

BRIC ARTS | MEDIA | BKLYN

REQUEST FOR PROPOSALS

FOOD VENDOR OPERATIONS

for the

CELEBRATE BROOKLYN! PERFORMING ARTS FESTIVAL

November 1, 2010

BRIC Arts | Media | Bklyn (BRIC) is seeking proposals to provide and operate food services within the Celebrate Brooklyn outdoor venue at the Prospect Park Bandshell, located in Prospect Park at 9th Street & Prospect Park West, in Brooklyn, N.Y. BRIC is seeking proposers who can demonstrate substantial experience in food service operations.

BACKGROUND

BRIC Arts | Media | Bklyn is a multi-disciplinary cultural institution that presents work, and supports the creative process, in the fields of contemporary art, performing arts, and community media. The *Celebrate Brooklyn! Performing Arts Festival*, is a renowned summer-long performing arts festival that has been presented by BRIC at the Prospect Park Bandshell each summer since 1979, under an agreement with the New York City Department of Parks & Recreation and the Prospect Park Alliance. The Festival begins in early June and runs through mid-August. Well known for its eclectic mix of music, dance, theater and film programming, Celebrate Brooklyn! was an early anchor in the revitalization of Prospect Park and has since grown to become one of the City's foremost cultural attractions. The Festival presents internationally-acclaimed performers and emerging artists reflective of the borough's diversity and it is widely praised for its wide array of live performances, spacious facility and highly diverse audience. Each year, 25-30 large-scale presentations are offered during a 9-10 week summer season, attracting upwards of 200,000 people. Individual performances attract between 2,000 and 15,000 per event. The festival is free (with a suggested \$3 donation) to ensure wide access to the public.

More information about BRIC programs can be found at www.bricartsmedia.org

PROPOSALS ARE DUE ON OR BEFORE DECEMBER 15, 2010.

There is a recommended proposer site tour on Wednesday, December 1st at 11:00 AM.

We will be meeting at the Prospect Park Bandshell in Brooklyn. Enter at 9th St & Prospect Park West. The Bandshell is on the right. If you are considering responding to this RFP, please make every effort to attend this meeting and site tour. **Please RSVP to Diane Haines at 718-683-5632 or dhaines@bricartsmedia.org**

BRIC CONTACT INFORMATION

All questions and inquiries should be directed to:

Jack Walsh, Director of Performing Arts

jwalsh@bricartsmedia.org

1. 718-683-5632 **TERM**

Operators will be granted one 1-year term with two one-year renewal options to be exercised at BRIC's sole discretion. All operations will be pursuant to an agreement with BRIC; no leasehold or other proprietary right is offered.

2. PROJECT DESCRIPTION

The renaissance that Brooklyn has experienced over the past decades is evident in the innovative and energetic restaurant scene and food culture that has come to be one of the borough's defining characteristics. Brooklyn food culture is on the cutting edge of many national trends featuring local, organic, and fresh ingredients prepared using both time-tested and unique methods. BRIC wishes to capture this exciting energy by featuring food operators at Celebrate Brooklyn.

BRIC is seeking inventive and creative proposals for food operators at 4 locations within the enclosed Celebrate Brooklyn/Prospect Park Bandshell site. The operators will make a significant contribution to the ambiance of the festival while providing a convenient service to festival attendees. Food service is a key component of the overall character of the Celebrate Brooklyn festival and venue.

Food will be offered at 4 locations within the venue: Sites A, B, C and D (see attached Site Plan and Description of Service Areas.) BRIC will select a single operator for all 4 Sites (who may partner/subcontract with others on terms acceptable to BRIC to diversify menu items offered.)

3. OPERATIONAL REQUIREMENTS

A. Menu Items

The operator is expected to serve tasty, fresh, quality food to meet the needs of attendees, as well as performing artists backstage, and catering requirements for special events as requested by BRIC. BRIC strongly encourages a wide array of menu items that reflect the cultural diversity of its programming and the diverse audiences that these programs attract. The menu should demonstrate quality, variety and affordability. The operators will be required to maintain adequate inventory to assure a constant supply of food. Final prices, and price changes, will be subject to BRIC's prior approval.

Proposers should note that beverages are sold under a separate beverage vendor contract, and the Proposer will thus not be providing beverages except for Site B as described in the Description of Service Areas below.

B. Personnel

The operator will be responsible for hiring the necessary personnel to conduct daily operations in a professional manner in numbers adequate to meet peak demand. The operator must comply with all federal, state, and local laws related to health, food safety, minimum wage, social security, nondiscrimination, ADA, unemployment compensation, and workers' compensation. If required by BRIC, employees shall wear a uniform and/or identification badge.

