Friends of the High Line
High Line Food

Request for Proposals
September 2014
REQUEST FOR PROPOSALS FOR THE OPERATION OF ON 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 and affordable. FHL is seeking restaurateurs and vendors who can demonstrate a track record of sustainability, innovation, operational excellence, and substantial experience, as well as a deep commitment to partnering with FHL.

FHL requests proposals for the operation of:
1. Mobile food carts at various locations, including on the High Line between 15th and 16th Streets, and between 30th and 34th Streets (2–5 vendors in total)
2. Kiosks on the High Line between 15th and 16th Street (2–3 vendors in total)
3. The Porch, a 50-seat location serving food, wine, and beer

Proposers may submit proposals for the operation of a kiosk or cart in multiple locations.

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 90 percent of the High Line’s annual operating budget and is 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 a three-year term with the ability to renew for another three years. 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 Meryl Friedman, High Line Food and Revenue Manager. Please email her at meryl.friedman@thehighline.org

RFP Release Date: September 12, 2014
Proposal Due Date: October 24, 2014
I. OVERVIEW

Introduction and background
High Line Food was established in 2011, in response to neighbors and visitors regularly requesting food and beverage during their visits. Food and beverage are important public amenities that enhance the High Line experience in a positive and significant way. In addition, proceeds from the operation of the concessions are an important source of revenue for Friends of the High Line, and proceeds directly support the maintenance and operations of this extraordinary public space.

We are looking for concessionaires who will create food that is as thoughtful and creative as the High Line itself, and who are interested in building strong partnerships and active collaborations with FHL.

We strive to create a food and beverage program that is high quality, interesting, sustainable, and fairly priced. In 2013, over 4.8 million people visited the park over the course of the year.

Principles for High Line Food
FHL has crafted five critical principles for food on the High Line. Successful proposals will thoroughly respond to these principles, listed below in no particular order of importance

1. Keep it extraordinary
   The food, menu, cart/kiosk design, and everyday operations should all be in line with the High Line’s ethic of outstanding stewardship. Each detail and interaction should impress.

2. Make it flexible
   The menu should accommodate small and large groups and 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 on the sociability of the High Line. Offerings should be welcoming, interesting, and accessible, with a range of price points. 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, drawing from the bounty of the region’s sustainable farmers, ranchers, and purveyors. Proposers should include menu variations that indicate how menu, sourcing, and ingredients will change over the course of the season.

   In addition, successful menu and operations will minimize waste and packaging. Operators are required to use compostable plates, cups, and cutlery for service.

5. Help support the park
   Revenue from concessions will help Friends of the High Line support the maintenance and operations of the park.

In addition, FHL will look favorably on proposals that:
   • Demonstrate experience managing a concession in an outdoor location that meets the standards of quality and excellence the High Line seeks
   • Demonstrate a strong aesthetic compatibility with the High Line
   • Recommend one to two classes or educational activities for children and/or adults (to be refined in collaboration with FHL)
The concessions:

There are three types of concessions available, located in three general areas on the High Line:

1. Two to five mobile food carts at various locations, including on the High Line between 15th and 16th Streets and between 30th and 34th Streets
2. Two to three kiosks, on the High Line between 15th and 16th Streets
3. A café at The Porch, located on the High Line at 15th Street. The porch is a 50-seat location serving food, wine and beer

The locations, details on cart design, and examples of existing concessions are illustrated in the appendix. All locations are selected at the discretion of Friends of the High Line with approval from the City of New York Parks and Recreation Department.

II. WHAT TO SUBMIT WITH YOUR PROPOSAL:

Proposers should submit the following information for evaluation:

1. A fee offer
   - Fee offers should be proposed as a percentage of gross receipts versus a guaranteed monthly minimum.
2. Concept, menu, and prices (specifically, a description and sample menu)
3. Design of packaging
4. Design of kiosk, cart, or setup on The Porch (please include an illustration of some type, and an indication of materials)
5. Design of signage, including dimensions (please include an illustration of some type)
6. Hours of operation
7. Staffing plan
8. Utility and electric needs, listing equipment, volts, and amps
9. A comprehensive pro-forma including income and expense projection for each month of operation. This pro-forma projection should include explanations for all the assumptions used in its formation.
10. Any additional details, including relevant experience, plans to teach or contribute to High Line public programs, marketing or social media experience, and any steps to measure and evaluate customer satisfaction

In addition, proposers must send:

- A refundable proposal deposit, in the form of a certified bank check, official bank check, or cashier’s check in the amount of $2,000 (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 agreements are signed with the successful proposers.
- 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.

Failure to comply with the above may result in the automatic disqualification of a submission from further consideration, at FHL’s discretion.

