

# MAKING GOOD AIRPORTS GREAT

- How do we **find** ACDBE partners?
- What do they **need**?
- How do we “**get them**” there?
- How do we **support** them?

Developing best practices for the best partners

# HOW DO WE FIND THEM?

- Tapping into local community leaders (churches, schools, university, community college) for advance recon
- Local chamber of commerce and Small Businesses Associations (i.e AA, Women, Latino SBAs divisions, etc.)
- Appeal to local mall businesses
- WeWork – coworking spaces
- Etsy
- Farmer's Markets
- VA Small Business Loans
- Local credit unions
- Marketing Campaign
  - Social Media
  - Billboards

**How? Advance team for new markets, dedicated team for existing market.**

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# WHAT DO THEY **NEED** ?

- **Training:** Leverage school programs / Small Business Association:
  - Create curriculum for an **entrepreneurial programs**
    - Grant support
    - Coaching
    - Hiring practices
      - HireView, Predictive Index
  - **Employee Training Academy**
    - *Located downtown (not airport)*
    - Continue: Language training, Numerical skills, customer service
- **Long-term growth:** “Entrepreneurship/Airport Retail University”
  - Leveraging best practices stated above to develop tomorrow’s DBEs entrepreneurs
  - Create template for all new businesses supporting all Ferrovial divisions

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# HOW DO WE “GET THEM” THERE?

- **Shuttle/Train/Transportation incentive**
  - Bring workers to the airport while tapping into Ferrovial’s existing core business
- **Ongoing professional development**
- **Tiered rent program**

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# HOW DO WE **SUPPORT** THEM?

- **Liaison with existing mentor programs from following**
  - Small business administration
  - Department of Transportation
  - VA
  - FAA
  - Local universities
- **Existing successful DBE operators**