



Request for Proposals  
Catering Services  
Picnic House & Boathouse  
November 27, 2017



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## Introduction, Goals, and Timeline

The Prospect Park Alliance (hereinafter “PPA”) and JGL Food Service Consultants request your proposal for catering services at the Boathouse and/or the Picnic House in Prospect Park. PPA seeks an experienced caterer(s) (hereinafter “Caterer(s)”) with outstanding credentials in catering, a dedication to quality, and an ability to market the properties to its client base. The revenue generated from facility rentals is instrumental in helping to support the PPA mission; to sustain, restore and advance Prospect Park to benefit the diverse communities served, in partnership with the City of New York.

PPA is seeking an exclusive relationship for the Boathouse and a preferred relationship for the Picnic House. Bidders are encouraged to submit proposals for either or both locations. Three Caterers will be selected for the preferred list at the Picnic House. The entity that is selected to be the exclusive Caterer for the Boathouse may or may not also be selected as one of the Caterers for the preferred list at the Picnic House.

In the past, the exclusive partner at the Boathouse created an amenity café in the space. Caterers who are interested in exclusivity at the Boathouse may suggest concepts (i.e. café, pop-up restaurant, bar, etc.) for additional food and beverage related programming if interested but that is not a requirement.

PPA invites you to a pre-proposal conference at the Picnic House in Prospect Park (directions are included as a separate attachment) on Thursday, December 7, 2017, at 1:30 p.m. to tour the facilities, review this Request for Proposal (hereinafter “RFP”) and ask questions. Please limit your group to no more than three individuals for this meeting. Attendance at the pre-proposal conference is mandatory to present a proposal.

PPA and JGL have identified the following critical dates:

|  |  |
|--|--|
| Bid Meeting and Tour:                        | Thursday, December 7, 2017                               |
| Written Questions due:                       | Monday, December 19, 2017                                |
| Bids due:                                    | Friday, January 12, 2018                                 |
| Short List Notification for Bidders:         | Week of January 22, 2018                                 |
| Oral Interviews for Bidders:                 | Tuesday, February 6, 2018<br>Wednesday, February 7, 2018 |
| Contract Award for Boathouse & Picnic House: | Winter 2018  |

## Background & History

Designed by Frederick Law Olmsted and Calvert Vaux in the mid-nineteenth century, Prospect Park is one of Brooklyn's most treasured destinations and a national landmark. The Park attracts more than ten million visits each year.

The Prospect Park Alliance is a nonprofit organization founded in 1987 to restore and maintain Prospect Park after a long period of steady deterioration and decline. PPA preserves the natural environment, restores historic design and provides public programs and amenities for the Park.

The Alliance plays a significant role in funding the operating budget that keeps the Park clean, safe and beautiful, and employs three-quarters of the staff that take care of the Park and engage its diverse surrounding communities. Today, Prospect Park is an international model for urban parks, and one of the premier green spaces in the United States.

## The Boathouse

The Boathouse is an iconic venue located on the Lullwater in the heart of Prospect Park. The venue can accommodate 150 guests inside for private events. Weather permitting, the outdoor patio and dock level can be used for ceremonies.

There is a balcony on the second floor that can accommodate a maximum of 44 guests. Food and beverage is permitted on the balcony level for small, intimate parties. The balcony is typically used as a private space for bridal parties; this ensures that the occupancy remains at a minimum.

The Venue Fee (the amount paid by the renting client to PPA, for use of the space) for the Boathouse does not include additional elements such as tables and chairs. The fee is for the use of the space for eight hours.

The Boathouse doubles as the Audubon Center and is open to the public during the following dates and times:

**April – July 4<sup>th</sup> and Labor Day to December**

- Thursdays & Fridays 12pm – 4pm
- Saturdays & Sundays 10am – 1pm

**July 5<sup>th</sup> to Labor Day**

- Thursday and Fridays 12pm – 5pm

**Additional Days Open to the Public**

- All weekday federal holidays (with the exception of Thanksgiving and Christmas)
- President’s Day week (including Sat & Sun at beginning and end of week), 12pm-4pm
- NYC Public School winter & spring break, 12pm – 4pm

\*Other weekday public hours are possible

Square footages for all spaces within the Boathouse are illustrated below.

| <b>Boathouse</b>           |                |
|----------------------------|----------------|
| Space                      | Square Footage |
| The Boathouse (Main Space) | 2,200          |
| 2nd Floor                  | 690            |
| 2nd Floor Terrace          | 890            |
| Kitchen                    | 180            |



Boathouse indoor space



Boathouse outdoor space

Tenting the outdoor space at the Boathouse is permitted for individual events. Rental, permits, installation, and removal are the responsibility of the caterer.

