

ACI Entry: ADAPTABILITY CONCESSIONAIRES/SERVICE PROVIDER

Title: Unison Consulting –
O'Hare International Airport



As a joint venture partner with the Chicago Department of Aviation at O'Hare International Airport, Unison is a strategic leader in the airport's retail, customer service, and marketing/hospital programs.

Unison - Leading with an immediate response to the COVID-19 pandemic.

- Ascertained gravity of concessionaire's situation
- Provided support and guidance through unprecedented event



Unison Consulting Management team jumped into action

- Gained necessary knowledge to communicate effectively with them
- Participated in White House telephone conference in support of the Coronavirus Task Force for African American stakeholders and Cares Act for Minority Business Enterprises (MBE).
- Received detailed information regarding the President's Coronavirus Guidelines for America



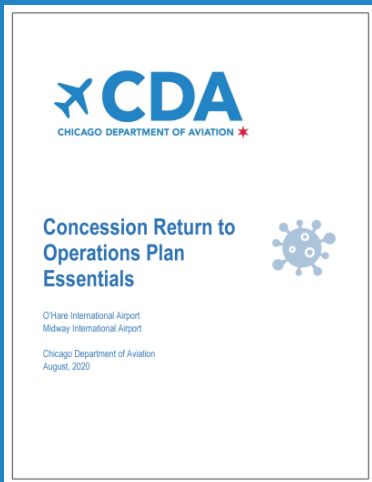
COVID didn't stop other operational oversight from continuing like a roof project - impacting concessions.

PROPERTY MANAGEMENT TEAM

Unison Property Manager: **Dorine Litman**

Unison Assistant Property Managers:
Andy Nystuen, Jason Pehm, Nick Felcman

The onset of COVID initiated immediate action from Unison Management Team



Wrote and composed an:

- Entirely NEW plan of action
- Extensive NEW Standard Operating Procedure manual

Provided valuable information and direction for:

- 32% of O'Hare concession locations remaining open
- 148 concession locations to be properly “shut down”

Unison was contracted to administer the coordination of the Chicago Dept. of Aviation's- COVID Relief program on behalf of CDA - heading up management of funds

- The Cares Act
- Coronavirus Response and Recovery Supplemental Appropriations (CRRSA) Act
- The CRSSA Act Grant
- American Recovery Plan Act (ARPA) allocated by Congress



The Implementation of additional Best Practices to assist travelers and provide access to concessionaires at O'Hare.



- Established regular ZOOM merchant communication meetings for all concessions (Open and Closed)



- Installed Tower Signs in high traffic airport locations for easy navigation



- Installed an Open Shops website page with QR code to the website and Open Shops digital monitor listing open concessions locations/hours by Terminal/Gate order for easy passenger use

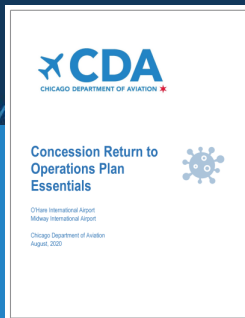
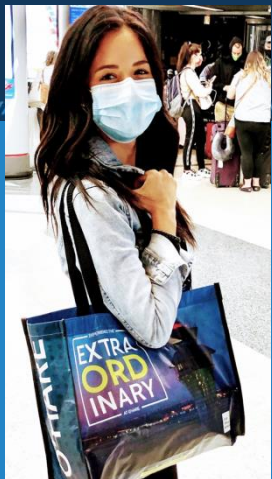
www.FlyChicago.com/OpenShops



The onset Unison provided sales-driven support to open concession operators

- Partnered with CDA on the Faces of O'Hare social media campaign to highlight friendly faces of front line hero workers at open concession locations
- Created "gift with purchase" tote bag promotion to glean added sales from COVID's low traffic volumes at O'Hare
- Implemented fun concessions employee programs during COVID period - pumpkin carving & holiday wreath contests with passenger voting.





Winner- Burrito Beach



Winner- Nuts on Clark

The small three member Unison Property Management Team

- Always present in person to assist all O'Hare concessionaires - open or closed

Unison's new Standard Operating Procedures (SOP) Manual

- Epitome of precise, updated and direct information for all concessionaires
- Adopted 100% by the Illinois Restaurant Association to update their guidelines

Gift with Purchase Tote Bag Success

- Helped items per transaction increase as much as 20% to drive up sales during the devastatingly slow sales period

Pumpkin Carving & Holiday Wreath Concessionaires Contest

- Participation of 35 concessionaires with 2,400 passenger votes
- Participation of 13 concessionaires with 1,100 passenger votes

