



**FRIENDS OF THE HIGH LINE
HIGH LINE FOOD**

**REQUEST FOR PROPOSALS FOR THE OPERATION OF FOOD CONCESSIONS
IN SECTION 1 AND SECTION 2 OF THE HIGH LINE**

REQUEST FOR PROPOSALS

March 18, 2011

FRIENDS OF THE HIGH LINE

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**REQUEST FOR PROPOSALS FOR THE OPERATION OF FOOD CONCESSIONS
IN SECTION 1 AND SECTION 2 OF THE HIGH LINE**

Friends of the High Line (FHL) envisions interesting, seasonal, and sustainable food on the High Line as a public amenity that complements the High Line experience. The food and beverage service provided must be high-quality, yet affordable. FHL is seeking proposers who can demonstrate substantial experience, a track record in sustainability, innovation, and operational excellence, as well as a deep commitment to partnering with FHL.

FHL requests proposals for the operation of five (5) mobile food units/ kiosks at the High Line. This includes four (4) food units at the High Line in Section 1 and one (1) food unit in Section II. Proposers may submit proposals for the operation of a single unit or any combination of unit types.

FHL works to build and maintain an extraordinary public park on the High Line. FHL seeks to preserve the entire historic structure, transforming an essential piece of New York's industrial past. FHL provides over 70 percent of the High Line's annual operating budget and are responsible for the maintenance and operations of the park, pursuant to a license agreement with the New York City Department of Parks & Recreation. Through stewardship, innovative design and programming, and excellence in operations, we cultivate a vibrant community around the High Line.

Term

FHL is seeking concessionaire(s) for one (1) 10-month term (May 15, 2011-March 15, 2012) with one (1) one-year renewal option, exercisable at FHL's sole discretion. No longer term will be considered at this point. These concessions will be operated pursuant to a sublicense issued by FHL as permitted by FHL's concession agreement with the Department of Parks & Recreation; no leasehold or other proprietary rights are offered.

Contact

The Project Manager for this process is Melina Shannon-DiPietro, Director of High Line Food & Revenue. All RFP questions and/or inquiries should be directed to her. She may be reached at:

Phone: (212) 206-9922 x123
Email: food@thehighline.org

RFP Timetable

The following schedule has been established for this RFP:

RFP Release Date:	Friday, March 18, 2011
Recommended Site Tour:	Thursday, March 24, 2011, 10:00 AM Tuesday, March 29, 2011, 10:00 AM
Proposal Due Date:	Thursday, April 14, 2011, 5:00 PM

A supplement regarding utilities will be posted on the FHL website by Friday, March 25. Submitters are encouraged to send questions to FHL Wednesday, March 30. Answers will be published on the FHL website.

Recommended Site Visit

There will be two site visits; it is recommended that if you are considering responding to this RFP, you make every effort to attend one of these two site visits. **Please RSVP to food@thehighline.org, Subject line should read: “High Line Site Visit”.**

I. OVERVIEW

Introduction and background

Since the High Line’s opening in 2009, park visitors regularly request food during their visits. Food and beverage will be an important public amenity that will enhance the High Line experience in a positive and significant way.

The neighborhoods around the High Line, the Meatpacking District and Chelsea, have long and interesting food histories. The High Line itself was once an elevated rail line that trains used to ship food into the city.

Food and beverage will also be an important source of revenue for Friends of the High Line. Our concessions agreement returns a portion of proceeds from revenue to both maintenance and operations of the High Line and to the City of New York.

We are looking for partners who will work with us to create food that is as thoughtful, creative, and innovative as the High Line itself, and who want to build a strong partnership and active collaboration with the High Line.

The selected food concept(s) will enhance the High Line experience, while drawing from the bounty of the region’s sustainable farmers, ranchers, and purveyors. The food offerings, like the plantings on the Line itself, should reflect seasonality. Offerings should be welcoming, interesting, and accessible, and the menu should satisfy individuals visiting the park for a moment of quiet solitude, as well as groups of friends and families out to socialize and engage the city. Food should have a range of prices, so that offerings are accessible and affordable.

We aim for the High Line to be a model for food and beverage in public spaces that is interesting, high quality, sustainable, and fairly priced. In 2010 over 2 million people visited the park. In 2011 the High Line will open Section 2, extending the reach of the park to 30th Street.

Principles for High Line Food & Beverage

FHL has crafted five critical principles for food on the High Line. The successful proposals will respond to these principles in their concept, menu, design, and operational plan. (Listed in no particular order of importance).