## The Picnic House

The Picnic House is a unique space in Prospect Park that encourages a wide range of renters. The Picnic House can accommodate up to 175 guests for a seated dinner. The Picnic House features a wood burning fireplace, outdoor space for cocktails and ceremony and (as of this year) air conditioning. The lower level of the building has a small room that is frequently used as a green room or bridal suite. Wedding ceremonies can take place on the lawn outside of the Picnic House. Use of this space is included in the rental fee of the Picnic House. It is important to note that the lawn is public space and cannot be screened, tented or sectioned off for private use.

The Picnic House is available for rental during the day and in the evening. The space is generally not utilized for public programming (except for a weekday camp program from 8am-3:30pm between June 25<sup>th</sup> and August 10<sup>th</sup>) and is rented for eight-hour blocks of time including set up and breakdown. Tables

and white garden chairs for up to one hundred and seventy-five guests, firewood for the fireplace, an upright piano, podium, privacy screens, coat racks and hangers are all included in the rental fee.

| <b>Picnic House</b>    |                |
|------------------------|----------------|
| Space                  | Square Footage |
| The Picnic House       | 3,720          |
| Outside Balcony        | 171            |
| Lower Level Green Room | 140            |
| Prep Space             | 26.5           |



Picnic House set for a wedding



Picnic House entrance



Ceremony on the lawn outside of the Picnic House

## Rental Policies and Rates

Updated Venue Fees for the rental of the Picnic House and Boathouse are reflected below. These Venue Fees will be effective as of January 1, 2018. Venue Fees are kept in their entirety by PPA.

### The Picnic House

| Picnic House    |            |         |           |
|-----------------|------------|---------|-----------|
|                 | Tues-Thurs | Sat     | Fri & Sun |
| November -March | \$3,000    | \$5,000 | \$4,000   |
| April-October   | \$4,000    | \$6,500 | \$5,500   |

Not for profit organizations receive discounted Venue Fees that vary based on day of week and time of year.

### The Boathouse

| Boathouse       |            |         |           |
|-----------------|------------|---------|-----------|
|                 | Tues-Thurs | Sat     | Fri & Sun |
| November -March | \$3,500    | \$5,500 | \$4,500   |
| April-October   | \$4,500    | \$7,000 | \$6,000   |

\* Typically events have not been booked on weekdays at the Boathouse. PPA does not offer weekday Venue Fees due to the lack of historical interest. However, PPA is open to encouraging more weekday bookings as long as they do not conflict with public programming and PPA use of the space.

#### Picnic House Policies:

- Rentals are based on eight hour blocks of time (Clients are permitted to drop off event items one hour prior to their contracted eight hour time block at no additional charge.)
- Broadway Party Rental is the current exclusive rental company for the Picnic House. PPA reserves the right to change this relationship at any time at its discretion.
- Amplified sound is not permitted outside.
- Tenting on park grounds is not permitted with the exception of a small tent if caterer is grilling outside.
- For all rental events, the Alliance will provide a Picnic House Manager as well as staff for security, maintenance and wayfinding.

#### Boathouse Policies:

- Rentals are based on eight hour blocks of time.
- The Boathouse does not currently have an exclusive relationship with a rental company; PPA plans to identify an exclusive partner in 2017.
- Amplified sound is not permitted outside.

- The Boathouse is used for public programming; event rentals must work around the public schedule in an effort to create as little disruption as possible.
- For all rental events, except Alliance in-house events, the Caterer will be responsible for training, supervising and scheduling two staff members dedicated to security for the rental event. Additionally, three staff members must be employed to clean the Boathouse and adjacent areas, service guest parking on the Willink roadway, provide wayfinding, crowd control and additional security functions for the duration of the rental event. (PPA can provide a list of individuals who have experience fulfilling these responsibilities.) For all rental events, the Alliance will provide a Boathouse Manager.
- Caterer's staff move PPA's exhibits under supervision of Boathouse Manager

## Event History

Event history by month for both the Picnic House and the Boathouse are illustrated in the charts below.