C. Customer Service

BRIC expects the operator to create and maintain a high-quality amenity for the public. Thus BRIC encourages proposers to implement customer service mechanisms that will enhance and maintain the satisfaction of patrons.

D. Operating Hours

Hours of operation vary, based upon a program schedule that is customarily finalized by early-May. Typical hours include 4 hour evening events from 6:30pm-10:30pm, though occasionally hours of operation are adjusted by BRIC. Typically the season runs early June through mid-August with performances on most Thursday, Friday and Saturday evenings, though some other days are to be expected. Approximately 30 show dates in total. All program days and times are subject to change.

E. Compliance with Laws; Permits. The operator will be required to obtain any and all necessary approvals, permits, and licenses for the construction and lawful operation of this food service, and will operate the service in compliance with all laws.

F. Equipment

Except as described in the attached Description of Service Areas, the operator will be expected, at its sole cost and expense, to fit out, maintain and operate safely and in accordance with industry standards. The operator will be required to provide BRIC with full access to the Sites at which it is operating in the venue. The proposal should describe the operator's equipment plan.

G. Utilities

BRIC will provide, at no cost to the operator, five 20 amp temporary electrical circuits and running water hose hook-up. BRIC makes no representations regarding the adequacy of these utilities for operator's operations. The operator will be required to connect to and/or upgrade BRIC's existing temporary utility and coordinate any such connections and/or upgrades with BRIC.

H. Maintenance and Repairs

The operator will be responsible to maintain and operate the entire food service operation in a safe and stable condition in accordance with industry standards, repairing as needed all components. Maintenance is solely the responsibility of the operator. The operator will be required to make all necessary repairs during the term of the agreement. The operator will be required to comply with all national safety guidelines and Federal, State and City laws, rules and regulations related to the operation and maintenance of the facility during the license term. The operator will be prohibited from impacting the landscape or trees in any way. At the end of the season, the operators will be expected to return the premises in a condition as good as or better than their condition at the commencement of the term.

I. Environmental Considerations

As programmers of green spaces, BRIC is deeply committed to the environment. Practices may include, but are not limited to, the installation of Energy Star appliances, the employment of energy efficient and water conservation measures, the use of eco-friendly products, and the training of staff members about the importance of incorporating environmentally-friendly measures into daily operations. The operator must also adhere to BRIC's guideline prohibiting the use of Styrofoam and glass products at the site, limiting plastic to those types approved by BRIC, and must make a good faith effort to recycle refuse.

J. Vehicles, Deliveries and Parking

One delivery is allowed per day not more than 3 hours prior to BRIC's programming schedule to open the site to the public. BRIC will provide detailed instructions, NYC Parks Department vehicle restrictions, and a non-transferable vehicle permit for this purpose. Provisions for parking operator's delivery vehicle at a separate site in Prospect Park will be made. NOTE: Mobile Food Trucks cannot be accommodated, and thus should not be proposed.

K. Storage

The operator will be required on a nightly basis to secure all inventory, fixtures and equipment used on the site. For locations B and C, no food storage will be permitted, however, counters with secure storage underneath for other items will be provided. For a small additional fee, BRIC may provide a 15-foot air-conditioned trailer for storage and housing operator's refrigeration equipment at location A. Please indicate in your proposal if this is of interest.

L. Waste Removal and Recycling

The operators will also be responsible for clean-up and removal (to a trash pick-up location on the site) of all garbage, refuse, rubbish and litter from sites A, B and C, and the area within 50 feet of each. The

operators must provide and use adequate heavy-duty waste and recycling bags, and have these bags securely placed in a trash pick-up location area determined by BRIC for removal by others. BRIC will provide waste and recycling containers on the site for use by festival attendees.

M. Signage and Advertising

The operator will be required to prominently display signage at the site listing all prices and menu items. The design and placement of all signage is subject to BRIC's prior written approval.

N. Security

The operators, at their sole cost and expense, will be required to ensure the security of its operations, equipment and personnel in accordance with plans approved by BRIC.

