

**ITEM #50**

**ADDITIONAL MATERIAL**

**Regular Meeting  
FEBRUARY 12, 2019**

**SUBMITTED AT THE REQUEST OF**

**AVIATION DEPARTMENT**



**Central Reservations:  
Toll free: 888-901-5121**

Board of County Commissioners,

**Easirent opposes any modification to the rental car RFP process that effectively reduces the opportunity for off airport rental car companies to gain an operating presence on the airport at the Fort Lauderdale International Airport (FLL).**

In 2005 FLL completed and opened a rental car consolidated facility within a joint-use garage structure. Much of the rental car area included expensive and extensive improvements. Therefore, we did not oppose the unusual position that the airport authority took to not offer much of the facility for bid risking potential expensive relocation of rental car companies and brands. Historically airport authorities bid most to all rental car areas to assure fair competition and to maximize allocation of space to optimize customer service. The authority made the decision that the goals of eliminating expensive reallocations and proper allocation could be reached by allowing the largest rental car companies to keep substantially their present allocated space, and place up for bid, four (4) positions for the smaller on-airport rental car companies and those off-airport companies desiring to come on airport.

However, at the last Broward County Commission meeting on January 29, 2019 an idea surfaced that would guarantee that the existing smaller rental car companies be grandfathered space. If this change is approved, it would reduce the opportunity for interested off airport companies to participate. A number of the off-airport companies are larger than at least one of these present on airport companies, and arguably these off-airport companies will be even larger if they have on airport operations. The proposed term for the new contract is ten (10) years. It will be a while before those off airport companies have the opportunity to enter the airport again.

Again, Easirent opposes this change. We ask that the number of positions offered during this RFP process remain unchanged. We recommend that either 1) the existing structure remains as is or, 2) if additional companies are grandfathered, four (4) additional new positions are created for the RFP.

**Tim Koehler**  
**General Manager – USA**  
Cell: (954) 868-1708  
Reservations: (888) 901-5121  
Easi Dial: 1711  
Email: tim.koehler@easirent.com



Branches at:

- Fort Lauderdale, FL
- Miami, FL
- Orlando Int, FL
- West Palm Beach, FL
- Jacksonville, FL



2330 South Andrews Ave.  
Fort Lauderdale, FL 33316  
(954) 764-1008

January 31, 2019

Honorable Mayor Bogen  
Broward County Governmental Center  
115 South Andrews Ave.  
Room 437B  
Fort Lauderdale, FL 33301

Re: Fort Lauderdale-Hollywood Intn'l Airport Solicitation RFP No.: #20180430-0-AV-01

Dear Board of County Commissioners:

Thank you for taking the time to read this correspondence relating to the current Fort Lauderdale-Hollywood Intn'l Airport Solicitation. As we are sure you know, Ace Rent A Car has been a staple in Broward County for over 20 years and has been Broward County owned and operated since its very first day in business. We have strived to provide the best service possible during our time in Broward County and the proof is shown in our results.

Over the past 36 months we have continually increased revenues and the positive results has surpassed several in-terminal concessionaires. As the information provided by the Broward County Aviation Department reports for the calendar year end of 2018 demonstrates, Roam Rental / Ace Rent A Car has a gain of 198% over one of the in-terminal companies, 35% over another and 11.4% over a 3<sup>rd</sup> in-terminal company. Our company has positioned itself to continue this trend and to show a significant increase in revenue along with the total number of rental days resulting in increased CFC's (Consolidated Facility Fees) collected therefor increasing the capitalization to the Broward County Aviation Department.

We are requesting that the Solicitation proceed as originally offered in respect to the C1, C2, D1 and D2 packages be made available to the additional Broward County businesses that are also ready, willing and eager to present a bid package to potentially be selected as a tenant to the Rental Car Center.

The information on the following pages represents a timeline of the past 36 months of the revenue contributions Roam Rental / Ace Rent A Car has made to the Broward County Aviation Department as well as its availability to continually grow during the duration of the next contracted term.

Again, we would like to thank the board for the opportunity to consider the open solicitation and also consider the companies that are eagerly awaiting.