1. Reinforce the unique character of the High Line and enhance the High Line experience

The High Line is a unique public space in Manhattan. The food should be consistent with the High Line identity; it might apply the High Line’s own design approach to the design, production, and consumption of food.

2. Make it flexible

The menu should accommodate small and large groups, a variety of usages, and modes of eating (walking, sitting).

3. Make it democratic

The food, menu, and design will build on FHL’s welcoming feel and build on the sociability of the High Line. There could be a range of price points for accessibility. Proposers should submit a menu with their proposals and should include some low-cost food items on their menus. Proposals should include a price list for each item to be sold.

4. Make it sustainable

The menu should reflect the sourcing and seasonality of ingredients. Proposers should include menu variations that indicate how menu, sourcing, and ingredients will change over the course of the season.

The menu should be developed with the idea of minimizing waste and packaging. FHL will look favorably on proposals that incorporate sustainability into other elements of their operations, including cleaning supplies, utilities, etc.

5. Help support the park

Revenue from concessions will help Friends of the High Line support the maintenance and operations of the park, as well as provide support to the City’s general fund, pursuant to a sole source agreement with the City’s Department of Parks & Recreation.

In addition, FHL will look favorably on proposals that:

- a. Incorporate one – two classes or programming opportunities for the general public, to be developed in collaboration with FHL’s programming department
- b. Demonstrate a strong aesthetic compatibility with the High Line

Locations

The concessions, from here out referred to as Food Units, will be located in three general areas. In Section 1, there will be three (3) Food Units in the southern end of the **Chelsea Market Passage** located on the High Line between 15th and 16th Streets and one food unit on the **Chelsea Market Porch**. The Food Unit on Chelsea Market Porch may be able to serve beer & wine. In Section 2, there will be (1) Food Unit, next to the **Lawn** at 22nd Street.

See Appendix for locations and details.

II. OPERATIONAL PLAN/ PARTIAL LIST OF REQUIREMENTS DURING OPERATION OF THE LICENSE

Proposers should submit a detailed operational plan for the entire Permitted Premises. This plan should include, but not be limited to, hours of operation, menu and prices, maintenance, cleaning schedules, storage plans, any plans to teach public programs, and any mechanisms to measure customer satisfaction.

All plans, schedules, menu items, prices and fees, and hours of operation are subject to FHL’s prior written approval. FHL will view favorably proposals that have limited utility needs. The concessionaire will be required to provide FHL with full and free access to the premises. The concessionaire will be required to obtain any and all necessary approvals, permits, and licenses for the construction and lawful operation of this concession.

Menu

The operations plan should include a menu that demonstrates quality, sustainability and affordability. Also, see above principles. The concessionaires will be required to maintain adequate inventory to assure a constant supply of food and beverages.

Alcoholic Beverages

The menu for the Chelsea Market Porch location may include beer and wine. FHL is working with Manhattan Community Board 4 and the State Liquor Authority for a wine and beer license. If approved, FHL will be the holder of the license. Alcoholic beverages may only be served in the designated area, and must be consumed with the designated area. If serving alcohol, the beverage unit must also have food for sale as per SLA regulations.

Environmental Considerations

FHL is deeply committed to respecting the environment. Therefore, all proposed plans should include a detailed description of environmentally friendly practices planned. Practices may include, but are not limited to, the aspects mentioned in the principles (above) the installation of Energy Star-compliant appliances, the use of energy efficient, non-polluting, low noise generators, the employment of energy efficient and water conservation measures, the use of low toxicity chemicals, and the use of environmentally friendly products.

Hours and Days of Operation

The concessionaire(s) may only operate at the permitted premises when the High line is open. During summer hours, the High Line is open 7am-10pm. From December 1 until April 1, the High Line closes at 8pm. FHL expects the concessionaire(s) to operate the Food Units from June through November 15, and into December as weather conditions allow. All hours of operation are subject to FHL's prior written approval, and will generally require the concessionaire close 15-30 minutes in advance of park closing.

Tables and Chairs

FHL will supply tables and chairs for use by the public.

Cleaning and Maintenance Schedules

The concessionaire will be required to keep all signs and structures in good condition and free of graffiti.

The concessionaire will be required to provide regular cleaning and maintenance schedules, which shall be subject to FHL's prior written approval.

Storage

The concessionaire's operating materials must be stored within the cart and out of sight of the general public. FHL will provide a small, lockable, on-site storage container for overnight storage of valuable items or for daily backup materials. The provided storage containers are for non-perishable goods only. No food is allowed on-site overnight.