O. Insurance

The operators will be required to carry the following minimum levels of insurance (on terms and with liability coverage to be specified in the Operator's Agreement)

<u>Insurance Type</u>	<u>Minimum Amount</u>
Commercial General Liability	\$1,000,000
Personal Injury Liability	\$1,000,000
Property Damage	\$1,000,000
Employer's Liability	\$1,000,000
Liquor Liability Insurance (if applicable)	\$2,000,000
Worker's Compensation & Disability	As statutorily required

All policies, other than Employer's Liability, Worker's Compensation and Disability, must name BRIC Arts | Media | Bklyn, New York City Department of Parks & Recreation, and Prospect Park Alliance as "Additional Insureds". (BRIC may require higher liability limits if, in BRIC's opinion the proposed program warrants it.) The operator will be required to indemnify BRIC, New York City Department of Parks & Recreation and Prospect Park Alliance for losses associated with the operator's action under the agreement pursuant to a provision to be included in the agreement.

Proposers should submit evidence of existing insurance for existing/other operations.

P. Accounting

The operators will be required to submit weekly statements of gross receipts from all categories of income in a format approved by BRIC. At the end of each operating season, the operators will be required to submit detailed income and expense statements for the past season's operation. The operators will be required to maintain control systems to ensure the accurate and complete recording of all income and expense, in a form and manner acceptable to BRIC.

4. RFP TERMS AND CONDITIONS

A. This RFP does not commit BRIC to award a contract. No other party, including any proposer, is intended to be granted any rights hereunder.

B. BRIC employees, directors and officers are prohibited from responding to this RFP or being a party, direct or indirect, to any contract resulting from the RFP and no proposal shall be accepted from, or contract awarded to, any BRIC employee or official who submits a proposal or solicits any contract in which he or she may have any direct or indirect interest.

5. PROPOSAL INSTRUCTIONS

Completed proposals must be submitted to jwalsh@bricartsmedia.org

Subject: CELEBRATE BROOKLYN FOOD VENDOR

Proposals are due on or before December 15, 2010.

Proposals shall remain binding for 180 days from the date of proposal submission.

Proposals must include a cover sheet with RFP title, proposer's name and signature and the following:

A. Fee Offer

The fee offer should state the highest sum each proposer is prepared to pay as a fee, expressed as guaranteed annual minimum fee versus a percentage of gross receipts, whichever is greater. BRIC urges that there be an escalation of at least 5% per year (compounded annually) in the guaranteed minimum fee over the permit term.

B. Operating Experience & Qualifications

Proposers should submit:

- i. A description of the proposer's business structure, key staff.
- ii. 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.
- iii. The names and addresses of all corporate officers of the entity submitting the proposal
- iv. A description of the proposer's relative experience in operating a similar business enterprise, including relative size of business operated, type of retail sales, etc.
- v. 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 and operational 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.

C. Financial Capability

Proposers should include a financial statement prepared in accordance with standard accounting procedures. Financial statements should include, annual income and net worth (assets and liabilities), including a breakdown of liquid and non-liquid assets.

D. Operations Plan Proposers should submit a detailed operational plan for each site (A, B, C and D).

The proposed plan should address the following:

- i. A sample menu must be submitted, including menu items and prices, for:
 - Menu items to be sold to attendees
 - Menu for backstage artist hospitality
 - Menu for BRIC's special event catering
- ii. Personnel: The proposal should describe the operator's plan for number and type of staff at each location; scheduling staff for daily prep, sales and post-event needs.
- iii. Customer Service: The proposal should describe the proposer's management plan for customer service and staff supervision.
- iv. Equipment: The proposal should describe the operator's equipment plan.
- v. Health & Food Safety: The proposal should describe the operator's plan to meet all applicable health and food safety regulations.
- vi. Environmental: The proposal should include a detailed description of environmentally-friendly practices planned for the operator.

