1. Approval of Subleasing Plan: Submitted by MarketPlace Philadelphia LP, (MPLP) to City 60 days prior to each lease year (coincides with City Fiscal Year – June 30). If City and MPLP fail to agree within 60 days, plan is submitted for dispute resolution. Considerations for development of subleasing plan:

   a. Program Analysis:
      i. Sales potential
      ii. Space availability
      iii. Space required to satisfy requirements of traveling public.
      iv. Space supported by forecasted enplanements and sales
      v. Estimated rent

   b. Space allocation:
      i. Food and beverage
      ii. Newsstands
      iii. Specialty retail
      iv. Services
      v. Adjacencies and design

   c. Goal-Setting:
      i. Merchandising/uses
      ii. Budget
      iii. ACDBE participation
      iv. Local/national brand mix
      v. Competition/maximize diversity of subtenants

2. Identification of Prospective Subtenants by MPLP:
   a. Desired mix of brands, concepts, and services
   b. Community outreach, research, and networking
   c. Industry knowledge and relationships
   d. Direct marketing by/to prospective subtenants
   e. PA UCP listing of certified ACDBE vendors
   f. Encouragement of competition through diversity of subtenant population

3. Cultivation of Prospective Subtenant Interest:
   a. MPLP cold calls
   b. Meetings and conferences
   c. Advertising
   d. Outreach/workshops
   e. Dissemination of information:
      i. Sales history
      ii. Passenger enplanements
      iii. Passenger demographics
      iv. Established subtenants already in program
4. Proposal Processes:
   a. Proposals invited when appropriate:
      i. Sent to multiple prospects
   b. Proposals exchanged when appropriate:
      i. With multiple prospects
      ii. With single prospect, e.g.:
          • Sole source subtenant (e.g. one-of-a-kind product or service)
          • Existing subtenant renewal
          • Time constraints

5. Prospective Subtenant Evaluation:
   a. Track record, business history
   b. Financial capacity
   c. Managerial and operational strengths/weaknesses
   d. ACDBE certification and/or participation
   e. Airport retail experience
   f. Other relevant experience
   g. Provide competition and diversity

6. Selection Process:
   a. Evaluation criteria as set forth in 5 above
   b. Economics
   c. Design
   d. Reputation and experience
   e. Acceptance of sublease terms
   f. Other considerations:
      i. Desired brand
      ii. Desired concept, product, or service
      iii. Enhancement to PHL image
      iv. Potential impact on other subtenants

7. Negotiation with Selected Subtenant:
   a. Financial terms
   b. Use clause
   c. Construction scope
   d. Term (length of agreement)
   e. Other sublease terms and conditions

8. Approval:
   Negotiated sublease submitted for concurrence prior to execution to the following:
   1. Law Department
   2. Deputy Director of Aviation Finance/Administration
      a. ACDBE/Compliance
   3. Deputy Director of Aviation Property Management/ Business Development
   4. Deputy Director submits to Chief Executive Officer of the Philadelphia International Airport with recommendation.

9. If concurrence is received, Sublease Executed by MPLP