Waste Removal and Recycling

A dedicated trash receptacle and recycling receptacle will be provided by FHL and are to be kept directly beside or behind the vendor's cart. Waste and recycling produced by the concessionaire(s) will be routinely collected, stored in a central location, and removed on a daily basis. FHL will hire a commercial trash hauler on behalf of the concessionaire(s). The concessionaire(s) will be responsible for jointly covering the cost of waste and recycling removal, at an estimated cost of \$200/month per vendor.

Signage and advertising

The concessionaire(s) will be required to display signage at the premises listing all prices, rates, and hours and days of operation. The design and placement of all signage is subject to FHL's prior written approval. The concessionaire(s) will be prohibited from placing or permitting the placement of advertisements in the permitted premises without the prior written approval of FHL. The display or placement of advertising shall be prohibited.

Deliveries and Parking

No accommodations are provided for delivery and parking.

Security Deposit

Each concessionaire will be required to submit a security deposit of \$1,000 which will be required for the duration of the Permit term.

Inspections

Our experience so far has demonstrated the importance of an inspection system for vendors. Vendors who are under consideration for the site will receive a list of expectations and a schedule of fines.

Special Events and FHL Events and Programs

The concessionaires will be required to cooperate with FHL during special events and programs during the license term. FHL reserves the right to schedule a reasonable number of private events and programs at the Licensed Premises. When an event is scheduled, the concessionaire may relocate to an alternate location agreed to by FHL. FHL will provide concessionaire with a minimum of 15 days notice for these events.

Staff

The concessionaire(s) will be required to have a sufficient number of staff available at the permitted Premises during regular operating hours to ensure proper operation of the concessions. FHL reserves the right to require that all staff wear uniforms that have been approved by FHL.

Insurance

The concessionaires will be required to carry the following minimum levels of insurance.

For mobile food units or kiosks:

Workmen's Compensation Insurance	Per Statute
Employer's Liability for any one occurrence not less than	\$1,000,000.00
Comprehensive General Liability Insurance (with Broad Form Property Damage, Products/Completed Operations Liability, Contractual Liability, Independent Contractors, Fire/Legal Liability, Property Insurance Endorsements):	
for any one occurrence not less than:	\$500,000.00
aggregate cap per mobile food unit or kiosk:	\$500,000.00
Property Insurance for any one occurrence not less than:	\$500,000.00
aggregate cap per mobile food unit or kiosk:	\$500,000.00
Liquor Liability (if applicable):	\$2,000,000.00

Identification & address

The successful proposer(s) for each vending location will be required to present picture identification (such as a driver's license or a passport) and proof of address (such as a utility bill) in order to execute the permit. In addition, all proposers will be expected to provide FHL with at least two (2) telephone numbers for contact purposes.

Internal controls

Throughout the term of the Permit, the concessionaire(s) will be required to maintain a revenue control system to ensure the accurate and complete recording of all revenue, in a form and manner acceptable to FHL and to the City. All accounting and internal control related records shall be maintained for a minimum of six years.

Gross Receipts

The concessionaires will be required to submit weekly statements of gross receipts from all categories of income in a format approved by FHL. At the end of each operating year, the concessionaires will be required to submit detailed income and expense statements for the past year's operation. The concessionaire will be required to maintain revenue control systems to ensure the accurate and complete recording of all revenue, in a form and manner acceptable to FHL. FHL must approve all fees, prices, and any subsequent increases in advance. The concessionaires will be required to pay all taxes applicable to the operation of the concession. Gross receipts shall exclude the amount of any Federal, State, or City taxes which are paid by the concessionaires against their sales.

DOHMH Information

The concessionaire(s) will be required to obtain a DOHMH Vendor License for each person designated as an operator of a Mobile Food Unit and a DOHMH Mobile Food Vending Unit Permit for the successful proposer's Mobile Food Unit(s). Please note that only a DOHMH-licensed mobile food vendor may apply for a Mobile Food Vending Unit Permit. The concessionaire(s) must submit both a valid DOHMH Vendor License and a DOHMH Mobile Food Vending Unit Permit to parks before the operation of a Food Unit can commence.

Vending Locations

The Food Units may only vend in the vending location specified on the Permit. The vending location of the Food Units is subject to FHL's written approval.

Branding the Concession

FHL will ask successful proposer(s) to work with us closely on the branding of the concessions. All signage will be approved by FHL.

