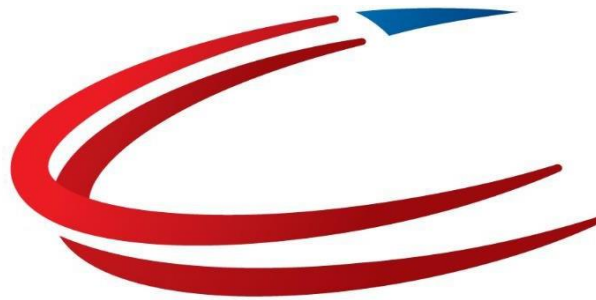


**Little Rock Municipal Airport Commission  
Airport Concessions Disadvantaged Business Enterprise  
Program (ACDBE)  
2025-2027 Goal**



**BILL AND HILLARY  
CLINTON  
NATIONAL AIRPORT  
— LITTLE ROCK —**

**Kimberlean Hubbard – Business Diversity Program Coordinator**

**October 1, 2024**

## **ACDBE Non-Car Rental Goal**

### **Section 23.45: Overall Goal Calculation for Concessions (Non-Car Rental Concessions)**

The Little Rock Municipal Airport Commission's (LRMAC) overall goal for concessions other than car rental during the period beginning October 1, 2024, and ending September 30, 2027, is 23% of the total gross receipts for concessions at Bill and Hilary Clinton National Airport. The following are not included in the total gross receipts for concessions: (a) the gross receipts of car rental operations, (b) the dollar amount of a management contract or subcontract with a non-Airport Concession Disadvantage Business Enterprise (ACDBE), (c) the gross receipts of business activities to which a management contract or subcontract with a non-ACDBE pertains, and (d) any portion of a firm's estimated gross receipts that will not be generated from a concession.

The concession opportunities anticipated during this goal period are Banking ATM Concessions, Food & Beverage, Retail, Baggage Delivery, Taxi/Limos, and Advertising Concessions with estimated gross receipts revenue of \$25,784,900. If a new concession opportunity arises prior to the end of this goal period and the estimated average of annual gross revenues is anticipated to be \$200,000 or greater, the LRMAC will submit an appropriate adjustment to the overall goal.

The LRMAC has determined that Pulaski County, Arkansas, is the market area for non-car rental concessions. Pulaski County is included in the Little Rock-North Little Rock-Conway metropolitan area of Arkansas. This is the geographical area in which the substantial majority of firms seeking to do concessions business with the airport are located and in which there are certified Airport Concession Disadvantaged Business Enterprises.

<b>Fiscal Year</b>	<b>Concessions (non-car rental)</b>
FY21	5,766,269
FY22	9,168,202
FY23	10,883,429
<b>Total</b>	<b>25,784,900</b>

### **Methodology Used to Calculate Overall Goal**

The LRMAC will meet the percentage goal by including the purchase from ACDBEs of goods and services used in businesses conducted at the airport. The businesses at the airport shall make good faith efforts to explore all available options to achieve, to the maximum extent practicable, compliance with the goal through direct ownership arrangements, including joint ventures and franchises. The dollar value from purchases of goods and services from ACDBEs may be added to the numerator, and the dollar value from purchases of goods and services from all firms (ACDBEs and non-ACDBEs) may be added to the denominator.

The LRMAC will meet the percentage goal by including any business operated through a management contract or subcontract with an ACDBE. The businesses at the airport will add the dollar amount of a management contract or subcontract with an ACDBE to the total participation by ACDBEs in airport concessions (both the numerator AND the denominator) and to the base from which the airport's percentage goal is calculated. However, the dollar amount of a management contract or subcontract with a non-ACDBE and the gross revenue of business activities to which the management contract or subcontract pertains will not be added to this base in either the numerator or denominator. While LRMAC realizes that this appears to go against the normal rules and rationale for goal-setting, Staff understands that this method is nevertheless required by statute.

**Step 1:**

The LRMAC determined the base figure for the relative availability of ACDBEs other than car rental. The Arkansas Highway Department DBE/ACDBE directory was the data source or demonstrable evidence used to derive the numerator, and the US Census Bureau data at [Census Bureau Tables](#) was the data source or demonstrable evidence used to derive the denominator.

NAICS	Description	All Firms in Pulaski Co.	ACDBE Firms
541810	Advertising Agencies	29	5
522320	Automated Teller Machine (ATM) Network Operations	0	2
722511	Full-Service Restaurant (establishments 50-99 employees)	34	7
453220	Gift, Novelty, and Souvenir Stores	23	5
722330	Mobile Food Service	22	1
541219	Other Accounting Services	65	5
488119	Other Airport Operations	6	7
Base Figures		<b>Total ACDBEs</b>	<b>32</b>
		<b>Total All Firms</b>	<b>179</b>
			<b>0.1788</b>

**Step 2.**

Analysis: Adjust the base figure for Step 1 to make it more precise.

