



# Ever-Evolving Consulting: Empowering Local & Small Business in Airport Concessions

Connecting Airports to Local & Small Business Opportunities

“PIONEERING PATHWAYS, CREATING OPPORTUNITIES.”









# BUILDING BRIDGES, EMPOWERING DREAMS

Ever-Evolving Consulting began with a vision to bridge a gap in the airport concessions industry, creating meaningful opportunities for local, small, minority-owned businesses. Founded by industry veteran Ebony Gaynor, Ever-Evolving Consulting saw the potential to bring local, diverse businesses into airport spaces traditionally occupied by larger brands. Through hands-on guidance and a deep understanding of the challenges micro-businesses face, the company set out to transform airports into vibrant hubs that reflect and support the surrounding communities.

Driven by a mission to be the "Nucleus of Business Relations," Ever-Evolving Consulting has become more than a consultancy. It's a movement that connects airports and businesses in ways that redefine what concessions can be. From navigating complex RFPs to helping businesses create sustainable growth strategies, the company offers support every step of the way, empowering entrepreneurs to thrive in an environment where they once struggled to gain entry.

COLLABORATIVE,  
STRATEGIC, AND FOCUSED  
ON LONG-TERM SUCCESS.

## OUR VISION & APPROACH



TO BECOME THE LEADING LINK  
BETWEEN AIRPORTS AND LOCAL,  
AND MINORITY-OWNED  
BUSINESSES, BREAKING  
BARRIERS IN THE CONCESSIONS  
INDUSTRY.





**Q: Why are concessions important in the aviation industry?**

**A:** Concessions play a vital role in enhancing the traveler's experience, providing unique dining, shopping, and service options that reflect local culture and preferences. They're not just about convenience; they create a sense of place and make each airport memorable.

**Q: How do concessions impact the local economy?**

**A:** Concessions allow airports to support local businesses and artisans, bringing diverse, homegrown products into a high-traffic environment. By prioritizing such businesses, concessions boost local economies, create jobs, and help regional brands reach a global audience.

**Q: What trends are shaping the future of airport concessions?**

**A:** Today's travelers expect diverse, quality offerings that reflect local flavors and values, including sustainability and inclusivity. As airports strive to meet these expectations, we see an increasing demand for local, small, and minority-owned businesses to fill concession spaces, making airports vibrant reflections of the communities they serve.

**Q: How does Ever-Evolving Consulting support the airport concession model?**

**A:** Through our GATEWAY program, we guide businesses in establishing their concessions, from navigating RFPs to ongoing management. We partner with airports to create innovative concession programs that meet the needs of travelers while championing local brands.



# "GATEWAY": OPENING DO





# ORS, BUILDING LEGACIES



The **“GATEWAY”** program was born out of Ever-Evolving Consulting’s desire to make airport concessions accessible to local, small and minority-owned businesses, an industry that often felt out of reach for many. Created to be more than just a framework, **“GATEWAY”** is a pathway, guiding business owners through the complexities of entering airport spaces, from understanding the RFP process to building out a concession and managing day-to-day operations. It’s a program that truly opens doors, empowering businesses to step confidently into high-traffic environments and thrive.

Through **“GATEWAY”**, Ever-Evolving Consulting works closely with each client, offering tailored support that meets the unique needs of every business. Whether it’s ensuring regulatory compliance or providing mentorship on operational efficiency, we equip our clients with the tools they need to succeed in one of the most dynamic commercial spaces. This personalized approach has made **“GATEWAY”** a vital bridge for local and small businesses looking to make their mark in airports across the nation.

As one client shared, “Our **“GATEWAY”** service transforms opportunities into realities for small businesses ready to scale in high-traffic airport environments.” The impact of **“GATEWAY”** goes beyond just securing a concession space—it’s about building a legacy of inclusivity and innovation, shaping the future of airport concessions by integrating diverse, local businesses into airports’ vibrant marketplaces.