Proposal Submission Instructions

Each proposal shall be printed, double-sided, in 8 ½” x 11” paper. Pages should be paginated. No proposals should be submitted in plastic sleeves or spiral binders. Illustrations are welcome.
Please submit four (4) copies of your proposal including all required attachments. Please also submit one electronic version of your proposal in PDF format by emailing it to Meryl.friedman@thehighline.org

All proposals must be submitted in a sealed envelope and received in the office of:
Meryl Friedman
Manager, Food & Revenue
Friends of the High Line
820 Washington Street
New York, NY 10014

All proposals must be received by October 24 at 5:00 PM. Proposals delivered to FHL after that time will only be received at FHL’s discretion.

Evaluation and Selection Procedures
Finalists in the process will be required to meet with FHL’s selection committee and provide a sampling of their menu. FHL anticipates holding interviews in early November.

Proposals will be evaluated based on the criteria below:
- Fee offer
- Operating experience in the field, specifically in locations with similar logistical and traffic challenges
- Proposed food and 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 concept, with an emphasis on:
  o appropriateness to the High Line experience
  o willingness to collaborate with FHL on design elements
- Commitment to partner closely with FHL on an ongoing basis

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.

III. WHAT YOU SHOULD KNOW BEFORE APPLYING:

About Operating Alcohol
Only The Porch location can serve beer and wine. Alcoholic beverages can only be served in the designated area, and must be consumed within the designated area. The operator at The Porch is responsible for securing a wine and beer license, and all other necessary permits.

Concession Season
FHL expects the concessionaire(s) to operate at least from April 15 through October 30. A longer season is possible.

Hours
All hours of operation are subject to FHL’s prior written approval, and will require the concessionaire close 30 minutes to one hour in advance of the park’s closing. Current park hours are:
April 1 through May 31, 7:00 AM to 10:00 PM
June 1 through September 30, 7:00 AM to 11:00 PM
October 1 through November 30, 7:00 AM to 10:00 PM  
December 1 through March 31, 7:00 AM to 7:00 PM

Utilities
There is limited electricity available on the High Line; it is critical your proposal include your electric needs.

Cleaning and Maintenance Schedules
The concessionaire will be required to keep their concession clean and well-maintained at all times. Sight lines to back of house should be orderly and clear of cooking supplies and discarded materials.

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.

There is VERY limited storage on the High Line; concessionaires will need to supply the High Line location from their headquarter kitchens.

Shared spaces
Food vendors will share one three-compartment sink. All vendors must follow operating rules and regulations for the shared sink and back of house spaces.

Waste Removal and Recycling
A dedicated trash, compost, and recycling receptacle will be provided by FHL and kept directly beside or behind the vendor’s cart. Food vendors are responsible for placing waste, compost, and recycling in designated locations each day. 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, compost, and recycles, at an estimated cost of $100 to $300 a month per vendor depending on menu and footprint.

Tables and Chairs
FHL will supply tables and chairs for use by the public at designated locations, except at The Porch, where the concessionaire will supply them. Furniture design for The Porch requires approval from FHL.

Deliveries and Parking
FHL requires food vendors to make deliveries before 11:00 AM due to traffic on the High Line. No accommodations are provided for delivery and parking.

Pouring Rights
FHL retains pouring rights for all concessions locations on the High Line. This could include, for example, a deal FHL negotiates with a sponsor for exclusive rights to distribute its beverage at a particular venue.

Licensing and Permits
The concessionaire will be required to obtain any and all necessary approvals, permits, and licenses for the operation of this concession.

The concessionaire(s) will be required to obtain the appropriate permits with DOHMH before the start of the season. Concessionaire must submit all related paperwork, such as service operational manual, delivery schedule, and name(s) of employees that have a food handler’s license.

Staff
Every concessionaire is required to have a dedicated manager who is the primary contact for FHL. The concessionaire(s) will be required to have a sufficient number of staff to ensure proper operation of the concessions. Staff is expected to wear presentable uniforms and/or attire that is suitable for working with the public and representing FHL.
At all times, per DOHMH, there should be one staff person on duty with a food handlers' license.

Supply
The concessionaires will be required to maintain adequate inventory to ensure a constant supply of food and beverages.

Special Events and FHL Events
The concessionaires will be required to cooperate with FHL during special events. FHL reserves the right to schedule a reasonable number of private events and programs over the season. When an event is scheduled, the concessionaire will generally be required to close and relocate their concession. Whenever possible, FHL will provide the concessionaire with 14 days’ notice of these events.