After calculating a base figure for the relative availability of ACDBEs, evidence was examined to determine what adjustment (if any) was needed to arrive at the overall goal.

The data used to determine the adjustment to the base figure was the median of historical ACDBE accomplishments, which ranged from 28% to 32% as follows:

Fiscal Year	ACDBE (non-car rental) Accomplishments
FY21	28%
<b>FY22</b>	<b>29%</b>
FY23	32%

Arranging this historical data from low to high, the median is 29%.

To arrive at an overall goal, we added our Step 1 base figure with our Step 2 adjustment figure and then averaged the total arriving at an overall goal of 23%. We feel this adjusted goal figure will accurately reflect ACDBE participation that can be achieved for the type of project work being awarded during FY25-27.

**Step 2: Adjustments**

2021 Accomplishments	0.2752
<b>2022 Accomplishments</b>	<b>0.2846</b>
2023 Accomplishments	0.3230

**Part A**

<b>Median</b>	<b>Step One Base Figure</b>	<b>0.1788</b>
	<b>Step Two Median</b>	<b>0.2846</b>
	<b>0.4634</b>	<b>0.2317</b>
	$0.4634/2 = 0.2317$	

**FY2025-2027 Overall Adjusted Goal 23%**

**Breakout of Estimated Race-Neutral (RN) & Race-Conscious (RC) Participation**

The recipient will meet the maximum feasible portion of its overall goal by using RN means of facilitating ACDBE participation:

1. Using our outreach portal to notify ACDBE companies and other small businesses that may be interested in participation as concessionaires under 49 CFR Part 23;
2. Arranging advertising of concession opportunities in ample time for ACDBEs to have time to compete in the opportunity;
3. Arranging material for pre-bid meetings that help ACDBEs compete on contracts;
4. Hosting meetings to communicate with Concessionaires regarding contracting procedures and specific contract opportunities;

5. Providing services to help ACDBEs and other small businesses to improve long-term development, increase opportunities to participate in a variety of kinds of work, handle increasingly significant projects, and achieve eventual self-sufficiency;
6. Ensuring ACDBEs have access to the DBE/ACDBE directory published by the Arkansas Department of Transportation (ARDOT), through electronic means and print format, to the widest group of potential prime contractors;
7. Encourage out-of-state ACBEs to become certified in Arkansas;
8. Host the annual ACDBE conference in Syce with the National Rental Car conference that includes NAICS codes for concession opportunities to assist companies with becoming ACDBE certified and develop their capability to utilize emerging technology, information on bonding, and capital.
9. Attending local conferences to inform the public of our ACDBE goal and upcoming projects list, which is attached to our website and updated monthly.

The LRMAC estimates that, in meeting our overall goal of 23%, we will obtain 8% from race-neutral participation and 15% through race-conscious measures.

The following is a summary of the basis of our estimated breakout of race-neutral and race-conscious ACDBE participation:

1. The ACDBE goal has been exceeded in the past
2. Extent of your race-neutral business assistance efforts

To ensure that our ACDBE program is narrowly tailored to overcome the effects of discrimination, if we use concession-specific goals, we will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation (see 26.51(f)), and we will track and report race-neutral and race-conscious participation separately.

For reporting purposes, race-neutral ACDBE participation includes but is not necessarily limited to, the following: ACDBE participation through a prime contract that an ACDBE obtains through customary competitive procurement procedures; ACDBE participation through a subcontract on a prime contract that does not carry ACDBE goal; ACDBE participation on a prime contract exceeding a concession specific goal; and ACDBE participation through a subcontract from a prime contractor that did not consider a firm's ACDBE status in making the award.

The LRMAC will maintain data separately on ACDBE achievements in contracts with and without concession-specific goals, respectively.

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## ACDBE Car Rental Goal

### Section 23.45: Overall Goal Calculation for Car Rentals

#### Amount of Goal

The Little Rock Municipal Airport Commission's (LRMAC) overall goal for car rentals from October 1, 2024, to September 30, 2027, is 2%.

The concession opportunities anticipated during this period are: general operational needs required for rental car agencies to operate during the year (i.e. insurance, automotive maintenance and repair, windshield repair, office supplies, fuel, office equipment, uniforms, safety equipment, etc.).

The LRMAC has determined that its market area is national for car rental concessions and corporate expenditures and the market area is the state of Arkansas for purchases of goods and services required to sustain ongoing business operations.