# LaunchPad: Pioneering Pathways for Local Businesses in Airport Concessions

In 2017, while working with the BWI Airport development team overseeing concessions, Ebony Gaynor launched LaunchPad—a groundbreaking program designed to give small, local, and minority-owned businesses a place in the high-traffic airport environment. Built to showcase local talent, connect travelers with regional brands, and boost the local economy, LaunchPad offered businesses the guidance and support they needed to thrive within BWI Airport, bringing a distinct taste of the community into the airport space.

The success of LaunchPad sparked a larger vision for Ebony. She saw firsthand how transformative it could be for small businesses to receive the kind of end-to-end support that allowed them to flourish in an environment often challenging for new entrants. Recognizing a need across the industry, she founded Ever-Evolving Consulting as a way to replicate and expand the LaunchPad model, helping airports and businesses alike bring more diversity and authenticity to their concessions.



In many ways, LaunchPad was not only a GATEWAY for participating businesses but also for Ever-Evolving Consulting itself. Today, Ever-Evolving Consulting builds on the foundation and values of LaunchPad, partnering with airports nationwide to create vibrant, inclusive concession programs that enrich the traveler experience and strengthen community ties. For airports seeking to bring local flavor to their spaces and for local and small businesses looking to grow, Ever-Evolving Consulting offers the expertise, dedication, and vision to make it happen.



# Ascend ABQ: Bringing Albuquerque's Spirit to the Sunport

The Ascend ABQ Program at Albuquerque Sunport marks another new chapter for Ever-Evolving Consulting, bringing the company's mission to foster local business growth into the heart of New Mexico. Inspired by the Mayor's vision for a Sunport that embodies the community's vibrant culture and local business talent, the Ascend ABQ Program is a significant undertaking designed to create meaningful opportunities within the airport's concessions. This ambitious project aims to transform the Sunport into a space that authentically reflects Albuquerque, offering travelers an experience filled with the unique flavors, craftsmanship, and entrepreneurial spirit of the region.



Ever-Evolving Consulting will manage every facet of bringing the Mayor's vision to life, from the initial recruitment and selection of local businesses to ongoing support and operational management. EEC will guide each business through the complex entry process, handling RFP navigation, compliance, buildout coordination, and launch planning, ensuring that these businesses are fully prepared to serve airport travelers. For many entrepreneurs, this will be their first experience in an airport setting, and EEC is committed to providing comprehensive support, equipping them with the tools to succeed in this competitive environment.

With Ascend ABQ, Ever-Evolving Consulting will not only introduce new businesses to the Sunport but also manage the program long-term, ensuring a seamless integration of local businesses into the airport's ecosystem.



# SHOWCASING LOCAL EXCELLENCE: OUR PARTNERS IN AIRPORT CONCESSIONS

Ever-Evolving Consulting has proudly partnered with a diverse array of local and minority-owned businesses, helping them bring their unique offerings to the airport concessions industry. We've guided brands such as Well Trvld, Everything Blings, and Pamper Me Please Travel Spa as they established themselves in airport environments.

From artisanal products to luxury wellness and eco-friendly fashion, each of these businesses adds its distinct flavor, creativity, and passion to the airport experience, reflecting the local community and enriching travelers' journeys.



**Local beauty brand specializing in eco-friendly products.**



**Teas infused with unique flavors and health benefits.**



**A beauty boutique with curated personal care essentials.**



**Natural hair care and beauty solutions.**



**A luxury wellness brand providing curated spa essentials for travelers**

**“Ever-Evolving Consulting’s leadership, focus, and commitment to economic development and community impact are unparalleled. Their dedication to fostering growth and inclusivity makes them an exceptional partner in any endeavor they undertake.”**

