

Helping Small Businesses **ASCEND** at the Airport



Have you dreamed of running
a concession at MSP?

THE 2026 MSP 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. MSP ASCEND, launched in early 2026, helps qualified businesses navigate the concessions application process and sets aside certain opportunities, including some carts and vending.

WHO IS MSP ASCEND FOR?

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

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

Also, ACDBE-certified businesses can be enrolled automatically by completing a short form. There are **no geographical limits and no other criteria** based on background or status.

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 MSP ASCEND CERTIFICATION HELP?

MSP 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 MSP ASCEND certification, contact the program administrator by emailing:

smallbusiness@mspmac.org

Scan to learn more about
Vendor Opportunities

