



**DAYTONA BEACH  
INTERNATIONAL AIRPORT**



**AIRPORT CONCESSIONS  
DISADVANTAGED BUSINESS  
ENTERPRISE (ACDBE)  
PROGRAM**

Car Rental Goals & Methodology  
OCTOBER 2022 – SEPTEMBER 2025

***49 CFR PART 23***

## **Overall Goal Calculation for Car Rental Concessions FY 2023-2025**

Name of Recipient: **County of Volusia**

Name of Airport(s): **DAB (Daytona Beach International Airport)**

Goal Period: **FY 2023-25 (10/1/2022 through 9/30/2025)**

**Overall Three-Year Goal: 2.4%,**

To be accomplished through 0% Race Conscious and 2.4% Race Neutral.

### **Goal Based on Gross Receipts - Determination**

DAB (County of Volusia) has the following car rental agencies operating at the airport: Alamo-National, Avis, Budget, Dollar, Enterprise and Hertz.

DAB (County of Volusia) can meet the percentage goal by including the purchase from ACDBEs of goods and services used in businesses conducted at the airport. Car rental company concessionaires at the airport stated that the goods and services they may need in the goal period are: Automotive body, paint and interior repair services, auto detailing/car wash, insurance, janitorial services, new car dealers, passenger car rental, and other auto mechanical services.

### **Market Area**

Historical data indicates that DAB's (County of Volusia) past ACDBE participation for car rental concessions was obtained through the purchase of goods and services. Therefore, the market area for car rental concessions is based on the location of these vendors and suppliers.

The market area is the geographical area in which the substantial majority of firms which seek to do concessions business with the airport are located and in which the firms which receive the substantial majority of concessions-related revenues are located. In the case of car rental concessions, the specific market area would be defined as the location of firms which seek to do business where the car rental concessions are located.

DAB (County of Volusia) has determined that the majority of its market area for the Daytona Beach International Airport (DAB) is primarily, within the state of Florida, accounting for 54% of the concession-related business at DAB. In addition, the combined share of participation in California (5%) and Pennsylvania (7%) of 12%.

**Table 1. Market Area for Car Rental Concessionaires**

Location	Vendors	Participation
<i>Florida</i>	124	54%
<i>California</i>	12	5%
<i>Pennsylvania</i>	15	7%
<i>Other states</i>	77	34%
<b>TOTAL</b>	<b>228</b>	<b>100%</b>

Sources: DAB Terminal Concession Agreements & Car Rental Vendor/Supplier Lists (FY 19-21)

**Base of the Goal**

To calculate the base of the goal, DAB (County of Volusia) considered the most recent previous 3 years of gross concession receipts and the projected potential concession revenue (gross receipts) three years into the future including upcoming new opportunities.

**Table 2. Gross Receipts (Revenue) for Previous 3 Years  
Car Rental Concessions**

Year(s)	Car Rental Concessions Gross Receipts
2020	\$10,818,116
2021	\$15,384,681
2022	\$18,306,016

DAB (County of Volusia) estimates that revenues to existing concessions will grow by an average of 2% each year over the next three years due to estimated modest growth in passenger traffic or other concession activities.

**Table 3. Projected-Annual Growth and Gross Receipts Estimates for FY 23-25**

Year(s)	Annual Growth Estimate	Annual Gross Receipts Estimate
2023	2%	\$18,672,136
2024	2%	\$19,045,579
2025	2%	\$19,426,491
<b>Three-Year Total Gross Receipts:</b>		<b>\$57,144,206</b>
<b>Average Annual Growth Rate:</b>		<b>2%</b>

**Calculation:** \$18,672,136 + \$19,045,579 + \$19,426,491 = **\$57,144,206**

Recipient's (DAB) base of goal for car rental concessions

The following are not included in this base: (a) non-car rental operations.

