



Food & Beverage Concessions
Request for Proposals (RFP)

BRIC 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 BRIC Celebrate Brooklyn! Festival is a renowned summer-long performance series that has taken place at the Prospect Park Bandshell each summer since 1979. Chosen as “Best Summer Series” by New York Magazine, The New York Press and The Village Voice; and praised by The New York Times as “an ideal urban concert space”, the Festival attracts upwards of 185,000 people during a 10-week/30-event summer season.



INTRODUCTION

BRIC is seeking inventive and creative proposals to provide and operate food and beverage services for the BRIC Celebrate Brooklyn! Festival at the Prospect Park Bandshell. Brooklyn food and beverage culture is on the cutting edge of many national trends featuring local, organic, and fresh ingredients prepared using both time-tested and unique methods. The operators will make a significant contribution to the ambiance of the festival while providing a convenient service to festival attendees. Food and beverage service is a key component of the overall character of the BRIC Celebrate Brooklyn! Festival and our expectations are that the successful proposer will enjoy significant brand visibility and elevate the overall experience at the venue.

Summer 2019 marks the Festival's 41st year, and it has grown to become Brooklyn's foremost summer cultural attraction. Recent performances featured Common, Gary Clark Jr, Courtney Barnett, David Byrne, Esperanza Spalding, Gregory Porter, Sharon Jones & the Dap Kings, Tame Impala, Phillip Glass and many more. Past performances seasons can be viewed at <https://www.bricartsmedia.org/events-performances/bric-celebrate-brooklyn-festival/bric-celebrate-brooklyn-festival-archive>.

More information about the Festival can be found at <https://www.bricartsmedia.org/events-performances/bric-celebrate-brooklyn-festival%20>

A short video can be found at <https://www.youtube.com/watch?v=P59VaX7GxbA>

Questions? Please contact:
jwalsh@bricartsmedia.org

SCHEDULE (subject to change)

Oct 29	RFP Announcement
Nov 5	Site visit (please rsvp to jwalsh@bricartsmedia.org)
Nov 9	LOI due (send brief statement of credentials and intent to propose)
Nov 16	NDA completed and financial history provided to proposers
Dec 7	Proposals due
Dec 10-18	Meet w finalists
Dec 20	Select (and award contract)
Jan 15	Operations planning meetings begin
May 2019	Venue build-out
June – Aug	Festival

PROJECT DESCRIPTION

Food and beverages will be offered at 4-5 locations within the venue: Site A, Site B, Friends Tent and Sponsor Tent (see attached Site Plan.) BRIC will select a single exclusive operator for all 4 locations, who may partner/subcontract with others on terms acceptable to BRIC to diversify menu items offered.

1. TERM

BRIC's intent is to grant one 3-year term with a two-year renewal option 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. SEASON SCHEDULE

Each season, BRIC presents approximately 30 show dates from early June to mid-August on most Thursday, Friday and Saturday evenings – in some weeks, additional days of the week will be included. 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.

Event schedule is generally:

- o 1:00 Food Vendor Load In & Prep
- o 6:30 Gates Open
- o 7:30 Performances Begin
- o 8:30 Intermission
- o 10:30 End

Peak serving times are generally 7:00 – 9:30 pm.

Attendance ranges from 2,000 to 12,000 per event. Average attendance per event is 6,000. BRIC will provide audience estimates for each performance date. Events projected to have less than 4,000 people can be served from Site A. events projected to have more than 4,000 people must be served from sites A & B.

3. MENU ITEMS

- a. **FOOD.** The operator is expected to serve tasty, freshly-prepared, high-quality food to meet the needs of attendees, and catering requirements for special events as requested by BRIC. BRIC strongly encourages an array of hot and cold menu items including meat, vegetarian, vegan and gluten-free options. The menu should demonstrate an exciting concept, very high-quality ingredients, great taste, variety and an array of prices. The operators will be required to maintain adequate inventory to assure a constant supply of food. Final food menus, prices and price changes will be subject to BRIC's prior approval, but should be detailed in the proposal.

The proposal should include menus and pricing for 4 categories of food service:

- i. General Attendee Menu (served to attendees at Sites A & B and guests in the Friends Tent and Sponsor Tent)
- ii. Discounts on General Attendee Menu (for approximately 100 on-site staff)
- iii. Special Event Catering Menu (for select donor events in Friends Tent and Sponsor Tent)
- iv. Backstage Catering Menu (for select artist catering backstage)

b. SNACKS & ICE CREAM

The operator is expected to serve ice cream, snacks and other small packaged items either integrated into the food selling areas described above, or in a separate snack bar on site.