In 2016 there were a total of 125 full price events booked for both the Picnic House and the Boathouse; there were 28 discounted events booked at the Picnic House.

| Full Price Venue Fee Rentals |            |                       |              |                 |          |                  |
|------------------------------|------------|-----------------------|--------------|-----------------|----------|------------------|
| Boathouse                    |            |                       | Picnic House |                 |          |                  |
| Wedding                      |            |                       | Wedding      | Bar/Bat Mitzvah | Retreat  | Memorial Service |
|                              |            |                       |              |                 |          |                  |
| 2016                         |            |                       | 2016         |                 |          |                  |
| January                      | 0          | January               | 5            | 1               | 0        | 0                |
| February                     | 0          | February              | 0            | 0               | 0        | 1                |
| March                        | 0          | March                 | 2            | 0               | 0        | 0                |
| April                        | 4          | April                 | 6            | 1               | 0        | 0                |
| May                          | 9          | May                   | 9            | 0               | 1        | 0                |
| June                         | 10         | June                  | 9            | 0               | 0        | 1                |
| July                         | 6          | July                  | 3            | 1               | 0        | 0                |
| August                       | 5          | August                | 0            | 0               | 0        | 0                |
| September                    | 10         | September             | 8            | 3               | 0        | 0                |
| October                      | 11         | October               | 6            | 0               | 0        | 0                |
| November                     | 2          | November              | 5            | 0               | 0        | 0                |
| December                     | 0          | December              | 5            | 0               | 0        | 1                |
| <b>2016 Total</b>            | <b>57</b>  | <b>2016 Total</b>     | <b>58</b>    | <b>6</b>        | <b>1</b> | <b>3</b>         |
| 2017                         |            |                       | 2017         |                 |          |                  |
| January                      | 0          | January               | 1            | 0               | 0        | 0                |
| February                     | 0          | February              | 0            | 1               | 0        | 0                |
| March                        | 0          | March                 | 1            | 1               | 0        | 0                |
| April                        | 4          | April                 | 7            | 1               | 0        | 0                |
| May                          | 12         | May                   | 7            | 1               | 1        | 0                |
| June                         | 8          | June                  | 5            | 1               | 1        | 0                |
| July                         | 5          | July                  | 3            | 0               | 0        | 0                |
| August                       | 5          | August                | 1            | 0               | 0        | 1                |
| September                    | 11         | September             | 8            | 1               | 0        | 0                |
| October                      | 8          | October               | 11           | 2               | 0        | 0                |
| November                     | 2          | November              | 8            | 1               | 0        | 0                |
| <b>2017 Total YTD</b>        | <b>55</b>  | <b>2017 Total YTD</b> | <b>52</b>    | <b>9</b>        | <b>2</b> | <b>1</b>         |
| <b>Total Bookings</b>        | <b>112</b> | <b>Total Bookings</b> | <b>110</b>   | <b>15</b>       | <b>3</b> | <b>4</b>         |

Please note that air-conditioning was only recently installed in the Picnic House and the data above reflects events in the summer months without air-conditioning.

| Discounted Venue Fee Rentals                |          |                    |                  |                           |                        |                    |
|---|----------|--------------------|------------------|---------------------------|------------------------|--------------------|
| Picnic House - Not for Profit / City Agency |          |                    |                  |                           |                        |                    |
|   | Retreat  | Religious Services | Fundraiser/ Gala | Wedding or Bar Mitzvah NP | Holiday or Staff Party | Graduation or Prom |
| 2016  |          |                    |                  |                           |                        |                    |
| January                                     | 0        | 0                  | 1                | 0                         | 0                      | 0                  |
| February                                    | 0        | 0                  | 0                | 0                         | 0                      | 0                  |
| March                                       | 0        | 0                  | 0                | 2                         | 0                      | 0                  |
| April                                       | 0        | 0                  | 0                | 0                         | 1                      | 0                  |
| May   | 1        | 0                  | 3                | 0                         | 0                      | 1                  |
| June  | 1        | 0                  | 0                | 0                         | 0                      | 2                  |
| July  | 0        | 0                  | 0                | 0                         | 0                      | 0                  |
| August                                      | 3        | 0                  | 0                | 0                         | 0                      | 0                  |
| September                                   | 1        | 0                  | 1                | 2                         | 0                      | 0                  |
| October                                     | 0        | 3                  | 1                | 1                         | 0                      | 0                  |
| November                                    | 0        | 0                  | 1                | 0                         | 0                      | 0                  |
| December                                    | 0        | 0                  | 0                | 1                         | 2                      | 0                  |
| <b>2016 Total</b>                           | <b>6</b> | <b>3</b>           | <b>7</b>         | <b>6</b>                  | <b>3</b>               | <b>3</b>           |
| 2017  |          |                    |                  |                           |                        |                    |
| January                                     | 1        | 0                  | 0                | 0                         | 0                      | 0                  |
| February                                    | 0        | 0                  | 0                | 0                         | 0                      | 0                  |
| March                                       | 0        | 0                  | 0                | 1                         | 0                      | 0                  |
| April                                       | 0        | 0                  | 2                | 0                         | 0                      | 0                  |
| May   | 0        | 0                  | 3                | 0                         | 0                      | 0                  |
| June  | 1        | 0                  | 0                | 1                         | 0                      | 2                  |
| July  | 0        | 0                  | 0                | 0                         | 0                      | 0                  |
| August                                      | 1        | 0                  | 0                | 1                         | 0                      | 0                  |
| <b>2017 Total YTD</b>                       | <b>3</b> | <b>0</b>           | <b>5</b>         | <b>3</b>                  | <b>0</b>               | <b>2</b>           |
| <b>Total Bookings</b>                       | <b>9</b> | <b>3</b>           | <b>12</b>        | <b>9</b>                  | <b>3</b>               | <b>5</b>           |