*Ricky Smith, Executive Director/CEO of BWI Airport and AMAC Board Chair*



**A curated bookstore offering culturally rich products**



**Travel-inspired lifestyle products**



**Accessories and statement pieces**



**Organic snacks, teas and treats**



**Organic skincare products**



**Artisanal goods with a zen touch**



**High-end, eco-friendly fashion**



**High-end, hand-crafted goods, African inspired**



**On-the-go spa services**



**Elegant traditional and contemporary fashion**



# GUIDING SUCCESS

## A FULL SERVICE APPROACH TO AIRPORT CONCESSIONS

Ever-Evolving Consulting is dedicated to ensuring the success of every business we support in the airport concessions industry. Through our comprehensive, step-by-step approach, we guide our clients from initial planning all the way through to the grand opening and continued management. This process is designed to empower businesses with the knowledge, resources, and support needed to thrive in the fast-paced airport environment.



### **Phase 1: Navigating the RFP Process**

The journey begins with navigating the Request for Proposal (RFP) process, a crucial and often complex step for local and small businesses entering the airport concessions world. Ever-Evolving Consulting works closely with each client to demystify the RFP requirements, guiding them in crafting competitive proposals that highlight their unique strengths and align with airport standards. With our expertise, clients gain confidence and clarity, allowing them to present their business in the best possible light.

### **Phase 2: Buildout Support**

After a business secures its concession space, Ever-Evolving Consulting steps in as a vital consultant and liaison between the airport, and the now concessionaire. We facilitate smooth communication, ensuring that all parties stay aligned on design, construction, compliance, and branding elements. This coordination allows the concessionaire to focus on their vision while Ever-Evolving Consulting handles the essential details, ensuring the buildout process runs efficiently and meets airport standards.

### **Phase 3: Opening and Ongoing Management**

Our commitment to client success extends beyond the opening day. We provide ongoing management support, helping businesses navigate day-to-day operations, enhance customer experience, and meet airport expectations. From staffing and inventory to customer service strategies, Ever-Evolving Consulting remains a steady partner, ensuring that our clients not only open successfully but continue to thrive and grow within the airport community.



***“Our partnership with EEC gave us the confidence and tools needed to thrive in the concessions space.”***

Michael & Christian Warren  
Co-CEO's  
A Life Well Dresses/Well Trvld



***“Ever-Evolving Consulting was instrumental in helping us understand the airport environment and establish our brand.”***

Tisha Skinner  
Owner/Operator  
Smoothie 4 Life INC/Smoothie King, BWI Airport





# WHY EVER-EVOLVING CONSULTING

Ever-Evolving Consulting is not just a consulting firm; we are a trusted partner in the journey of every business we support. With a team of seasoned professionals who bring decades of experience in the airport concessions industry, we understand the unique challenges our clients face. This expertise allows us to offer tailored solutions that meet the specific needs of each business, guiding them through the complex and highly competitive world of airport concessions with confidence.

What sets Ever-Evolving Consulting apart is our commitment to creating custom, end-to-end solutions that lead to lasting success. From navigating RFPs to ongoing operational management, we provide hands-on support at every step. Our programs, such as LaunchPad and Ascend ABQ, demonstrate our dedication to uplifting diverse businesses, and each project is approached with care, ensuring that clients receive the tools and knowledge needed to excel.

Our clients' success stories speak for themselves. Partnering with Ever-Evolving Consulting means joining a community of thriving business owners who have successfully transitioned their businesses into bustling airport spaces. With our expertise, passion, and unwavering support, we empower businesses to achieve their dreams and elevate the traveler experience, creating vibrant and inclusive airport environments that resonate with local culture.

