.

COMPLIANCE

Compliance is responsible for all matters of the master lease relating to the Concessions Program at PHL.

BADGING

Badging administers and enforces the security policies of the DOA with regard to airport badging and identification for all MarketPlace PHL employees and merchants. The process includes fingerprinting and background checks for newcomers in the Concessions Program, as well as the continued management of existing badge holders, which includes contractors, employees, and vendors.

LEASING

The leasing department provides information to prospective tenants on leasing opportunities at PHL. The leasing team negotiates deals with prospective tenants. The leasing team also collaborates with the DOA for the vision of the PHL food and shops program's leasing prospects and final approvals.

OPERATIONS

The operations team members are the ones with whom store managers may have the most contact with on a daily basis. They coordinate various maintenance activities and will be your first point of contact for building related issues.

Operations Offices are located in the A/B Dock

MARKETING & CUSTOMER SERVICE

The marketing team is the liaison between the business and retail community and the City of Philadelphia for the marketing of special events. The program is designed to increase the conversion rate of passengers and build the customer service experience at PHL.

ACCOUNTING

Accounting is responsible for maintaining the financial records of the company and reporting sales and financial information to the DOA and merchant owners. They process rental income, pay invoices from vendors and process payroll, taxes and benefits for employees.

COMMUNITY PARTNERS

MarketPlace PHL outside of PHL airport:

- Philadelphia Ronald McDonald House
- The Seeds Program
- Office of Economic Opportunity
- OIC - Opportunities Industrialization Center
- Minority Enterprise Development Week - MED Week



MANAGEMENT

Management team is here to provide assistance and support on a daily basis to all the merchants involved with PHL.

Office Hours:

Monday - Friday 8:30AM – 5:00PM

Saturday & Sunday - Closed

After office hours Monday - Friday and all day Saturday and Sunday, you can reach a MarketPlace Sr. Manager by calling 215-937-1200.

HOURS OF OPERATION FOR SHOPS AND RESTAURANTS

MarketPlace PHL hours of operation are defined in the merchant sublease. These hours vary based on enplanements in each concourse. Below are the lease required hours of operation.

- Retail store hours
 - 7:00AM – 10:00PM (unless otherwise notified by MarketPlace PHL)
- Food & beverage operating hours
 - 45 minutes before the first flight
 - 30 minutes after the last flight
 - Hours vary by concourse
 - Updated monthly

COMPLIANCE

GETTING STARTED

BADGING

- Authorized Signers
- Badging
 - Fingerprinting/badging of new employees
 - Services for badged employees
 - Visitor Procedures
- Bi-monthly active badge/concession employment/payroll reports
- Badging Office Hours
 - Monday/Wednesday/Friday 8:30AM - Noon, 2:00PM - 5:00PM
 - For badging emergencies during closed hours, call the office at 215-937-1200

STREET PRICING & STREET PRICING PLUS

Street Pricing was instituted at PHL to ensure that the pricing of goods and services was comparable to businesses of similar likeness in the Metro Philadelphia Region.

Street Pricing Plus Program allows airport food and retail merchants that agree to immediately comply with the 21st Century Wage Ordinance to increase their prices up to 10% above 'street pricing'.

A street pricing report is required before a store can open.

STREET PRICING & STREET PRICING PLUS (Cont'd)

Street Pricing (Mandatory)

- Prices compared against other stores in Metro Philadelphia region
 - Philadelphia County, PA
 - Montgomery County, PA
 - Bucks County, PA
 - Burlington County, NJ
 - Camden County, NJ
- Up to 5 comparable locations per item of similar product and concept
- Quarterly reporting Street + 10% Program (Optional)
- Must apply and be approved by MarketPlace PHL before making changes

21ST CENTURY MINIMUM WAGE & BENEFITS STANDARD

The purpose is to assure that as many employees as possible within the City of Philadelphia earn an hourly wage that enables them to live with more dignity and increased economic self-sufficiency. The City contracts with many businesses and organizations to provide services to the public, and provides financial assistance to developers for the purpose of promoting economic development and job growth.

Chapter 17-1300 of the Philadelphia Code:

- Current minimum wage: \$12.10
- Full-time, part-time, temporary, or seasonal basis (including temporary, contracted, contingent workers and persons working through a temporary service, staffing or employment agency)

Chapter 17-1305 of the Philadelphia Code:

- Minimum benefits requirement

DISPLACED WORKER ONLINE JOB PORTAL

The displaced worker portal assists concessions employees who lose employment due to cessation or are laid off. These employees are eligible for placement in the Job Portal. The Job Portal requires new merchants to interview 50% of their workforce with employees listed in job portal.