Advertising / Promotion

With FHL's written approval, concessionaires are permitted to promote the concession off-site through print and electronic media. The manner of such use of an entity name in combination with the name "High Line" or any other approved mark shall be approved in advance by FHL.

III. THE RFP PROCESS/ PROPOSAL PROCEDURE

Proposers may submit proposals for any or all of the Food Units.

Note: The successful proposer(s) should be prepared to be fully operational by early June, 2011.

Proposal Submission Instructions

Each proposal shall be typed on both sides of 8 ½" X 11" paper. Pages should be paginated. No proposals should be submitted in plastic sleeves or spiral binders. Illustration may be included. All plans are subject to FHL's approval.

Oversized drawings may be submitted, but must be accompanied by 8 ½" 11" sectionals or reduction. No telegraphic or facsimile proposals will be accepted.

Please submit three (3) copies of your proposal including all required attachments. Please also submit one electronic version of your proposal in PDF format on either a compact disk or a USB drive.

Proposal Submission Requirements

Each proposal submitted must meet the following requirements. Failure to comply may result in the automatic disqualification of a submission from further consideration, at FHL's discretion.

- All proposers must submit a proposal that includes a fee offer.
- All proposers are required to submit, as a proposal deposit, a certified bank check, official bank check, or cashier's check in the amount of \$1,000 with the proposal (payable to Friends of the High Line). Personal or Business checks will not be accepted. In the event of the failure of a successful proposer to execute a concession agreement in accordance with the terms of this proposal, the deposit shall be retained by FHL unless the proposal has been permitted to be withdrawn. Proposal deposits will be returned to unsuccessful proposers after the concession agreement is signed with the successful proposer.
- All proposals must be submitted in a sealed envelope and received in the office of Melina Shannon-DiPietro, Director of Food & Revenue, Friends of the High Line, 529 West 20th Street, Suite 8W, New York, NY 10011.
- All proposals must be received by **April 14 at 5:00 PM**. Proposals received after that time will only be received at FHL's discretion.

Proposal Content Guidelines

Each proposal is expected to include the following:

Fee Offer

The fee offer should state the sum each proposer is prepared to pay as a license fee, expressed as guaranteed monthly minimum fee and percentage of gross receipts.

Operating Experience

Proposers should submit a resume or detailed description of the proposer's professional qualifications, demonstrating extensive experience and record of safety in the industry, including any work with City agencies, or access to individuals and/or firms with such expertise. Include the names and addresses of all corporate officers of the entity submitting the proposal.

Proposers should attach a list of at least three recent relevant references with whom the proposer has previously worked and/or who can describe such matters as the proposer's financial, operational and construction capability. Include the name of the reference entity, a description of the nature of the listed reference experience with the proposer and the name, title, address and telephone number of a contact person at the reference entity.

Proposed Design

Proposers should submit designs of the Food Unit, including signage, display, packaging, etc. All final designs of the successful proposers must receive prior written approval from FHL.

Planned Operations

Proposers should submit a detailed operational plan for the Food Unit, including but not limited to, hours of operation, proposed menu and prices, maintenance plans, plans for deliveries and rubbish removal and cleaning schedule. Please highlight any plans that will meet FHL's principles.

Proposers should submit an estimated number of full-time and seasonal employees and the positions these employees will fill.

Proposers should include a comprehensive pro-forma income and expense projection for each month of operation. This pro-forma projection should include explanations for all the assumptions used in its formation.

Evaluation and Selection Procedures

The concession(s) will be awarded to the finalist whose proposal, planned operations, and menu best meets the High Line. Finalists in the process will be required to provide a sampling of their menu to the selection committee.

Proposals will be evaluated based on the criteria below:

- Fee offer
- Operating experience in the field
- Proposed food & menu concept, with an emphasis on:
 - o food concept and quality, and fit with the High Line experience
 - o menu, including quality and affordability in pricing
 - o sustainability in sourcing (local, seasonal, and sustainable)
 - o sustainability in packaging and ongoing operations
- Proposed design & display concept, with an emphasis on:
 - o appropriateness to the High Line experience
 - o strong design values
 - o willingness to collaborate with FHL on design elements
- Proposed design of the concession
- Commitment to partner closely with FHL on an ongoing basis

- Financial capability

FHL will only consider proposals that meet satisfactory levels of the above criteria. FHL is not required to accept the proposal that includes the highest fee offer.

The acceptance of a proposal does not imply that every element of that proposal is acceptable, and FHL will actively work with the selected partner(s) to finalize all elements of the proposals.