- c. BEVERAGES. The operator is expected to serve only BRIC-approved brands of beer, wine, water and soft drinks. While a full liquor bar is not desired, a small menu of liquor drinks featuring summer specialty cocktails is expected and should be described in the proposal. Final beverage menus, prices and price changes will be subject to BRIC's prior approval, but should be detailed in the proposal. Operator is expected to sell beer, wine, soft drinks and bottled water to BRIC at operator's cost for BRIC's backstage artist and staff hospitality.
- d. SPONSORS. Operator is expected to participate in BRIC's food and beverage sponsor promotions, including incorporating sponsors' products in menus, and sponsor-funded discounts and offers, as directed by BRIC. Operator cannot offer or participate in its own sponsor promotions on site.

4. PERSONNEL

The operator will be responsible for hiring the necessary personnel to conduct daily operations in a professional manner in numbers adequate to provide a constant supply of food and beverages with a minimum of wait times during peak periods. The operator must comply with all federal, state, and local employment laws including, but not limited to health, food safety, minimum wage, social security, nondiscrimination, ADA, unemployment compensation, and workers' compensation. If required by BRIC, employees shall wear a uniform, branded t-shirts or identification badge.

5. 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.

6. COMPLIANCE WITH LAWS, PERMITS

The operator will comply with all laws. The operator will be required to obtain all necessary approvals, permits, and licenses from the NYS Liquor Authority, FDNY, NYS Health Dept., and other regulatory agencies for the lawful operation of cooking and food service; and beer, wine and liquor sales.

- a. The operator will be required to obtain the appropriate licenses from the NY State Liquor Authority for each point of sale.
- b. The operator will be required to obtain FDNY a G-23 Certificate of Fitness for the Use of LPG/CNG, and G-44 Certificate of Fitness for Storage and Handling of LPG/CNG, and utilize no more than TWO 20lb propane tanks per each cooking device/burner, per FDNY regulations.
- c. If onsite propane storage is desired, then BRIC will file for a variance for propane storage with the FDNY, and operator will reimburse BRIC for all costs for constructing on-site propane storage cage per FDNY regulations, and for additional FDNY propane storage permits.

7. EQUIPMENT

The operator will be expected, at its sole cost and expense, to fit out, maintain and operate the cooking, food and beverage service operations safely and in accordance with industry standards. The operator

will be required to provide BRIC with full access to the areas at which it is operating in the venue. The proposal should describe the operator's equipment plan, including the number and type of propane devices/burners at each location. One or two mobile commercial kitchens, such as those used on film sets, which meets FDNY and NYS Health regulations for fire prevention and food safety, are allowed, but may not be removed once installed, until the end of the season. Some off-site cooking and food prep, to the extent practical for the menu, is encouraged. NOTE: Consumer-type Mobile Food Trucks cannot be accommodated, and thus should not be proposed.

At Sites A & B, BRIC will provide and install two 15' X 40' tents with serving counters, lighting and signage (except menu signage) at each location (see photos.)

At Friends Tent, BRIC will provide 10' x 20' space within Friends Tent, serving counters, lighting and signage (except menu signage) (see photos.)

At Sponsor Tent, BRIC will provide space (size TBD) within Sponsor Tent, serving counter, lighting and signage (except menu signage) (see photos.)

If a separate Snack Bar is proposed, BRIC will provide 15' x 15' space within the General Store Tent, serving counters, lighting and signage (except menu signage) (see photos.)

8. 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.

9. MAINTENANCE AND REPAIRS

The operator will be solely responsible for maintaining and operating the entire cooking and food service operation in a safe and stable condition in accordance with industry standards, repairing as needed all components. 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.

10. VEHICLES, DELIVERIES AND PARKING

One delivery is allowed per day, not more than 6 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.

11. STORAGE

The operator will be required on a nightly basis to secure all inventory, fixtures and equipment used on the site. No food storage will be permitted except at Site A, however, counters with secure storage underneath for other items will be provided at Site B and Friends Tent. For an additional fee, BRIC may

provide a 15-foot refrigerated cold-storage container and/or a 10'-15' dry goods storage container at Site A. Please indicate in your proposal if this is of interest.

12. ENVIRONMENTAL CONSIDERATIONS

As programmers of green spaces, BRIC is deeply committed to the environment. Operator must utilize environmentally-friendly practices including installation of Energy Star appliances, water conservation measures, waste water collection and disposal, 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 guidelines prohibiting the use of Styrofoam and glass products at the site, limit plastic to those types approved by BRIC, use of compostable containers, limit the use of packaging, and good faith efforts to recycle refuse.