Respectfully,

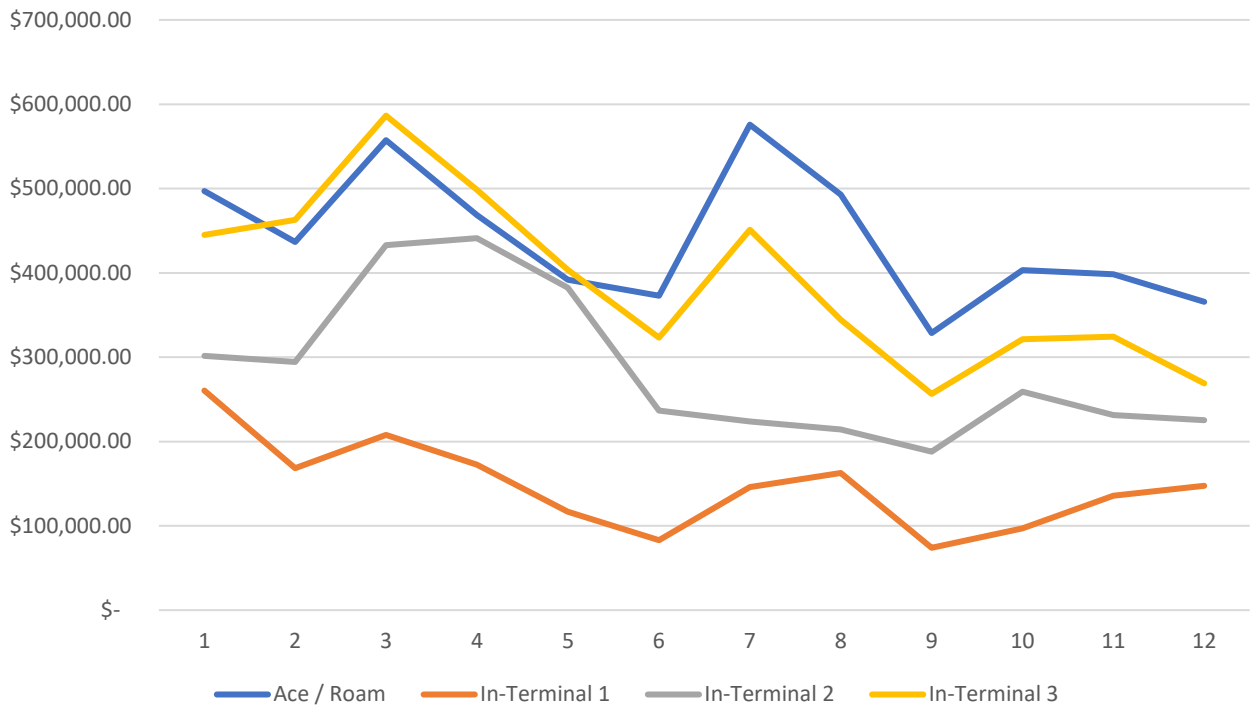
A handwritten signature in blue ink, appearing to read 'Charles Arnao', with a long horizontal stroke extending to the right. Below the signature is a solid horizontal line.

**Charles Arnao**  
**President**

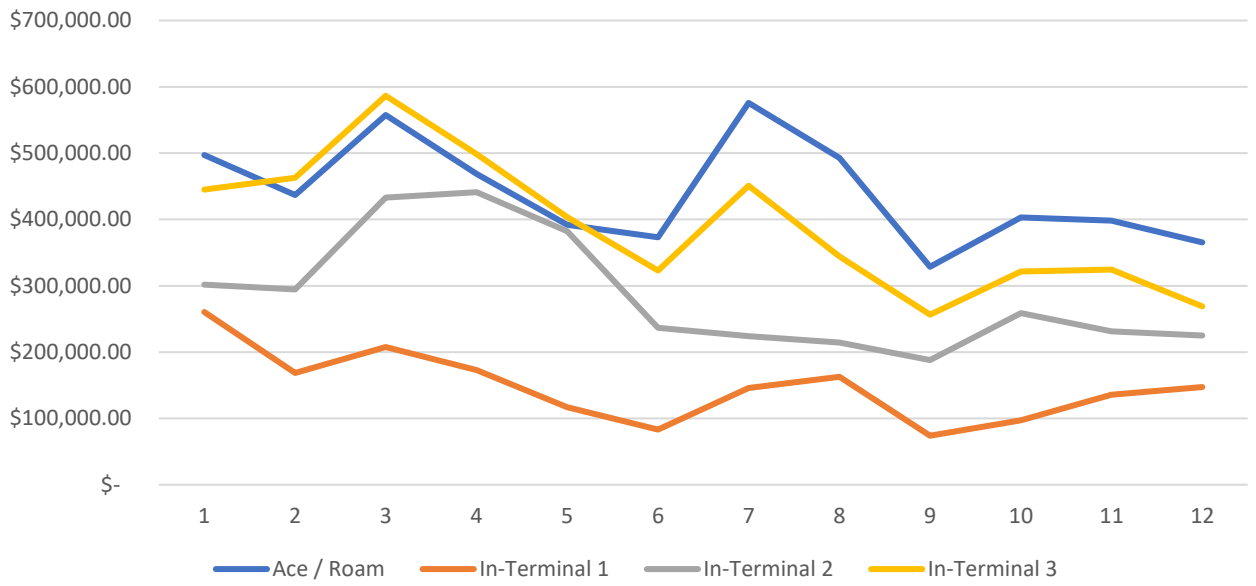
A handwritten signature in blue ink, appearing to read 'Helder N. Dias', with a horizontal stroke at the end. Below the signature is a solid horizontal line.

**Helder N. Dias**  
**General Manager**

Year Ending 2016



Year Ending 2017



### Year Ending 2018