### Events Booked for 2018 and 2019

Boathouse - Please note that the Boathouse currently has 26 events booked for 2018 that are contracted with the current Caterer. PPA is not renting the space for 2019 until a new Caterer is selected.

Picnic House – The Picnic House has 39 events booked for 2018 that are contracted with the current caterers. At this point, there are two events booked for 2019. PPA will continue to book the space with the Caterers that are currently on the preferred list for future dates until new caterers are selected.

## PPA Internal Events

PPA hosts park-related internal events at both the Picnic House and the Boathouse. In recent years, PPA has hosted one fundraiser at the Boathouse annually and roughly ten events at the Picnic House that require food and beverage. PPA may make its own catering arrangements for these events, or may negotiate terms with the caterers selected under this RFP. Receptions, staff meetings and membership events are examples of the types of events PPA has held at the Picnic House.

## Kitchens and Prep Areas

The Boathouse: There is a small prep space located in the Boathouse. The equipment currently in this space is available for use. PPA does not own the equipment and can therefore not guarantee it will be available to the selected caterer.

The Picnic House: The Picnic house has a very small prep space (26.5 square feet) that is mainly used as a water source for catered events.

## Parking and Transportation

Boathouse – Events at the Boathouse may make use of a large parking area that is 1.5 city blocks from the Boathouse. Renters can request three parking permits and three delivery permits that allow for parking adjacent to the Boathouse. The NYC Subway's Prospect Park stop is nearby as well.

Picnic House - Limited free public parking is available at the Litchfield Villa lot, a short walk from the Picnic House. In addition, renters receive ten vehicle permits that allow drivers (including vendors and deliveries) to park in the lot adjacent to the Picnic House. The NYC Subway's 7<sup>th</sup> Avenue (F line) and Grand Army Plaza (2/3 lines) stops are within 8-15 minute walks of the Picnic House.

## Responsibilities

Each party’s responsibilities are as follows.

|  | Boathouse |     | Picnic House |     |
|--|-----------|-----|--------------|-----|
|  | Caterer   | PPA | Caterer      | PPA |
| Provision of all food and beverage services as outlined in this document                           | X         |     | X            |     |
| Provision of staff to facilitate food and beverage services as outlined in this document           | X         |     | X            |     |
| Response to all client inquiries on a timely basis   | X         |     | X            | X   |
| Promotion of venue as an event space   | X         |     | X            | X   |
| Touring potential event clients at venue   | X         |     |              | X   |
| Facilitating all event needs including tent rental, china, glass and silver,                       | X         |     | X            |     |
| Liquor license provision (on a day permit basis)   | X         |     | X            |     |
| Clean up and removal of trash following events   | X         |     | X            |     |
| Insurance as outlined below  | X         |     | X            |     |
| Repairs and maintenance to building, plumbing, and electrical unless caused by Provider negligence |           | X   |              | X   |
| Public common area maintenance including window washing, re lamping, and ceiling maintenance       |           | X   |              | X   |
| Utilities  |           | X   |              | X   |
| Security for special events, wayfinding and janitorial services                                    | X         |     |              | X   |
| Maintenance of calendar system and reservation book for events                                     | X         |     |              | X   |

## Terms

Unless specifically noted, the terms stated below apply for both the Boathouse and the Picnic House.