E. Pro Forma Operations Budget

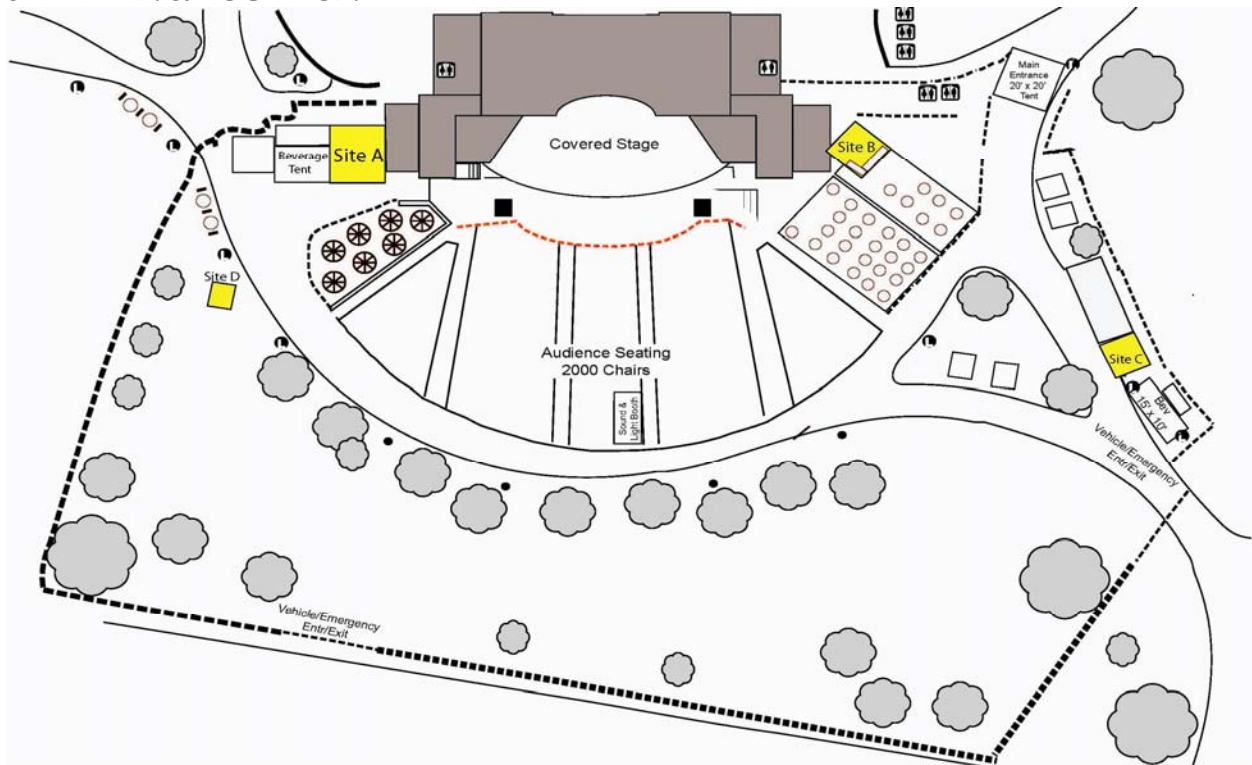
Proposers should include a comprehensive pro-forma income and expense projection for each year of operation. This pro-forma projection should include explanations for all the assumptions used in its formation. BRIC recognizes that it may be difficult for some proposer's to meet this proposal requirement, thus it is optional, but preferred.