OPERATIONS

The operations team at MarketPlace PHL helps implement our overall mission of providing the best customer experience at the food and shops in PHL. They provide a comfortable and pleasant environment for passengers to relax and enjoy their experience.

Some of these duties include:

- Delivery & Distribution
- Trash Removal
- Recycling
- Pest Control
- Life Safety Systems
- Restaurant Support Services
 - Grease Maintenance
 - Kitchen Exhaust & Grease Trap Cleaning
 - Fryer Grease Removal
 - Drain Line Jetting
- Contractor Access
- Emergency Preparedness
- Health & Safety

DELIVERIES & DISTRIBUTION

Deliveries to MarketPlace PHL merchants are coordinated by our Special Services Department for efficiency, safety and security. Requirements are:

- Trucks have a 12' 6" Height Limit
- A/B Dock (Landside) Delivery Hours
 - Mon – Sat, 6:00AM – 2:30PM
- Terminal F Dock Delivery Hours
 - Mon – Fri, 6:00AM – 2:00PM
- Airside Delivery Hours
 - Sun – Fri 10:00PM thru 2:00PM
- No deliveries on Sundays
- Deliveries are NOT permitted in concourse areas:
 - From 5:30AM – 10:00AM, 11:30AM – 2:00PM, or 4:00PM – 8:00PM

DELIVERIES & DISTRIBUTION(Cont'd)

- Access to restricted areas prohibited 8:00PM – 4:00AM
- Use lower level when and where possible
- Use closest designated elevator(s) for your location
- Delivery carts must be in good condition with soft tires
- Carts are not permitted to be overloaded with inventory
- Professional conduct while transporting deliveries
- Employee ID badges must be visible in sterile areas
- Do not use carts on moving sidewalks
- Be very careful of doors when taking carts through them
- Airside night deliveries may be best for some locations. Contact MarketPlace PHL Special Services to coordinate.

TRASH REMOVAL

- Daily, throughout the day
- Trash pickup verification sheet
- Avoid hazards in trash
 - Sharp objects, broken glass, can tops, knives, grease
- Overloading trash cans
- Bulk trash removal
- Replace worn & damaged trash cans
- Trash receptacle specifications
- Call Concourse Supervisor for pick-ups at 215-852-1193

RECYCLING

Why Recycle?

- Recycling reduces costs and is environmentally friendly
- Single stream program
 - Cardboard, clean paper, plastics, bottles, cans
- Have the necessary designated recycling receptacles
- Train staff to properly dispose of recyclable materials
- Keep recycling free of trash
- Break down cardboard boxes

PEST CONTROL

MarketPlace PHL coordinates pest control services for our merchants. Services are provided as follows:

- Retail locations – once per month
- Food & Beverage locations – twice per month
- Storage locations – twice per month
- Treatments for Food & Beverage locations are provided during late hours (or off-peak for A-West)
- Additional services may be requested, at your expense

LIFE SAFETY SYSTEMS

The fire alarm systems in the concessions program locations are connected to the Airport Fire Department. They respond once an alarm goes off.

- False alarms/general alarms require fire department response
- The system can only be reset when authorized by fire department or airport operations
- Common causes are accidents and negligence caused by employees cooking with high flames
- Contact MarketPlace PHL at 215-937-1200 available 24 / 7 when:
 - Experiencing issues with HVAC, plumbing, electrical, etc.
 - Installation or replacement of equipment coordination

RESTAURANT SUPPORT SERVICES

- Grease Maintenance
- Kitchen Exhaust Cleaning and Grease Trap Cleaning
- Fryer Grease Removal
- Drain Line Jetting

RESTAURANT SUPPORT SERVICES

GREASE MAINTENANCE

A number of services are described under grease maintenance. The objective in all cases is to keep grease out of the airport's drain lines so drains flow properly and our food and beverage operations can serve customers without interruption.