IV. OTHER GENERAL RFP REQUIREMENTS AND CONDITIONS

FHL reserves the right to postpone or cancel this RFP or reject all proposals, if, in their judgment, they deem it to be in the best interest of the FHL to do so.

FHL reserves the right to award more than one concession at each location. Additionally, FHL reserves the right to award concessions at additional locations on the High Line. Nothing in this RFP shall be deemed to give any party an exclusive right to operate concessions in the park.

Proposers are advised that FHL has the option of selecting the proposer without conducting discussions or negotiations. Therefore, proposers should submit their best proposals initially, since discussions or negotiations may not take place.

All RFP submissions and materials become property of FHL.



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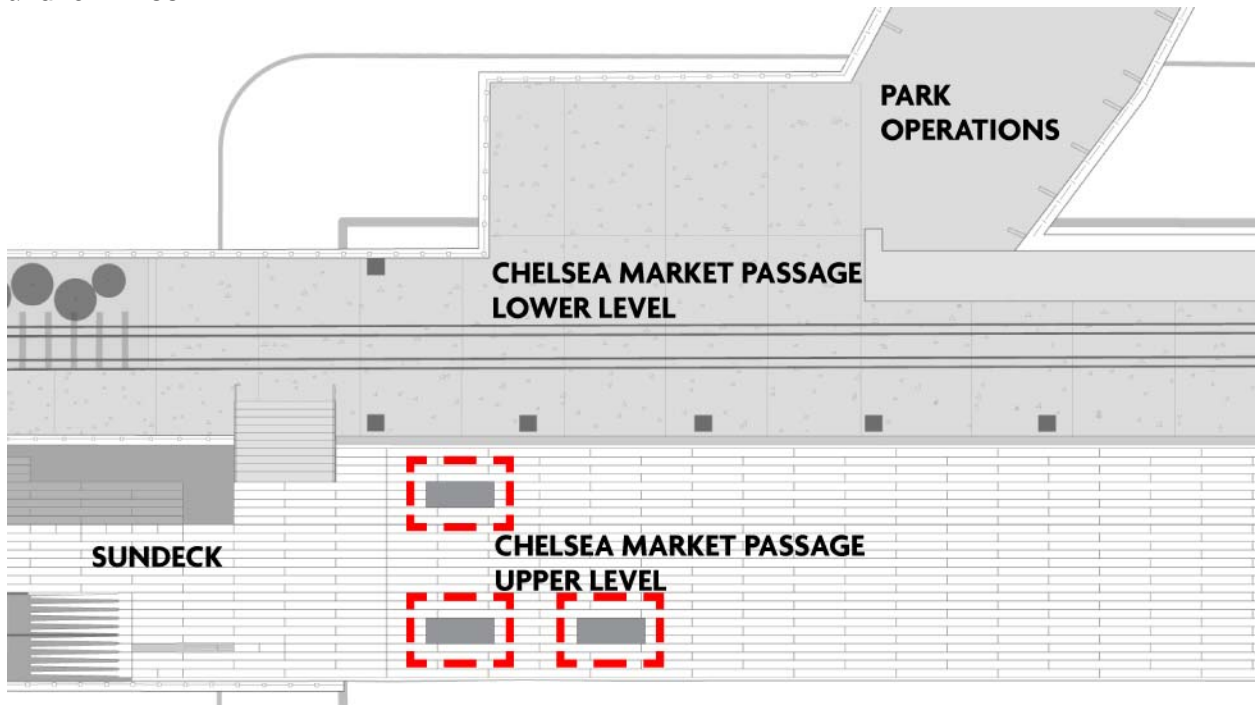
APPENDIX: FOOD LOCATIONS