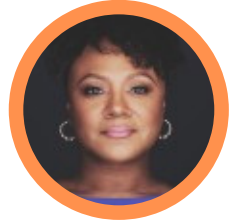
# The Dream Team– Bringing Your Stories to Life



*Ebony Gaynor*  
*CEO/Principal Consultant*



*Cheryl McGhee*  
*Director of Ops.*



*Tiffany Presmy*  
*Project Manager*



*Carla Nelson Chambers*  
*Compliance Consultant*



*Hennither Gant*  
*Director of HR*



*Joesph Weaver*  
*PR/Marketing Consultant*



*Tisha Skinner*  
*Business Development  
Consultant*



*Essence Ward*  
*Executive Assistant*



*Goodness Ndulue*  
*Executive Assistant*



# THE POWER OF PARTNERSHIPS: STRENGTHENING AIRPORT CONCESSIONS



*Ever-Evolving Consulting believes that strong partnerships are the foundation of impactful airport concessions programs. Over the years, we have built close relationships with airports, small business organizations, and minority business advocacy groups to expand opportunities for local and minority-owned businesses. By collaborating directly with airport authorities, we ensure our clients are fully supported as they navigate the complexities of the industry..*

*Our partnerships extend beyond individual airports. As active members of influential organizations like the Airport Minority Advisory Council (AMAC), where our CEO proudly holds the position of VP of Membership for the Baltimore/Washington Chapter, we champion diversity and inclusion across the aviation industry. Through alliances with the American Association of Airport Executives (AAAE), Airports Council International (ACI), and Airport Experience News (AXN), we stay connected to industry developments, best practices, and valuable networking opportunities, all of which we bring back to our clients.*

*These collaborations enable Ever-Evolving Consulting to advocate effectively for businesses, ensuring their needs are met while strengthening the broader airport concessions landscape. By working with such organizations and partners, we are able to foster a vibrant, inclusive airport environment that benefits travelers, enhances the airport experience, and supports local economies.*

## Partnering to Reach Cities and Communities around the World





A Message from the CEO



Dear Reader,

Thank you for taking the time to explore Ever-Evolving Consulting and the incredible opportunities we’re building together in the airport concessions industry. Our mission is bold: to create thriving, inclusive spaces in airports that reflect the diverse communities they serve. By connecting airports, authorities, cities, and local entrepreneurs, we are fostering environments where local, small and minority-owned businesses have a chance to flourish and contribute uniquely to each airport’s identity. We are honored to work with visionaries—from airport authorities and city leaders to business owners and entrepreneurs—who share our passion for innovation and inclusivity.

At Ever-Evolving Consulting, we understand the intricacies and challenges of the concessions industry. That’s why we’re not just consultants; we are dedicated partners, committed to guiding our clients every step of the way. Whether navigating complex RFP processes, managing buildouts, or supporting day-to-day operations, our approach is rooted in a deep understanding of what it takes to succeed. Programs like LaunchPad and Ascend ABQ are examples of how we make this vision real, turning airport spaces into thriving showcases of local talent, culture, and enterprise.

Together, we are creating a legacy of success that elevates airports, empowers local businesses, and enriches the traveler experience. We invite you to join us in transforming the landscape of airport concessions—making it a place where businesses grow, communities are represented, and success is built collectively. Let’s take this journey forward, embracing new opportunities and shaping an industry where everyone has a place to succeed.

With gratitude and determination,

Ebony Gaynor  
CEO & Principal Consultant  
Ever-Evolving Consulting, LLC

INDUSTRY INSIGHTS	OUR PROCESS AND RESULTS
<ul style="list-style-type: none"><li>The importance of diversity and inclusion</li></ul>	<ul style="list-style-type: none"><li>Step-by-Step Approach: “GATEWAY”, LaunchPad, and Ascend ABQ success stories</li></ul>
<ul style="list-style-type: none"><li>The growing demand for local and unique retail options within airports</li></ul>	<ul style="list-style-type: none"><li>Performance Metrics: Success rates, number of businesses launched, and impact on airport engagement.</li></ul>
www.everevolvingconsulting.com	







## Ever-Evolving Consulting

Ready to elevate your brand and/or your airport concessions program to the next level? Let's connect!

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**BUILDING BRIDGES, EMPOWERING DREAMS**