If a new concession opportunity arises prior to the end of this goal period and the estimated average of annual gross revenues are anticipated to be \$200,000 or greater, DAB (County of Volusia) will submit to the FAA an appropriate adjustment to the overall goal. This will be submitted to FAA for approval no later than 90 days before issuing the solicitation for the new concession opportunity.

**Step 1 - Actual Relative Availability of ACDBEs - §23.51 (c)**

We determined the base figure for the relative availability of ACDBEs for car rental goods and services purchases. The base figure was calculated as follows:

**Numerator: Ready, willing, and able non-car rental ACDBEs in the market area**  
**Denominator: All ready, willing, and able non-car rental concession firms in the market area**

**Table 4. Determination of Relative Availability of ACDBEs (Car Rental)**

Concession Activity	NAICS Code	# ACDBE Certified Firms	# Total Firms	% Availability
Auto Detailing/Car Wash	811121	7	209	3.3%
Automotive Body, Paint & Interior Repair Services	811192	1	279	0.4%
Insurance	524210	3	1125	0.3%
Janitorial Services	561720	38	807	4.7%
New Car Dealers	441110	0	144	0.0%
Other Auto Mechanical	811118	1	250	0.4%
Passenger Car Rental	532111	2	140	1.4%
Totals		<b>52</b>	<b>2,954</b>	
<b>Average ACDBE Availability:</b>				<b>2.0%</b>

- The average availability is used to arrive at the **Step 1** base figure for DAB’s overall goal for Car Rental Concessions of **2.0%**.
- Total number of certified ACDBE firms **52** divided by total number of firms **2,954**.

**The data sources used in the above calculation include:**

- Recipient’s Active Participant Lists: used concessionaire vendor/supplier reports
- **FL UCP DBE Directory:** Florida Unified Certification Program (UCP) Disadvantaged Business Enterprise (DBE) Directory
  - Data showing the # of ACDBEs certified firms within the market area
- **U.S. Census Bureau Data:** County Business Pattern 2019

## Step 2 - Adjustment

After calculating a base figure of the relative availability of ACDBEs, we examined evidence to determine what adjustment was needed to the *Step 1* base figure in order to arrive at the overall goal. The data used to determine the adjustment to the base figure was the historic ACDBE Participation achievements.

**Table 5. Daytona Beach International Airport (DAB) Car Rental ACDBE Accomplishments**

<b>Fiscal Year(s)</b>	<b>Race Conscious (%)</b>	<b>Race Neutral (%)</b>	<b>Total Achievement (%)</b>
FY 17	1.29%	0%	1.3%
FY 18	2.8%	0%	2.8%
FY 19	1.08%	0%	1.1%
FY 20	1.29%	1.81%	3.1%
FY 21	1.46%	2.84%	4.3%

- Arranging this historical data from low to high (1.08% 1.29%, 2.8%,3.1%, 4.3%)
- The median is **2.8%**, use as the **Step 2** figure
- **Step 1:** base averaged with historical median:  $(1.5\% + 2.8\%) / 2 = 2.2\%$
- To arrive at an overall goal, the **Step 1** base figure (**1.5%**) was added to the
- **Step 2:** adjustment figure (**2.8%**), the total was then averaged, arriving at an
- Overall goal of **2.2%**.

(DAB) County of Volusia believes this adjusted goal accurately reflects ACDBE participation that can be achieved for the types of concession activities at the airport during this three-year goal period (FY 2023-25).

## **Breakout of Estimated “Race and Gender Neutral” (RN) and “Race and Gender Conscious” (RC) Participation**

DAB (County of Volusia) will make every reasonable effort to meet the maximum feasible portion of its overall goal by using race-neutral means of facilitating ACDBE participation. DAB (County of Volusia) will use the following race-neutral measures:

- Locate and identify ACDBEs and other small businesses who may be interested in participating as concessionaires under 49 CFR Part 23;
- Notify ACDBEs of concession opportunities and encouraging them to compete, when appropriate;
- When practical, structure concession activities so as to encourage and facilitate the participation of ACDBEs;
- Provide technical assistance to ACDBEs in overcoming limitations, such as inability to obtain bonding or financing, when appropriate;
- Ensure that competitors for concession opportunities are informed during pre-solicitation meetings about how the sponsor's ACDBE program will affect the procurement process;
- Provide information concerning the availability of ACDBE firms to competitors to assist them in obtaining ACDBE participation;
- Establish a business development program (see 49 CFR Part 26.35); technical assistance program or taking other steps to foster ACDBE participation in concessions;
- Work in coordination with the County of Volusia Economic Development grants and assistance programs, SBE Small Business Development Centers at Daytona State College and Bethune-Cookman University, a private historically black university.

With prior FAA approval, DAB will use other methods that take a competitor's ability to provide ACDBE participation into account in awarding a concession DAB, through the County of Volusia, uses one or more of the following race-conscious measures to increase ACDBE participation.

If we project that race-neutral measures alone are not sufficient to meet an overall goal, DAB (County of Volusia) will use the following race-conscious measures to meet the overall goal:

1. DAB will establish concession-specific goals for particular concession opportunities;
2. DAB will negotiate with potential concessionaires to include ACDBE participation through direct ownership arrangements or measures, in the operation of the concession, when practical;
3. Locate and identifying ACDBEs and other small businesses who may be interested in participating as concessionaires under this part;
4. Notify ACDBEs of concession opportunities and encouraging them to compete, when appropriate;

5. Maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

DAB (County of Volusia) estimates that, in meeting the overall goal of 2.2%, it will obtain 2.2% from race-neutral participation and 0.0% through race-conscious measures.

- ACDBE participation in local programs in which there are no ACDBE concession specific goals.
- Extent of race-neutral business assistance efforts.

In FY-2021, DAB (County of Volusia) accomplishments exceeded its goal by 3.3%, which is evidence of race-neutral participation, therefore, 2.4% of the goal is being applied to race-neutral and the remaining 0% is applied to race-conscious participation.

In order to ensure that DAB's (County of Volusia) ACDBE program will be narrowly tailored to overcome the effects of discrimination, if concession specific goals are used, DAB (County of Volusia) will adjust the estimated breakout of race-neutral and race-conscious participation as needed to reflect actual ACDBE participation and race-neutral and race conscious participation will be tracked 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.

DAB (County of Volusia) will maintain data separately on ACDBE achievements in those contracts with and without concession specific goals, respectively.

## Consultation

DAB (County of Volusia) consults with stakeholders in an effort to increase ACDBE participation. Stakeholders outreach include minority and women's business groups, community organizations, trade associations representing concessionaires currently located at the airport, as well as existing concessionaires themselves, and other officials or organizations which could be expected to have information concerning the availability of disadvantaged businesses, the effects of discrimination on opportunities for ACDBEs, and the sponsor's efforts to increase participation of ACDBEs.

Specifically, DAB (County of Volusia) consultations via direct email with:

1. African American Chamber of Commerce Central Florida
2. African American Entrepreneurs Association
3. Airport Minority Advisory Council
4. Florida Hispanic Construction Association
5. Jacksonville Women's Business Center
6. National Association of Minority Contractors – Central FL
7. National Association of Minority Contractors – NE FL
8. National Association of Minority Contractors – Greater Atlanta
9. National Association of Minority Contractors – Dallas/Ft. Worth
10. North Florida Small Business Development Office
11. Service Corps of Retired Executives - Score Chapter 87 Volusia/Flagler
12. Small Business Development Center (SBDC) At Daytona State College
13. Tampa Bay Women's Business Centre
14. Volusia County Business Incubator
15. Volusia Hispanic Association
16. Volusia Hispanic Chamber of Commerce
17. West Volusia National Association for The Advancement of Colored People (NAACP)
18. Weventure (Women's Business Center) At Florida Institute of Technology (FIT)

\*The following comments were received during the course of the consultation: **TBD**