REQUEST
FOR
PROPOSALS

To operate a food concession within The Lodge at Winter Village at Bryant Park
to begin with 2022/2023 winter season

June 13, 2022

Bryant Park Corporation
5 Bryant Park, Suite 2400
New York, NY 10018
212-768-4242
I. Introduction to Bryant Park
Bryant Park is located in Midtown Manhattan, between 42nd and 40th Streets, Sixth and Fifth Avenues, to the west of the New York Public Library’s main building.

Bryant Park Corporation ("BPC"), a not-for-profit company, has managed Bryant Park for over thirty years under contract with The City of New York ("the City"), acting by and through the Department of Parks and Recreation ("DPR").

The talent, dedication, and execution of BPC management and staff have transformed Bryant Park into an internationally acclaimed public space in the heart of Manhattan. The ongoing mission of BPC is to create a rich and dynamic visual, cultural and intellectual outdoor experience for New Yorkers and visitors alike; to enhance the surrounding neighborhood by continuously improving the Park; to enhance the Park's status as a prime destination for New Yorkers and visitors by presenting a meticulously maintained venue for free entertainment events year round; and to foster a safe and vibrant atmosphere by attracting significant numbers of people at all hours when the Park is open.

BPC operates Bryant Park with private sector techniques and management methods, providing sanitation and security services, spotless restrooms, colorful gardens, and seasonal horticultural installations in addition to maintaining the only lawn in Midtown Manhattan that is open to the public. BPC also works with civic-minded patrons to offer myriad amenities, free educational programs, and quality entertainment attracting people of all ages. In the winter months, Bryant Park is transformed into a winter destination (currently known as Bank of America Winter Village at Bryant Park), with an ice skating rink, holiday market, rink-side bar/food hall, and amenities. Professional skating performances, an annual tree lighting ceremony, and various holiday market events draw in millions of people who have made visiting Bryant Park during the winter a New York tradition.

Visitor services are a cornerstone of BPC’s efforts to assure the overall quality of the Bryant Park atmosphere and experience. Careful selection and management of partners ensures that Park visitors have a high quality experience. BPC strives to improve the park each year, paying close attention to urban planning, park, and other models and constantly seeks innovations.

Website: https://bryantpark.org

II. Overview and Background of Winter Season
The park’s winter set-up currently consists of three temporary operations: ice skating rink, holiday market, and a seasonal bar and food hall, “The Lodge”.

In addition to the three core pillars of the Winter Village, Bryant Park Corporation offers a variety of programming throughout the four month season to drive visitorship, including a Tree Lighting in December, a “Kids Week” that coincides with NYC public school winter break, and the popular Bumper Cars on Ice in January and February.

Each element is described below, and is shown in the map and in photos from the 2021-2022 Season.
included in Exhibit A.

**Ice Rink**
Drawing more than 300,000 skaters annually, the free admission ice skating rink is the centerpiece of Bryant Park’s winter activities and a spectacle in the heart of Midtown Manhattan. The rink is 170’ by 100’, making it one of the largest in NYC. Most of the exterior of the rink is an open deck built at rink level for park visitors to enjoy.

**Holiday Market**
Opening simultaneously with the ice rink (and closing in early January), the temporary, seasonal market consists of approximately 200 custom designed kiosks housing a wide range of vendors. The kiosks are located throughout the park’s pathways and terraces, housing shops with an array of products: jewelry, ornaments, home décor, food, gifts, and more.

**Seasonal Food Hall – “The Lodge”**
The Lodge is the pop-up food hall located at the rink’s northeast corner. The popular spot offers visitors to Winter Village a place to enjoy seasonal beverages, grab a bite to eat, and relax before or after a visit to the holiday shops or skating rink. In addition to seasonal visitors, the Lodge is also frequented by workers from surrounding office buildings seeking a quick bite and/or happy hour drinks.

The Lodge features five artisanal food vendors along with a full-service bar (liquor/wine/beer). Vendor offerings are diverse, providing a variety of culinary options for patrons to enjoy.

**III. Proposal Overview**

This RFP is to operate one or more food concession at The Lodge.

BPC currently has a license agreement with the Parks Department which addresses such concessions. Any resulting agreement between BPC and vendor shall be subordinate to that agreement.

Operator shall have the opportunity to operate one or more of following:
- Food Vendor 1
  - 6’-11” x 12’ (L-Shape)
- Food Vendor 2
  - 6’-11” x 12’
- Food Vendor 3
  - 5’-10” x 6’-11” (L-Shape)
- Food Vendor Booth 5
  - 4’ x 7’-6 ½”

Exhibit B details all provided utilities and equipment.

Proposers are invited to submit a proposal for the above including an expression of interest, describing the background and experience of the bidder. Proposers should include materials that demonstrate their overall experience with operation of similar concessions/establishments. Background information including links to websites, photography, press kits, media coverage, reviews and other credentials is encouraged.

Proposers should also supply as much information as they consider necessary to fully describe their proposed concept. This may include plans, diagrams, renderings, photographs of existing operations, menus, and descriptions and photos of the food and beverages proposed. Proposers are encouraged to submit proposals that will enable the booth(s) to feature its/their own distinctive menu and presentation, so that the park can offer interesting and diverse fare to visitors.
While the financial proposal will be of importance in selecting the licensee, other factors, such as prior experience in similar environments, quality of offering and ability to staff a high-volume establishment effectively, will be accorded weight in the making of the award. Compliance with sponsorship requirements is essential (see below).

BPC has an underlying management agreement in place with the Department of Parks which grants it authority to enter into a concession agreement with the selected licensee. The agreement between BPC and selected licensee shall be subordinate to BPC’s agreement with Parks.