Proposers should be aware that PPA has a concession license agreement with NYC Parks (the "Concession Agreement"). In accordance with the Concession Agreement, the proposer(s) selected by PPA will operate pursuant to a sublicense with PPA. A copy of the Concession Agreement is available for download at [www.prospectpark.org](http://www.prospectpark.org). In the event of a conflict between the terms of the sublicense agreement and the Concession Agreement, the Concession Agreement will control.

### Investment:

Boathouse - PPA is not requiring an investment from proposers. However, if an entity proposes a capital investment that might make the space more saleable and attractive to clients, PPA will look favorably upon proposals that include such an investment.

Picnic House - PPA will look favorably upon proposals that include funding for updated equipment and sharing marketing expenditures.

**Financial Relationship:**

Boathouse: Caterers will be considered independent contractors with respect to PPA and will pay a commission percentage on gross food and beverage sales.

Picnic House: Caterers will be considered independent contractors with respect to PPA and will pay a 10% commission percentage on gross food and beverage sales.

**Restrictions on exclusivity:**

Boathouse - Caterers may choose to allow a kosher caterer to use the space subject to a catering fee to be negotiated between the Caterer and Caterer's client. Caterer shall remain fully responsible for the performance of such kosher caterer including the payment of all fees, without limitation.

Boathouse - PPA may exercise three carve-outs on a Friday, Saturday or Sunday evening annually for PPA events at the Boathouse without penalty. (PPA agrees to still solicit a price proposal from the in-house contracted provider for consideration.) Additionally, PPA utilizes the building for roughly 10 to 20 internal meetings that are scheduled outside of public hours. PPA understands that external rentals are a priority and will schedule these meetings on dates that do not conflict with booked events.

Picnic House - Caterers may choose to allow a kosher caterer to use the space subject to a catering fee to be negotiated between the Caterer and Caterer's client. Caterer shall remain fully responsible for the performance of such kosher caterer including the payment of all fees, without limitation.

**Term and Termination:**

Boathouse - The contract term for exclusive catering at the Boathouse will be five years. The contract will commence in winter of 2018. Caterer will be responsible for all losses and damages to the facility resulting from its default, failure, or negligence during the term of the contract.

Picnic House - The contract term for catering at the Picnic House will be three years with the option to extend for an additional two years. The contracts will commence in winter of 2018. Caterers will be responsible for all losses and damages to the facility resulting from their default, failure, or negligence during the term of the contract.

**Early Termination:**

Boathouse: Either party may cancel the agreement by giving ninety days' notice of its intention to do so. PPA may cancel this agreement, with cause, at any time, by giving Caterer thirty days' notice of default and thirty days' notice of termination should such default not be cured.

Picnic House: Either party may cancel the agreement by giving ninety days' notice of its intention to do so. PPA may cancel this agreement, with cause, at any time, by giving Caterer thirty days' notice of default and thirty days' notice of termination should such default not be cured.

PPA operates the Boathouse and the Picnic House under a License Agreement with the NYC Department of Parks & Recreation (hereinafter "Parks"), under the terms of which Parks may terminate its agreement with PPA at will on thirty days' notice. In the event of such termination by Parks, PPA may cancel its agreement with the Caterer, at will, on twenty days' notice. (The Caterer will be allowed to fulfill existing contracts following the date of termination.)

**Internal Catering Pricing:** PPA is interested in receiving internal catering (catering paid for directly by PPA) that is provided at discounted prices. PPA looks to Caterer to suggest a discount level which might be either a percentage discount or a cost-plus structure. In the case of a cost-plus arrangement, cost shall be defined as direct costs including food and beverage, direct on site labor and other direct costs such as linen rental or flowers. Costs specifically excluded are any allocations for administrative and general overhead or for corporate level supervision. Internal events that are discounted or subject to the cost-plus-percentage formula are not commissionable. Discounted internal pricing is not a requirement of this RFP.

**Insurance:** Specific insurance requirements will be a part of the contractual agreement between the caterer and PPA. These requirements will include, but not be limited to, the following: caterers will be required to provide at their own expense commercial comprehensive general liability insurance (including public liability); such liability insurance shall include coverage for Operations-Premises Liability, Liquor Law Liability, Products Liability, Bodily Injury, Personal Injury, Property Damage of at least \$2,000,000 per occurrence and \$2,000,000 in the aggregate of all such occurrences in any policy year; Caterers will also be required to maintain insurance coverage for all employees as required by New York State or other applicable law (worker's compensation, employer's liability, and disability coverage);

Insurance provided may be met by a combination of primary, excess, or umbrella policies; Insurance carriers must have a rating of "A" or better by AM Best, and PPA and the City of New York shall be named as additional insureds.

