

# CASE STUDY



## Kansas City International Airport CRCF

The Consolidated Rental Car Facilities Management Team, led by Managing Director Stan Dowell, was recently selected as the facilities manager for its fourth airport-based Consolidated Rental Car Facility. The Kansas City International Airport (KCI) Consolidated Rental Car Facility (CRCF) is situated on 52 acres and houses the nine major rental car companies that serve the airport.

### CHALLENGE

In November 2006, Stan Dowell, then at Trammell Crow Company (TCC), was asked to submit an RFP for the management of the Consolidated Rental Car Facility under construction at Kansas City International Airport (KCI). The facility, which will house nine major rental car companies, includes a two-story, 135,000-sq.-ft. customer service “mall” building located approximately half a mile from the main terminal, 8,000 ready/return parking spaces and a 13,000-sq.-ft. Bus Maintenance Facility. Three other facilities management firms were asked to submit RFPs, with the winning bidder determined by a quorum vote of the nine major rental car companies.

Led by Stan Dowell and Jan Mosby, the team of Baltimore’s Greg French and Houston’s Shelley Mesecke and Ron Traylor worked together to project expenses for operating budgets for a facility that was still under construction, and also developed a policies and procedures manual and prepared staffing models for this unique facility.

### SOLUTION

CBRE had two significant advantages: The Consolidated Rental Car Facilities Team was the only group of its kind among the competition, and already managed similar facilities at Houston’s George Bush Intercontinental Airport, Baltimore/Washington International Airport and San Francisco International Airport. CBRE also provides Facility Management services to two major rental car companies: Hertz and DollarThrifty Auto Group.

After evaluating the technical aspects of the project, and working from drawings, site plans and past experience, the team prepared cost analyses and budgets—benchmarked against the other facilities—and also collected bids from vendors, suppliers and contractors who would work under CBRE’s direction at the facility. Houston’s Tina Stanford and Matt Dickson worked with the team to pull together all of the information and run the financial projections, and then prepared the final RFP, which was submitted in early December 2006.

The following month, CBRE and two of the other competitors were invited to KCI to make a formal presentation to the nine rental car companies. The pitch was led by Stan and Jan, and emphasized CBRE’s superior experience in managing consolidated rental car facilities and strong commitment to delivering excellent customer service.

“We based our presentation on our people,” said Stan. “Our focus was: Proven Experience, Dedicated Team.’ We demonstrated that no other firm could hit the ground running like we could due to our platform, our processes, and our strong performance on the other facilities we operate. That message won the day for us.”

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## RESULT

The Chairperson of the KCI rental car group notified Stan three days after the presentation that the five-year management contract would be awarded to CBRE.

The KCI Consolidated Rental Car Facility is still under construction, and a grand opening is planned for May 2, 2007. Jan, along with the newest member of the team, Dave Hinsley, are currently supervising the remaining construction, implementing contracts and transitioning the facility for full operation. They are also coordinating the facility's opening with the KCI airport's officials.

"Credit for our success goes to Jan and the rest of the team," Stan said. "The growth of CBRE's business is built on successful teamwork, and this win certainly reflects that."

## TEAM

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