

Helping Small Businesses **ASCEND** at the Airport



Have you dreamed of running a concession at the MSP airport?

THE 2026 ASCEND PROGRAM COULD HELP!

The Metropolitan Airports Commission (MAC), operator of the award-winning Minneapolis-St. Paul International Airport, is committed to helping small businesses succeed. The new ASCEND program, launching early 2026, does just that by helping qualified businesses navigate the concessions application process and by setting aside certain opportunities, including some carts and vending, especially for these businesses.

WHO IS ASCEND FOR?

Small businesses who want to **operate a concession** at MSP International airport and have:

- **Revenue** of \$56.42 M or less (5 yr avg.)
- **Personal net worth** of \$2.047 M or less

Also, **ACDBE certified** businesses may be enrolled automatically. There are **no geographical limits**, and **no other criteria** based on background or status. See our site for full details!

WHAT KINDS OF BUSINESSES CAN PARTICIPATE?

More than you might expect! We are looking for:

- **Retailers**
- **Traveler services**
- **Clothing**
- **Shoeshine stands**
- **Vending units**
- **Sales carts**
- **And more!**

Not sure if your idea fits? Ask!

HOW DOES ASCEND CERTIFICATION HELP?

ASCEND-certified companies will be eligible to submit proposals for specific **spaces and opportunities set aside for the program**. The administering office will ensure bonding and insurance costs are reasonable and help identify potential locations and partnerships. They will then evaluate proposals and select qualified vendors to fill the available opportunities.



HOW DO I GET STARTED?

If you believe your business qualifies and you want to pursue ASCEND certification, contact the program administrator by emailing:

smallbusiness@mspmac.org

Scan to learn more about
Vendor Opportunities