- Kitchen Exhaust and Grease Trap Cleaning
- Fryer Grease Removal
- Drain Line Jetting

RESTAURANT SUPPORT

- Grease Maintenance
- Kitchen Exhaust Cleaning and Grease Trap Cleaning
- Fryer Grease Removal
- Drain Line Jetting

KITCHEN EXHAUST AND GREASE TRAP CLEANING (Cont'd)

- Scheduled exhaust and grease trap cleanings
- Provided by a designated contractor
- Store representative must be on-site to verify cleaning
- Schedules are the same every month
- Reminders by MarketPlace PHL are provided **AS A COURTESY**
- Report all issues to MarketPlace PHL

FRYER GREASE REMOVAL

- Fryer grease is removed by MarketPlace PHL and sold
- NEVER pour grease or oil down any drain
- DO NOT put rags, paper towels, or other debris in grease buckets
- Call the Concourse Supervisor for grease and oil pick-ups

DRAIN LINE JETTING

- Drain line jetting prevents the accumulation of grease in drain lines. The service is provided by a designated contractor during the second full week of each month.

CONTRACTOR ACCESS

Merchants may need a contractor to provide a service at their location. Contractors must be approved to enter the airport if they are not badged. Contractors must have:

- Qualification and Insurance to perform the required work
- Government issued photo ID
- All required paperwork before starting any work
- Request for Access Form submitted at least 48 hours in advance
- Add, Change or Remove Equipment Form
- Roof Access Forms and Burn Permits are coordinated through MarketPlace PHL Special Services at 215-669-8388.

EMERGENCY PREPAREDNESS

Emergency Preparedness helps to ensure the safety of all our merchant employees, by planning exit strategies to designated secure holding areas, and by planning directions for re-entering the airport after the emergency.

EMERGENCY PREPAREDNESS (Cont'd)

- In General
 - Make sure appropriate managers and supervisors are enrolled in AmeriAlert
 - Have emergency procedures, with contact numbers, for store employees
 - Understand and review emergency procedures with your team
- Evacuation
 - If designated authority (Police, Fire, TSA, DOA, MarketPlace PHL) orders evacuation:
 - Ask politely for patrons to leave store
 - Collect personal belongings - purses, phones, medicines, keys, etc.
 - Secure your store and stand by
 - When instructed, proceed to the outside of your security checkpoint
 - Stand by for further instruction or to re-open (key-holders/managers)

EMERGENCY PREPAREDNESS (Cont'd)

- Staging Areas
 - Primary staging area is outside the security checkpoint of each concourse
 - Secondary staging area is in the baggage claim area of each concourse
- Manager on Duty
 - MarketPlace PHL has a Manager on Duty at all times
 - Contact MarketPlace PHL at 215-937-1200 for emergencies or urgent issues
- Inclement Weather
 - Winter snowstorms and summer thunderstorms
 - Review Inclement Weather procedures
 - Be prepared for delays

HEALTH & SAFETY

MarketPlace PHL has a health and safety program in place that helps to ensure a healthy and safe environment for passengers and employees.

- Health & Safety Audits – Program Overview / Objectives
- Daily Inspections
- Unannounced Audits
- Training / ServSafe License
- Report all hazards or defects
- Violations must be reported to MarketPlace PHL.

MARKETING & CUSTOMER SERVICE

The MarketPlace PHL Marketing Program is designed to hit three target markets:

- Once a year travelers (80% of airport traffic)
- Business travelers (20% of airport traffic)
- Employees (22,000)

Our goal is to provide managers and employees the tools to provide excellent customer service and create programs and events that drive traffic into sales.

MARKETPLACE PHL CUSTOMER SERVICE PROGRAM

The customer service program at MarketPlace PHL involves two moving parts: quarterly customer service training and the EDGE Program (Excellence Drives Great Experiences). The program manages merchant progress with secret shops and customer feedback.

At year end, an awards dinner is hosted to highlight achievements in customer service.

Want an award? Here's how to get one...

CUSTOMER SERVICE PROGRAM (Cont'd)

- Customer Service Training
 - Customer service sessions are held once a quarter
 - Training sessions are hosted by key speakers to expand how employees and merchants think about customer service
- Secret shops
 - Secret shops are performed throughout the year to test employee customer service
 - Merchants who score lower than 80% on their secret shop reports must provide a corrective action plan to improve the shopped employee's customer service within 10 days of receiving the report
- Recognize merchants who reach the customer service goals
 - Merchants of the Quarter
 - EDGIE AWARDS
 - Merchant of the Year