Caterers will be required to provide at their own expense commercial automobile liability insurance in the amount of \$1,000,000 each accident for accidents arising out of ownership, maintenance or use of any owned, non-owned or hired vehicles.

**Alcoholic Beverages:**

Boathouse - PPA is currently seeking a Certificate of Occupancy (CO) for the Boathouse. Once the CO is attained, the Caterer (at its option) may elect to acquire a liquor license for the premises or apply for NYS Liquor Authority Special Events Permits for each catered event.

Picnic House – NYS Liquor Authority Special Events Permits need to be acquired for all events at the Picnic House unless the client purchases the alcohol. PPA prefers that all caterers purchase alcohol for events, however exceptions may be made with approval from PPA.

**Marketing:**

Boathouse – PPA is seeking a Caterer that will drive the marketing and sales effort for the Boathouse. Caterers must submit an initial marketing plan as a part of their proposal. Caterer is responsible for ensuring that all PPA rules and regulations are in PPA accordance, for client communication, payment collection, event coordination or sales efforts.

Picnic House – PPA is seeking caterers that are able to drive sales and support PPA’s marketing efforts for the space. PPA expects that each of the caterers will participate in any open houses organized by PPA, market the Picnic House on their websites, and work collaboratively to maintain the space for event use. Unlike the Boathouse, PPA staff will be the main point of contact for booking the venue.

**Trash and Garbage:** Caterers are responsible for the removal of all wet and dry trash to areas designated by PPA. PPA shall arrange for all trash to be removed from the facilities.

**Janitorial and Cleaning:** Caterer is responsible for cleaning of all spaces immediately following a catered event.

**Utilities:** Utilities will be provided by PPA at no charge.

**Personnel:** All personnel must be neatly attired in uniforms approved by PPA. All culinary personnel must wear hair restraints and gloves while serving food. All personnel must meet standards of conduct required for PPA personnel. PPA will, at its discretion, require background checks for event managers, sales staff, or other personnel who require independent access to the Picnic House or the Boathouse. PPA has the right to request replacement or re-assignment of staff who do not meet its standards of conduct or customer service requirements.

**Caterer Reporting:** The Caterers will submit to PPA within 15 days after the end of each month a commission statement certified as current, accurate, and complete by caterer's CFO or other executive employee. Commission statements must be accompanied by final client invoices and a check made payable to PPA. Caterers must agree to supply information in a format and on a timeline as specified by PPA.

**Records:** Caterer shall keep accurate and complete records of all revenues in connection with the operations of the Picnic House and Boathouse. Invoices and other pertinent records, including the utilization of event management point-of-sale software and sequentially pre-numbered event contracts and invoices that are recognized under typical accounting and industry practices shall support such revenues. This information shall be available for ten years subsequent to the Caterer's fiscal year for inspection by PPA during regular working hours and shall be subject to audit by PPA, Parks or the City or its agents at any reasonable time. If under-reporting is uncovered, the Caterer will be responsible for covering any costs associated with the audit.

**Good Standing and Permits:** Caterer is required to represent and warrant that it is in good standing in the state of its incorporation, and is in good standing and qualified to do business in the state of New York. Caterer shall provide copies or other evidence thereof to PPA upon request. Caterer shall acquire, post, and maintain for the life of the contract, in an approved location, all licenses, permits, and other

legal documents required by local, county, state, or federal governmental units, including those pertaining to labor. Caterer is expected to adhere to all local, state, and federal labor laws.

**Emergencies:** Caterers shall immediately notify PPA in the event of fire or other emergency by calling the emergency telephone number. Caterers shall develop a site specific emergency plan that trains all employees to respond to fire, civil defense, bomb threats, evacuations, and other emergencies.

Caterers will give prompt written notice of any fire or other damage occurring to the premises and a copy of all notices received by the Caterer of any claim for bodily injury occurring within the building to a designated PPA representative. In addition, the Caterers are required to give prompt notice of any injury sustained by any of its employees, agents, clients, or clients' guests.

**Restrictive Covenant:** Neither PPA nor Caterer may hire each other's employees for a period of one year following separation unless prior written consent is obtained.