Selected licencee shall be required to pass a background check via the Mayor’s Office of Contracts Passport system.

**IV. Financial Requirements**

The proposal should set forth the annual fee for this license, payable in monthly installments, for both the initial term and, if desired, a renewal term. Bids may specify a percentage of revenue with minimum guarantees, or a fee proposal in a different format.

BPC shall select the POS system to be utilized by bidder during term. Proposer shall be responsible for all costs related to utilization of such system throughout the term, including any and all hardware and maintenance. Proposer will provide BPC with regular revenue reports, at an interval to be determined by BPC and provide/permit BPC access to POS sales data.

Bryant Park Corporation reserves the right to award the contract to a proposer other than the highest bidder, to defer making the award until a later date, to solicit further proposals, to withdraw this Request for Proposals entirely or in part, or to change the form and content of the agreement ultimately entered into. Broker commissions are not paid by Bryant Park Corporation.

**V. License Term and Occupancy**

The license is for a period starting with the winter 2022/2023 season for an initial term of two years, subject to both a.) possible extension in yearly increments (not to exceed three one-year renewals), and b.) earlier termination by BPC.

Occupancy of the locations will be available on or about October 26, 2022.

Draft schedule of operation (BPC reserves the right to modify schedule):
- Public opening day: Friday, October 28, 2022
- Final day open to public: Sunday, March 5, 2023

Draft daily hours of operation:
- 10am-11pm, daily

**VI. Sponsorship & Third-Party Branding**

Negotiations with any potential sponsor for any product or service that may be promoted, featured, offered exclusively of competitors or identified by brand name in any way within Bryant Park are the exclusive right of BPC and no authority is given to any operator to attempt to represent BPC in any sponsorship or promotional transaction. Third party corporate branding on POS display items, menus, signage, staff uniforms or other soft goods (e.g. – cups) is prohibited unless licensee is given written permission by BPC.

All revenues deriving from sponsorship, product endorsement, promotion and pouring rights in any way within the park and The Lodge remain the property of BPC.
When necessary, BPC may require the operator to cooperate with, and participate in, promotional events for Bryant Park sponsors. This may involve exclusive rights that favor a specified product over one offered by licensee and such an agreement negotiated by BPC will take precedence over any arrangement, contract or negotiations that the provider may have or be considering with any other competing products, vendors or suppliers.

**VII. Submission Details and Timeline**

Detailed written proposals are invited from qualified service providers who have prior relevant experience operating comparable facilities. One hard copy should be delivered to the address below and the complete proposal submitted via email to:

Kati Solomon  
VP of Operations  
Bryant Park Corporation  
5 Bryant Park, Suite 2400  /New York, NY 10018

**Deadline for application:** June 27, 2022

Select applicants for consideration will be contacted for further discussion(s) and interview(s).

**Timeline (Subject to change.)**  
**Applicant Interviews:** June 29, 2022  
**Selection:** Early-Mid July, 2022  
**Planning Begins:** Immediately upon selection  
**First Season of Operations:**  
- Commences: Friday, October 28, 2022  
- Ends: Sunday, March 5, 2023
Exhibit A

DRAFT SITE PLAN: 2022-2023 Season
REFERENCE PHOTOS: 2021-2022 Season

Example interior Food Vendor

Example Exterior Food Vendor
**Exhibit B**

**BPC SHALL PROVIDE ALL LODGE LICENSEES WITH THE FOLLOWING:**
- Design, build, install and removal of The Lodge building, infrastructure and common interiors
- Power/electric service (unmetered) & base power connection package (see below)
- Internet/data service
- HVAC
- Shared back of house area for cooking equipment
- Shared storage for dry goods
- FF&E and décor for common spaces
- Bathroom attendant and maintenance for use by staff and general public
- Garbage removal
- Security

**IN ADDITION, BPC SHALL PROVIDE FOOD VENDORS WITH THE FOLLOWING:**

- **Food Vendors 1 & 2**
  - Booth/enclosure measuring 6’-11” x 12’
  - Menu/sign panel
  - Countertop
  - All plumbing supply, hot and cold water, and indirect waste connections
  - Hand washing sink and dump sink for each unit
  - Base power – (6) dedicated 110/208v receptacles

- **Food Vendor 3**
  - Booth/enclosure measuring 5’-10” x 6’-11” (L-Shape)
  - Menu/sign panel
  - Countertop
  - DOH sink unit at each location
  - Base power – (6) dedicated 110/208v receptacles

- **Food Vendor 5**
  - Tubular steel frame structure measuring 4’ x 7’-6 ½”
  - Polycarbonate side walls and roof.
  - Countertop
  - Menu/sign panel
  - DOH sink unit
  - Base power – (6) dedicated 110/208v receptacles

- **BOH area**
  - Grease trap
Note re: additional power drops:
- BP will make every effort to accommodate vendor requests beyond base power offerings, however there is limited power available.
- Additional vendor requests will be considered on a first come first served basis.
- The typical costs shown are from the most recent 2021-2022 season and are for reference purposes only.

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**FOOD VENDORS SHALL BE RESPONSIBLE FOR THE FOLLOWING:**

**F&B Operations**
- Full menu of offerings and service for designated food concession(s)
- Staff for operation of concessions
  - Fire guard certification is required for all staff
- Daily cleaning and maintaining of concession equipment
- Operator shall return licensed space to “show-ready” state at end of season

**Administrative**
- Certificate of insurance
- Permits mandated by any city agencies, including but not limited to permits from DOH
- POS system (platform is TBD and will be selected by BPC at future date)
  - Operator shall be responsible for providing their own complaint equipment and its maintenance
  - Operator shall either provide BPC with regular/weekly sales reports or allow BPC to audit sales independently via POS platform