HOW TO GET EDGE POINTS

- How do merchants earn points?
 - Perfect secret shopping scores
 - Attend customer service training
 - Event participation
 - Providing above and beyond customer service
 - Top operational performance
 - Following all compliance rules and lease guidelines
- How do merchants lose points?
 - Low Secret Shopping scores
 - Complaints
 - Failure to submit reports on time
 - Late open/early close

CUSTOMER COMPLAINT PROCESS

At MarketPlace PHL we take complaints seriously. Complaints are received from multiple channels. Here is how we address the complaint:

1. MarketPlace PHL contacts merchant and shares customer complaint
2. Merchant shares remedy to situation with MarketPlace PHL and provides action plan to prevent future complaints
3. Merchant or MarketPlace PHL contacts customer to apologize for their experience and shares remedy

If merchant does not respond, MarketPlace PHL will escalate to corporate office and additional EDGE points will be deducted.

2018 CALENDAR OF EVENTS

- Valentine's Day - February
- Black History Month – February
- Earth Day - April
- PHL Job Fair – May
- Mother's Day - May
- RMH Plane Pull – May
- Leasing Outreach – June
- Just Plane Fun – June
- Father's Day – June
- WaWa Welcome America – July
- EDGIE Awards - September
- Restaurant Week – October
- America Recycles Day – November
- 5 Days of Employee Shopping – December
- Fashion Show - December



VISUAL MERCHANDISING

Visual merchandising displays are executed 6 times a year. These displays live outside the merchant lease line. An in-house visual merchandiser curates a theme for each display then works with the store team to create an appealing display to customers.

- Merchant Visual Merchandising DAILY Display Rules
 - In store and common area displays
 - Windows and display changes must be approved by marketing team
 - Signage placement in common area
 - Signage must stay behind lease line
 - All printed signage must be approved by marketing
 - Handwritten signage is not permitted

THE DIGITAL SPACE

- MarketPlace PHL Website
 - The 2017 website launch has the ability to:
 - Communicate events, offers and new product launches
- Emails, Emails, Emails!
 - Let's communicate our offers and events to employees. They are our consistent customer and they are here 7 days a week!
- Social Media
 - Facebook
 - Twitter



MERCHANT RESPONSIBILITIES

Merchant responsibilities involve onsite management and compliance of everything from signage to street pricing. If you need a refresher, please reference your merchant handbook.

Here are a few friendly reminders.

DAILY RESPONSIBILITIES

- Cleanliness
- Lighting
- Use clause
- Back doors
- Windows and glass
- Lost keys
- Employee breaks
- Rocking chairs (In B/C Connector)
- Hold rooms
- Airport employees in your store
- Properly securing spaces
- Windows and Visual Merchandising

REMINDERS

- Use of A/B Dock is not permitted as a primary point of entry into the facility when coming to work
- Tip jars are not allowed (except for bartenders and baristas); tips are allowed
- Activities not permitted in food courts:
 - Storage
 - Performing company paperwork
 - Counting money
 - Staff meetings

BANK DEPOSITS

- Established merchant bank deposit program
- Dunbar Armored Services is the only authorized program for armored service
 - Contact Dunbar at 856-786-5200
- Service location and times
 - C/D Link, downstairs
 - Mon – Fri, 1:30PM – 3:00PM
 - Sat 10:00AM – 11:00AM
 - Sun 9:15AM – 9:45AM

STORAGE MAINTENANCE

- Storage cages must be clean and organized
- All inventory must be 6" inches off the floor
- All food and perishable items must be stored in clean, covered, labeled containers
- Refrigerators are only permitted in approved spaces
- Inventory and carts are not permitted to be kept outside of storage cages
- Inventory is not permitted to be kept in corridor between storage room and elevator

ADA COMPLIANCE

- A person with a disability (e.g. using a wheelchair) must have “unimpeded access” to all public portions of the premises:
 - 36” of clear passage between furniture, walls, displays, or other objects
- Accessible point of sale (i.e. where a person signs the credit card paper):
 - must be free of obstructions (for example, candy bars)
 - must have 36” x 48” clear space evenly spaced in front
- 5% of dining area seating must be at “accessible dining surfaces”:
 - must be no more than 34” high and no less than 48” wide and 30” deep
 - must be at least 17” from the edge of the table to anything under the table (e.g. post)
 - must be at least 30” between pedestals if a dual pedestal table
 - accessible tables should be available throughout the area (such as windows seats and patios)

THANK YOU