**Smoking on PPA Property:** Smoking of any tobacco product or electronic cigarette is strictly prohibited at the Park except in parking lots or on sidewalks along the park perimeter. Caterers shall adhere to and enforce this policy.

**Americans with Disabilities Act ("ADA") Compliance:** Caterers shall be required to comply with the ADA as applicable. Caterers shall comply with all City, State, and Federal requirements to provide safe and accessible events for everyone, including persons with disabilities. Caterers are encouraged to exceed accessibility requirements whenever possible, and not simply provide the minimum level required.

## Proposal Requirements

Please identify whether your proposal is (i) for exclusive operation of the Boathouse, (ii) to be one of three preferred caterers at the Picnic House or (iii) for both venues.

Your proposal should indicate the individual(s) having authority to contractually bind your company and the name and contact information for the person to be contacted during the evaluation of proposals.

**EVALUATION AND SELECTION PROCEDURES**

Proposals will be evaluated by a selection committee composed of a minimum of three PPA employees and by independent (non-government employed) professionals with relevant expertise. Contracts will be awarded to proposers whose submissions the selection committee judges best overall based on the criteria listed below.

**PROPOSAL EVALUATION CRITERIA**

In evaluating proposals for the Boathouse, the Selection Committee will use the following criteria based on the required sections outlined below:

| <b>Section</b> |  | <b>Boathouse</b> | <b>Picnic House</b> |
|----------------|--|------------------|---------------------|
| <b>1</b>       | Corporate Organization, Relevant Experience, and Resources | 25%              | 40%                 |
| <b>2</b>       | Sales and Marketing  | 40%              | 50%                 |
| <b>3</b>       | Financial Offer  | 35%              | 10%                 |

Please organize and tab your proposals in the following sections:

1. Corporate Organization, Relevant Experience, and Resources: Please provide a brief description of the history and background of your organization. Include two year history of profit and loss statements and balance sheet. Provide a brief history of exclusive and preferred accounts. Provide the number of full service catered events executed in Manhattan, Brooklyn and the surrounding areas for the calendar years of 2016 and 2017 year to date along with sales for those years. Please provide references for three to five similar accounts.
  
2. Sales and Marketing: (A) Share with us your experience in marketing other venues. Provide a top level marketing plan outlining methods to drive catering sales to the Picnic House and/or the Boathouse along with a timeline. Detail the amount you will allocate (initially and annually) to marketing either or both venues. (B) Provide sample priced catering menus for a buffet dinner for 150 and a seated dinner for 125 at the Picnic House. If bidding on exclusivity at the Boathouse, include a sample priced menu for a seated dinner for 125 guests. Please be sure to incorporate estimated rental costs for each scenario. (C) Please complete the pricing requests labeled ‘Sample Pricing Worksheets’ in the Appendix of this document for the specific menus provided. Please be sure to include any proposed discount formula for

internal catering. (D) Provide information on sales staff and personnel assigned to the Boathouse and/or the Picnic House. Indicate staffing methods and sources for catered events. Discuss whether you anticipate using an agency or in-house staff. (E) Please present your concepts for retail food and/or beverage operations at the Boathouse if interested in such service. Concepts may include daily or weekly service or pop-up events.

3. Financial: Provide (A) Sales Projections: Please provide detailed sales projections for the second and third years (2019 and 2020) of operation for either or both venues and explain how revenues are estimated. Provide an estimate of the number of rental events, guest count, and anticipated food and beverage expenditure in support of your sales projections. (B) Please provide a percentage commission offer for the Boathouse. (C) If applicable, please provide any proposed investment offer for equipment, improvements, etc. for either venue. If proposing for both the Boathouse and the Picnic House, then the financial proposal must be separately identifiable for each venue.

Proposals must be submitted in six complete sets and two electronic versions.

Proposals will be assumed to incorporate the terms, provisions, and specifications of the Request for Proposal unless the Provider clearly describes any deviation in the proposal.

Proposals should be sent to:

4 Copies to: James Snow  
Chief Operating Officer & Chief Financial Officer  
Prospect Park Alliance  
95 Prospect Park West  
Brooklyn, NY 11215

1 Copy to: Tracy Lawler  
(+1 electronic) JGL Food Service Consultants  
224 Cleveland Lane  
Princeton, NJ 08540  
[tracy@jglmanagement.net](mailto:tracy@jglmanagement.net)

1 Copy to: Brooke Botwinick  
(+1 electronic) JGL Food Service Consultants  
12 Carol Lane  
Tappan, NY 10983  
[brooke@jglmanagement.net](mailto:brooke@jglmanagement.net)

All proposals must arrive in sealed envelopes no later than 5 p.m. on January 12, 2018.