Signage, Marketing, and Advertising

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. FHL requires tasteful and limited signage; the approved dimensions are as follows: 32” w x 72” h x 20”d. The design and placement of all signage will be subject to FHL approval. Any changes in the design of signage will also be subject to FHL approval.

The concessionaire(s) will be prohibited from placing or permitting the placement of advertisements of any type without the prior written approval of FHL.

Promoting the Concession
FHL will ask successful proposer(s) to work with FHL to promote the concession. Vendors are expected to market the location on social media and other networks.

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.

Security Deposits, Financial Reporting, and Fines

All 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 ten years.

Gross Receipts
The concessionaires will be required to submit monthly statements of gross receipts to FHL by the 15th of each month. FHL will provide a format which all vendors are expected to follow. The concessionaire will be required to use electronic POS system to ensure the accurate and complete recording of all revenue and transactions.

Gross receipts shall exclude the amount of any Federal, State, or City taxes that are paid by the concessionaires against their sales.

FHL must approve all fees, prices, and any subsequent increases in advance.

At the end of each operating year, the concessionaires will be required to submit detailed income and expense statements. The concessionaires will be required to pay all taxes applicable to the operation of the concession.

Security Deposit
Each concessionaire will be required to submit a security deposit of two month’s rent – or a minimum of $2,000 – which will be required for the duration of the Permit term. The Porch will be required to submit a deposit of $10,000.

*Inspections*
FHL routinely gives feedback on vendor operations. If a vendor is not complying with our standards of excellence, they will be fined. All vendors receive a list of expectations and a schedule of fines in advance. Parks also routinely conducts inspections of concessions and must be granted access.

**IV. OTHER THINGS YOU SHOULD KNOW:**

*Insurance*
The concessionaires will be required to carry the following minimum levels of insurance. Friends of the High Line and the City of New York will be named as additional insured where applicable. For mobile food units or kiosks:

<table>
<thead>
<tr>
<th>Insurance Type</th>
<th>Minimum Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Workmen’s Compensation Insurance</td>
<td>Per Statute</td>
</tr>
<tr>
<td>Employer’s Liability for any one occurrence not less than</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>Comprehensive General Liability Insurance (with Broad Form Property Damage, Products/Completed Operations Liability, Contractual Liability, Independent Contractors, Fire/Legal Liability, Property Insurance Endorsements):</td>
<td></td>
</tr>
<tr>
<td>for any one occurrence not less than:</td>
<td></td>
</tr>
<tr>
<td>aggregate cap per mobile food unit or kiosk:</td>
<td></td>
</tr>
<tr>
<td>Property Insurance for any one occurrence not less than:</td>
<td></td>
</tr>
<tr>
<td>aggregate cap per mobile food unit or kiosk:</td>
<td></td>
</tr>
<tr>
<td>Liquor Liability (if applicable):</td>
<td>$2,000,000</td>
</tr>
</tbody>
</table>

*Identification and 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.

*Vending Locations*
Vendors may only vend in the vending location specified. All locations are subject to FHL’s written approval.

*Other*
All plans, including but not limited to schedules, menus, designs, prices and fees, and hours of operation are subject to FHL’s prior written approval.

**V. 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.
FRIENDS OF THE HIGH LINE
HIGH LINE FOOD

APPENDIX: FOOD LOCATIONS AND DESIGN
**Kiosks, Mobile Carts, and The Porch**

We encourage all proposers to visit the High Line and see the concessions before applying.

Kiosks, mobile carts, and The Porch, on the High Line between West 15th and 16th Streets and in Section 3 between 30th and 34th Streets on the High Line.

Note: This diagram indicates approximate locations and not precise locations. The location at The Porch sits on the lower level of the High Line at 15th Street. The Chelsea Market Passage is bounded by 16th Street on the north and 15th Street on the south. FHL will approve the design, signage, and material of any food unit or mobile cart.
Kiosk Design: food kiosks on the High Line between 15th and 16th Streets should be L-shaped.

- The front counter, facing the public, is 13’ wide. The side counter is 6’ long.
- The depth of the countertops (the distance between you and the customer) is at your discretion.
- The height of the counter at the ordering station must be 34”, in compliance with the American Disabilities Act. We recommend the rest of the counter be taller and its exact height is up to your discretion.
- All pieces must have wheels and be movable for special events and for cleaning
- Additional storage may be kept behind the kiosk or cart in a closed unit approved by FHL.
- All branding graphics must be integrated into the structure itself.
**The Porch**: Located on the High Line's lower level at West 15th Street. The concessionaire is responsible for all build out.
**Mobile Carts:** Locations to be determined in Chelsea Market Passage and between West 30th and West 34th Streets. Mobile carts on the High Line are typically 30” wide and 48” long. They must have wheels.