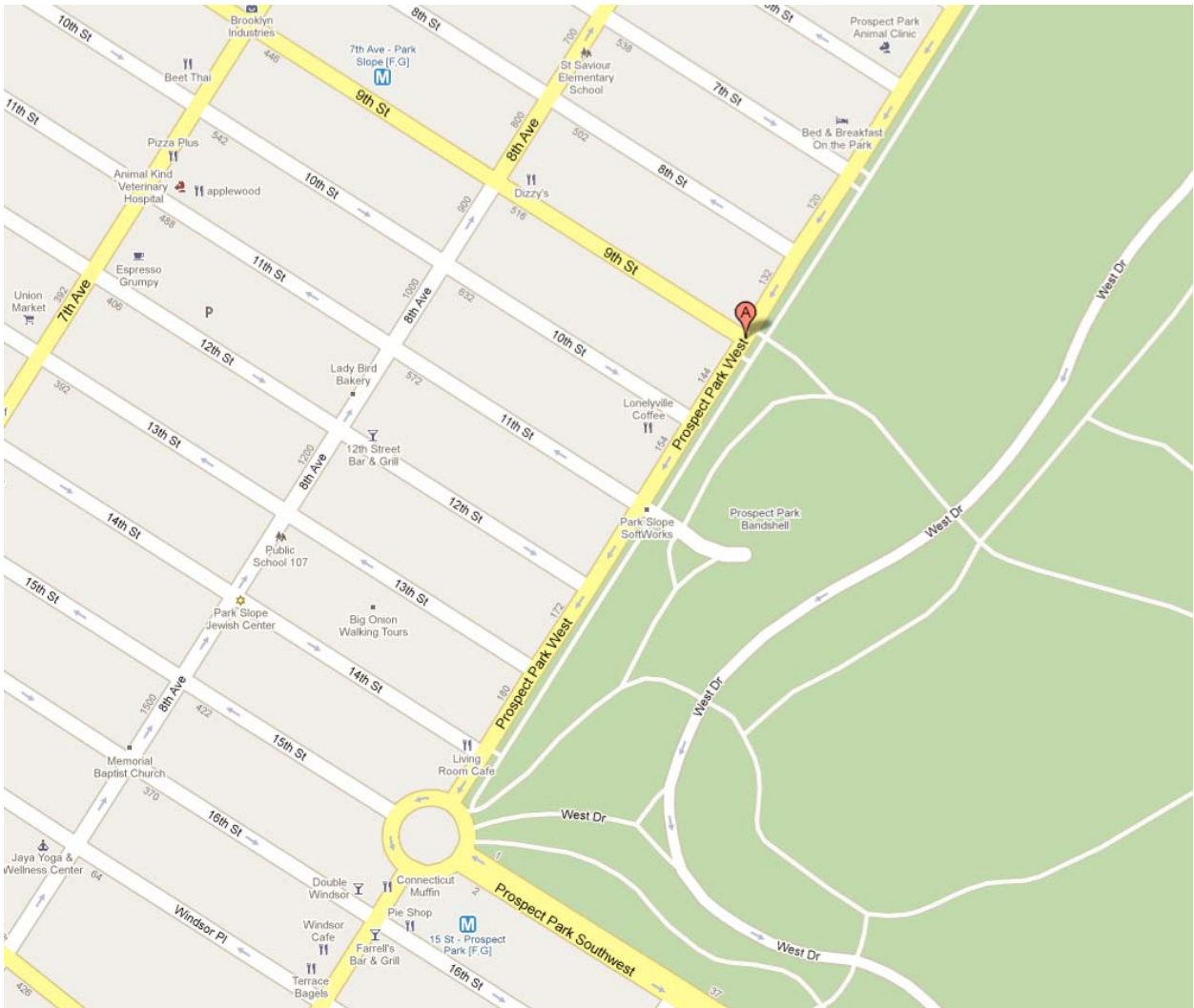
6. REVIEW OF PROPOSAL RESPONSES

All proposals received by the deadline will be evaluated. Final notification of the outcome of the review process is expected to occur prior to the end of January, 2011. The successful proposer will be required to execute an operator agreement with BRIC. BRIC anticipates that the selected proposer will be open for business by the start of the Celebrate Brooklyn season in early June 2011.

See Site Plan and Description of Service Areas below.

SITE PLAN & LOCATION





DESCRIPTION OF SERVICE AREAS

Site A is the main food preparation and selling area at Celebrate Brooklyn. The operator will:

- prepare all food menu items at Site A (and/or off-site)
- sell all food menu items to attendees at Site A
- prepare backstage artist hospitality at Site A (and/or off-site)
- prepare BRIC's special event catering at Site A (and/or off-site)



Items provided by BRIC at Site A include:

- A fifteen foot by twenty foot (15' deep x 20' wide) tent booth
- Twenty foot wide (20') thirty-six inch high (36") serving counter
- tent lighting
- at least five 20amp electrical circuits
- Additional covered fifteen foot by twenty foot (15' x 20') preparation space directly behind the tent
- A fifteen foot by eight foot 15' x 8' air conditioned trailer for vendor's refrigeration equipment and food storage (trailer cost paid by food vendor/operator)

DESCRIPTION OF SERVICE AREAS (continued)

Site B is semi-private selling and serving area within the Celebrate Brooklyn Friends Tent. The operator will:

- sell all food menu items at Site B via counter and table waiter service.
- after purchasing at-cost beverages from beverage vendor, sell all beverage menu items at Site B via counter and table waiter service.
- Serve BRIC's special event catering at Site B



Items provided by BRIC at Site A:

- A twenty foot by ten foot tented serving area (within the Friends Tent)
- A twenty foot by eight foot (20' x 8') thirty-six inch high (36") L-shaped serving counter
- Lighting
- At least one 20amp electrical circuit
- A ten foot by ten foot (10' x 10') prep tent (with lighting, adjacent to the Friends Tent)

DESCRIPTION OF SERVICE AREAS (continued)

Site C (labeled Snack Shack in photo) is a secondary food selling Area at Celebrate Brooklyn. The operator will:

- Sell small, snack-sized portion menu items to attendees at Site C
- Prepare all food menu items off-site (and/or at Site A in partnership with Site A operator)



Items provided by BRIC at Site C include:

- A fifteen by fifteen foot (15' x 15') tented selling area (within the larger General Store Tent)
- A fifteen foot (15') thirty-six inch high (36") serving counter
- Lighting
- At least one 20amp electrical circuit

DESCRIPTION OF SERVICE AREAS (continued)

Site D is a secondary food selling Area at Celebrate Brooklyn ideally suited for a small cart.



Items provided by BRIC at Site D include:

- At least one 20amp electrical circuit