#### Methodology used to Calculate Overall Goal

##### Goods and Services

The LRMAC can meet the percentage goal by including the purchase of goods and services used in airport businesses from Airport Concession Disadvantage Business Enterprise (ACDBE). The dollar value from purchases of goods and services from ACDBEs may be added to the numerator, and the dollar value from purchases of goods and services from all firms (ACDBEs and non-ACDBEs) may be added to the denominator.

Fiscal Year	Concessions (car rental)
FY21	34,993,487
FY22	41,625,793
FY23	47,553,998
<b>Total</b>	<b>124,173,278</b>

#### **Step 1:**

The LRMAC determined the base figure for the relative availability of ACDBEs for car rental. The Arkansas Highway Department DBE/ACDBE directory was the data source or demonstrable evidence used to derive the numerator, and the US Census Bureau data at [Census Bureau Tables](#) was the data source or demonstrable evidence used to derive the denominator.

<b>NAICS</b>	<b>Description</b>	<b>All Firms</b>	<b>ACDBE Firms</b>
236220	Commercial & Institutional Building Construction	351	22
238110	Poured Concrete Foundation and Structure Contractors	195	34
238210	Electrical Contractors	742	19
333911	Fuel Maintenance	0	0
339113	Surgical Appliance and Supplies Manufacturing (Personal protective equipment)	23	1
334220	GPS	3	1
334290	Alarm System Central Monitoring	0	2
337125	Car seats, infant (except metal), manufacturing	0	0
423110	Automobile Parts and Repairs	32	1
423130	Tires	81	0
423140	Motor Vehicle Parts (Used) Merchant Wholesalers	17	0
423850	Car Wash Equipment and Supplies	40	0
424120	Office Supplies	30	0
424720	Fuel/Oil/Energy - Motor Oil	24	0
441110	New Car Dealers	246	0
441320	Tire Dealers	267	0
454310	Fuel Dealers	92	0
484230	Auto Transport	120	2
488410	Motor Vehicle Towing	107	0
524210	Insurance	1542	0
561491	Asset Recovery	0	0
561622	Locksmith Services	30	0
621999	Drug Testing	76	0
811121	Automobile Body Work	328	0
811122	Automotive Glass Replacement Shops	74	0
811191	Automotive Oil Change and Lubrication Shops	97	0
811192	Automotive Detailing	164	1
812331	Uniforms	3	1
Base Figures	<b>Total ACDBEs</b>		<b>84</b>
	<b>Total Firms</b>		<b>4684</b>
			<b>0.0179</b>



**Step 2. Analysis:** Adjust the base figure for Step 1 to make it more precise.

After calculating a base figure of the relative availability of ACDBEs, evidence was examined to determine what adjustment (if any) was needed to the base figure in order to arrive at the overall goal. The data used to determine the adjustment to the base figure was the median of historical ACDBE accomplishments, which ranged from 0% to 0% as follows:

Fiscal Year	ACDBE (Car Rental) Accomplishments
FY21	0%
FY22	<b>0%</b>
FY23	0%

Arranging this historical data from low to high, the median is 0%.

To arrive at an overall goal, we added our Step 1 base figure with our Step 2 adjustment figure and then averaged the total arriving at an overall goal of 2%. We feel this adjusted goal figure will accurately reflect ACDBE participation that can be achieved for the type of project work being awarded during FY25-27.

**Step 2: Adjustments**

2021 Accomplishments	0.0000
<b>2022 Accomplishments</b>	<b>0.0000</b>
2023 Accomplishments	0.0000

**Part A**

<b>Median</b>	<b>Step One Base Figure</b>	<b>0.0179</b>
	<b>Step Two Median</b>	<b>0.0000</b>
		<b>0.0179</b>

**Breakout of Estimated Race-Neutral & Race-Conscious Participation**

The LRMAC will meet the maximum feasible portion of its overall goal by using RN means of facilitating ACDBE participation:

1. Locating and identifying ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23;
2. Notifying ACDBEs of concession opportunities and encouraging them to compete, when appropriate;
3. When practical, structuring concession activities so as to encourage and facilitate the participation of ACDBEs;

4. Providing technical assistance to ACDBEs in overcoming limitations, such as inability to obtain bonding or financing;
5. Ensuring that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process;
6. Providing information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation; and

The LRMAC estimated that, in meeting our overall goal of 2%, we would obtain 0% from race-neutral participation and 2% through race-conscious measures.

### **Consultation**

As required, the Airport submits its overall 3-year goal to the FAA in October. The Airport will host several outreach events annually, participate in events focused on minority businesses, and participate in a business matchmaking event held by the Arkansas Economic Development Commission each fall. The Airport will also attend numerous annual events held in the city to inform the public of upcoming business opportunities. The methodology will be discussed at three separate public meetings. The Airport's monthly Commission meeting held on Tuesday, October 22, 2024, to announce the triennial goal to the public and at the annual diversity outreach event.