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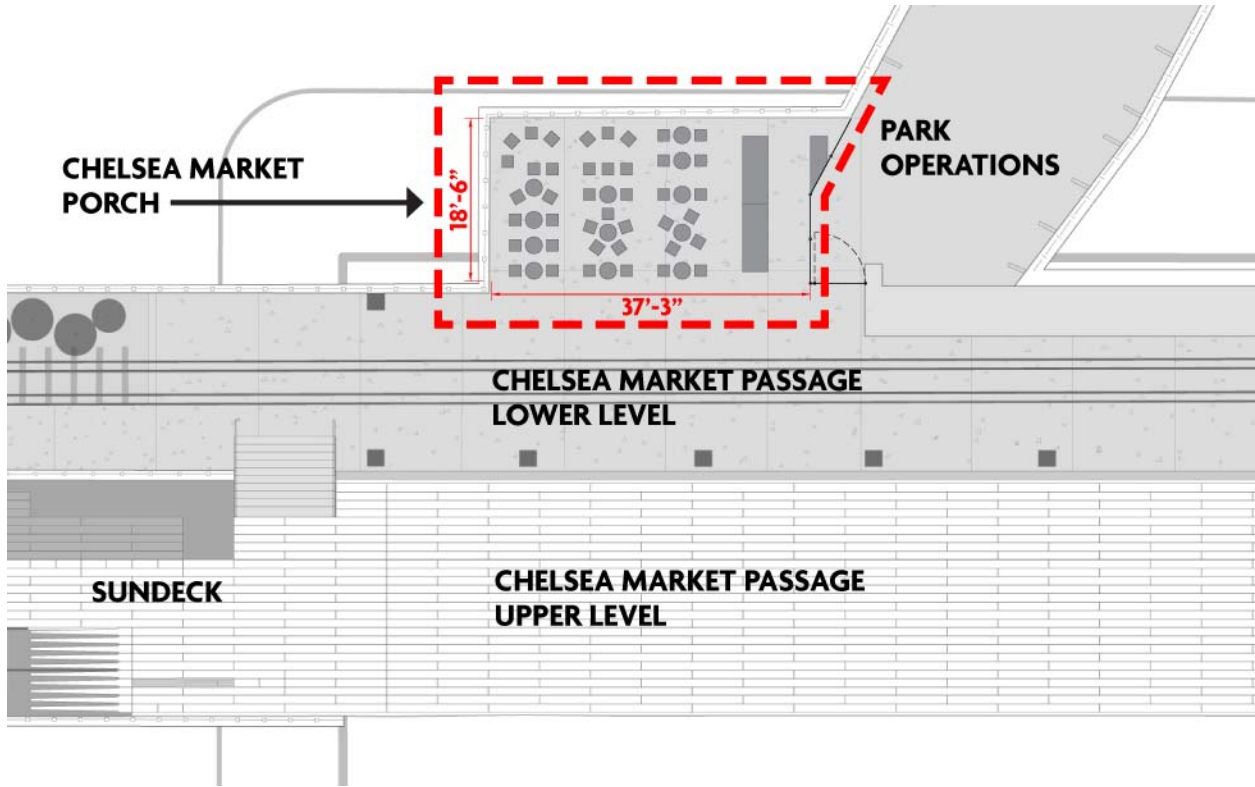
Section 1: three (3) food units

Southern end of the Chelsea Market Passage (upper level) on the High Line between West 15th and 16th Streets

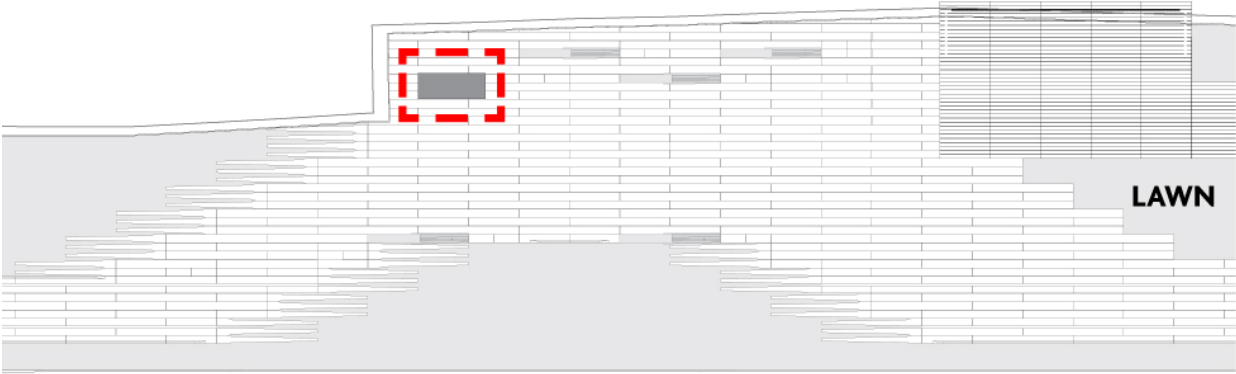


Section 1: one (1) unit (seating capacity 30 – 40)

Lower level of the Chelsea Market Passage on the High Line between West 15th and 16th Streets.



Section 2: one (1) food unit
Adjacent to the Lawn on the High Line at West 22nd Street



View of Lawn from concession location