Right of Refusal: PPA reserves the right to award the contract to a bidder other than the highest return proposal, to reject any or all proposals, and to waive any of the requirements of the bid selection procedures set forth herein.

**Questions**

Questions will be answered during the mandatory bidders meeting on December 7, 2017. Following the bidders meeting additional questions may be submitted electronically by December 19, 2017, to:

Brooke Botwinick  
[brooke@jglmanagement.net](mailto:brooke@jglmanagement.net)

All questions submitted by bidders will be reproduced, answered and distributed to all bidders. All contact during the bidding process is to go through JGL Food Service Consultants. Bidders who attempt to contact the PPA directly, regardless of the reason, may be disqualified at the discretion of the PPA.

End of RFP document

## Appendix

### Sample Pricing Worksheets

|   |      |                           |      |
|---|------|---------------------------|------|
| <b>150 People</b>   |      |                           |      |
| <b>Seated Dinner</b>                                      |      |                           |      |
| Served bottled water, sparkling water, red and white wine |      |                           |      |
| Spinach salad with walnuts, grapefruit and avocado        |      |                           |      |
| Herb roasted salmon on a bed of Israeli cous cous         |      |                           |      |
| Ginger ice cream with candied fruit                       |      |                           |      |
| Coffee and Tea  |      |                           |      |
| Served on china   |      |                           |      |
|   |      |                           |      |
|   |      |                           |      |
|   |      |                           |      |
| <b>Internal</b>   |      | <b>External</b>           |      |
| <b>Food and Beverage:</b>                                 |      | <b>Food and Beverage:</b> |      |
| <b>Labor :</b>  |      | <b>Labor :</b>            |      |
| <b>Rentals:</b>   |      | <b>Rentals:</b>           |      |
| <b>Other :</b>  |      | <b>Other :</b>            |      |
|   |      |                           |      |
| <b>Total</b>  | \$ - | <b>Total</b>              | \$ - |

|                           |  |      |                           |
|---------------------------|--|------|---------------------------|
| <b>Cocktail Reception</b> |  |      |                           |
| <b>100 People</b>         |  |      |                           |
|                           |  |      |                           |
|                           |  |      |                           |
| 2 hour open bar - premium |  |      |                           |
|                           |  |      |                           |
| 6 passed hors'doeuvres    |  |      |                           |
|                           |  |      |                           |
|                           | Kobe Beef Sliders  |      |                           |
|                           | Skewered Thai Coconut Shrimp                             |      |                           |
|                           | Crab cakes with Avocado Remoulade                        |      |                           |
|                           | Asian Spring Rolls                                       |      |                           |
|                           | Spicy Yellowtail Rolls                                   |      |                           |
|                           | Phyllo wrapped Roasted Portabella Mushrooms              |      |                           |
|                           |  |      |                           |
| 2 Stations                |  |      |                           |
|                           | Flat Bread Station                                       |      |                           |
|                           | Eggplant, Spicy Hummus, Feta                             |      |                           |
|                           | Grilled Chicken, Sundried Tomatoes, Spinach and Parmesan |      |                           |
|                           | Sautéed Escarole, Pancetta, White Bean Puree             |      |                           |
|                           | Roasted Vegetable, Ricotta, Pesto                        |      |                           |
|                           |  |      |                           |
|                           |  |      |                           |
|                           | Assorted Cured Meats                                     |      |                           |
|                           | Assorted Local Cheeses                                   |      |                           |
|                           | Roasted Tomatoes   |      |                           |
|                           | Fig Jam, Caramelized Onions                              |      |                           |
|                           | Croustades and Bread Sticks'                             |      |                           |
|                           |  |      |                           |
|                           | China, glass and silver                                  |      |                           |
|                           |  |      |                           |
|                           |  |      |                           |
|                           | <b>Internal</b>  |      | <b>External</b>           |
|                           | <b>Food and Beverage:</b>                                |      | <b>Food and Beverage:</b> |
|                           | <b>Labor :</b>   |      | <b>Labor :</b>            |
|                           | <b>Rentals:</b>  |      | <b>Rentals:</b>           |
|                           | <b>Other :</b>   |      | <b>Other :</b>            |
|                           |  |      |                           |
|                           |  |      |                           |
|                           | <b>Total</b>   | \$ - | <b>Total</b> \$ -         |