13. WASTE REMOVAL AND RECYCLING

The operators will be responsible for clean-up and removal (to a trash pick-up location near each serving location) of all garbage, refuse, rubbish and litter within 20 feet of each serving location. 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. Currently, aluminum is the only material that is recycled, but BRIC reserves the right to require other types recycling.

14. SIGNAGE AND ADVERTISING

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

15. SECURITY

Notwithstanding the fact that BRIC will have security at the site, 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.

16. 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>Per Incident</u>	<u>Aggregate</u>
Commercial General Liability	\$1,000,000	\$2,000,000
Liquor Liability Insurance	\$2,000,000	\$4,000,000
Worker's Compensation & Disability	As statutorily required	
Automobile Insurance	\$1,000,000	

All policies, other than Worker's Compensation, must name BRIC, the City of New York, 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, the City of New York, and Prospect Park Alliance for losses associated with the operator's actions pursuant to a provision to be included in the agreement.

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

17. ACCOUNTING

The operators will be required to accept cash, credit and mobile forms of payment from customers, utilize electronic point-of-sale control systems to ensure the accurate and complete recording of all income, and provide login access to BRIC. The operators will be required to submit weekly statements of gross receipts from all categories of income in a format approved by BRIC (ie. food, beer, liquor, other beverage, discounts, etc). 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.

18. RFP TERMS AND CONDITIONS

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

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. 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.

PROPOSAL INSTRUCTIONS

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

19. OPERATING EXPERIENCE & QUALIFICATIONS

Proposers should submit:

- a. A description of the proposer's business structure, key staff, and any partners or subcontractors (if any).
- b. A resume or detailed description of the proposer's (and partners or subcontractors) professional qualifications, demonstrating experience and record of safety in the industry, including any work with City Agencies, or access to individuals and/or firms with such expertise
- c. The names and addresses of all corporate officers of the entity submitting the proposal
- d. A description of the proposer's experience in operating similar business enterprises, including relative size of business operated, type of retail sales, etc.
- e. 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.

20. 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 for the entire prior year.

21. OPERATIONS PLAN

Proposers should submit a detailed operational plan for each site (A, B, Friends Tent and Sponsor Tent). The proposed plan should address the following:

- i. Proposed menus must be submitted, including menu items and prices, for:
 - General Attendee Menu
 - Staff Discounts (on General Attendee Menu)
 - Backstage Catering Menu
 - Special Event Catering Menu
 - Snacks & Ice Cream menu
- ii. Personnel: 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: Describe the proposer's management plan for staff supervision and customer service including line management, order fulfillment, returns, wait times, table service in Friends Tent, etc.
- iv. Equipment: Describe the operator's equipment plan including:
 - number and type of propane devices/burners at each location
 - request for 15-foot refrigerated cold-storage container
 - request for 10'-15' dry goods storage container
 - request for onsite propane storage
- v. Health & Food Safety: Describe the operator's plan to meet all applicable health and food safety regulations.
- vi. Environmental: Describe environmentally-friendly practices planned for the operator.

22. PRO FORMA OPERATIONS BUDGET

Proposers should include a pro-forma income and expense projection for each year of operation based on historical revenue data provided by BRIC, and Proposer's growth plan. 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 strongly preferred.

23. FEE OFFER

Minimum acceptable guarantee fee to BRIC is will be provided once an NDA is signed. The fee offer should state the highest sum the proposer is prepared to pay, expressed as guaranteed annual minimum, versus a percentage of gross receipts, whichever is greater. BRIC urges that there be an escalation of at least three percent (3%) per year (compounded annually) in the guaranteed annual minimum fee over the term of the license.

DELIVERY INSTRUCTIONS

Completed proposals must be submitted to jwalsh@bricartsmedia.org

Subject: BRIC CELEBRATE BROOKLYN! F&B VENDOR

Proposals shall remain binding for 90 days from the date of proposal submission.

All proposals received by the deadline will be evaluated. 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 BRIC Celebrate Brooklyn! season in early June 2019.

SEE ADDENDA BELOW

SITE B - BEVERAGE TENT



SITE B - FOOD TENT



SITE A - FOOD TENT



SITE A - BEVERAGE TENT



SITE A – SNACK BAR



OPERATIONS - BEVERAGES



OPERATIONS - BEVERAGES



OPERATIONS - FOOD



OPERATIONS – FRIENDS TENT



OPERATIONS – FRIENDS TENT



OPERATIONS – SPONSOR TENT



OPERATIONS – SPONSOR TENT

