

SOLICITATION# M104-SB

REQUEST FOR PROPOSALS

FOR THE OPERATION AND MAINTENANCE OF ONE (1) INTERIOR FOOD CONCESSION AT ICAHN STADIUM, THE CONSTRUCTION, OPERATION AND MAINTENANCE OF A MINIMUM OF TWO (2) BUT NO MORE THAN FIVE (5) SEASONAL CAFES, AND THE OPTION OF OPERATING AND MAINTAINING UP TO FIVE (5) ADDITIONAL MOBILE FOOD UNITS AT RANDALL'S ISLAND PARK

MANHATTAN



ISSUE DATE:

September 1, 2010

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**MAYOR OF THE CITY OF NEW YORK
COMMISSIONER OF PARKS & RECREATION
ASSISTANT COMMISSIONER FOR REVENUE & MARKETING
PARK ADMINISTRATOR & EXECUTIVE DIRECTOR, RISF**

www.nyc.gov/parks

REQUEST FOR PROPOSALS (RFP)

The City of New York Department of Parks & Recreation (Parks) requests proposals for the operation and maintenance of one (1) interior food concession at Icahn Stadium, the construction, operation and maintenance of a minimum of two (2) but no more than five (5) seasonal cafes, and the option of constructing, operating and maintaining up to five (5) mobile food units at Randall's Island Park, Manhattan. Parks is seeking proposers who can demonstrate experience in food service operations to operate and maintain the food and beverage concessions.

THE TERM

Parks is seeking a concessionaire for one (1) ten-year term. No longer term will be considered. This concession will be operated pursuant to a license issued by Parks; no leasehold or other proprietary right is offered.

PROJECT MANAGER

The Project Manager for this concession is Evan George. All RFP questions and/or inquiries should be directed to him. He may be reached at:

Phone: (212) 360-1397

Email: Evan. George@parks.nyc.gov

Fax: (212) 360-3434



If you have a hearing impairment, please call the following toll-free number and leave a message on the Telecommunication Device for the Deaf (TDD). The TDD number is (212) 504-4115.

RFP TIMETABLE

The following schedule has been established for this RFP:

RFP Release Date:	September 1, 2010
Recommended Proposer Meeting & Site Tour:	September 21, 2010 at 1:00 PM
Proposals Due:	October 14, 2010 at 3:00 PM



If you have a physical disability and cannot deliver your proposal to the Arsenal, please contact the Project Manager(s) at least 48 hours prior to the deadline and alternate arrangements can be made.

RECOMMENDED PROPOSER MEETING & SITE TOUR

There will be a recommended on-site proposer meeting and site tour on Tuesday, September 21, 2010 at 1:00 PM. We will be meeting at the proposed concession site, in front of Icahn Stadium which is located on Randall's Island Park. If you are considering responding to this RFP, please make every effort to attend this meeting and site tour.

I. PROJECT BACKGROUND

A. History

In 1933, Randall's and Wards Islands, located in the East River between East Harlem, the South Bronx and Astoria, Queens, were designated as New York City parks. With the opening of the Triborough Bridge in 1936, the public attained easy access to the Islands, and Parks Commissioner Robert Moses launched a comprehensive program to build recreational spaces such as ball-fields, playgrounds, and a stadium. Over the following three decades, Commissioner Moses gradually filled in the space between Randall's and Wards Islands to create a single landmass, herein referred to as "Randall's Island Park" or the "Park."

Randall's Island Sports Foundation, Inc. (RISF) is a not for profit organization and a public-private partnership with Parks that works to develop and support the Park's sports and recreational facilities. Based on a 1999 Management, Restoration & Development Plan, RISF, the City and local communities have brought significant improvements to the Park including the new Icahn Stadium track and field facility, a new state-of-the-art tennis center, a new golf center, new and improved ball fields, environmentally restored wetlands and waterfront bicycle and pedestrian pathways. Additional pathways, vast environmental restoration projects, and recreational facilities are currently under construction.

B. The Concession Site

1. New Ball Fields & Amenities

In fall 2007, RISF began a project to reconfigure and rebuild the ball fields on Randall's Island Park. Upon completion, over 60 new state-of-the-art fields will be available for youth, adult and corporate sports leagues throughout the City. Randall's Island Park will have more than half of all the athletic fields in Manhattan. The design includes significant upgrades to the current facilities, including the use of artificial turf, fencing and lighting at some fields and irrigation systems at all-grass fields. The project also includes crucial amenities for a park of this size, including water fountains, bike racks, picnic areas and comfort stations (*i.e.* restrooms) for the playing fields, which will include staffing and convenient storage for maintenance equipment. Today more than 60 new and improved fields have been opened. The Randall's Island fields are organized into six (6) discretely named sections, each of which contain a cluster of rectangular fields and/or diamonds: working counterclockwise from the southwestern corner, these areas are (1) East River Fields, (2) Wards Meadow Fields, (3) Hell Gate Fields, (4) Central Fields, (5) Sunken Meadow Fields and (6) Bronx Shore Fields. (Please see exhibit A for full field map of Randall's Island Park.)

2. Events at the Park

Randall's Island Park has a long history of hosting large regional and Citywide events. The Park's Harlem River Event Site (Event Site), which has recently been outfitted with a new irrigation system, continues this tradition. Located directly to the west of Icahn Stadium, the Event Site consists of a 24-acre lawn and a four-acre asphalt production area. Randall's Island has hosted such large scale festival concerts as Farm Aid, the Dave Matthews Band, Lollapalooza, and the Warped Tour and Electric Zoo. In addition to concerts, Randall's Island has hosted non-concert events such as the Nike Human Race and other large corporate events. These types of events would present the concessionaire with the potential to bid for backstage catering or Park guest service at the Event Site.

Note: This concession does **not** include events hosted by Parks or RISF in Randall’s Island Park (*i.e.* special events such as benefits or galas) or events hosted by outside organizations or promoters (*i.e.* concerts or Cirque du Soleil). Thus, while Parks, RISF, organizations or promoters may choose to use the concessionaire’s services for an event, there is no guaranty that the concessionaire will be selected to provide any services for any event(s).

3. Icahn Stadium

Icahn Stadium, which hosts local, regional, national and international track and field events, should offer the concessionaire a predictable and steady source of annual revenue. Located along the northwestern shoreline of the Randall’s Island Park, Icahn Stadium offers a full standard 400-meter Mondo running track flanked by 5,000 covered spectator seats and overlooking the East River. Modern locker rooms, showers and meeting rooms are located within the seating complex. The Icahn Stadium complex also includes a premiere turf soccer field with bleachers for spectator events. Icahn Stadium currently hosts Track & Field events through out the spring track season (March – June) and into the summer. Highlights of the Icahn Stadium Track & Field season include the New York City’s Mayor Cup, the New York Relays, and the PSAL City Championships. The premier track & field event at Icahn Stadium, held annually since 2005, is the adidas Grand Prix. The adidas Grand Prix hosts the top world-wide athletes in track and field. In 2008, Usain Bolt broke the world record in the Men’s 100m in front of a capacity crowd of 7,500 spectators.

4. Municipal Agencies on Randall’s Island

In addition to offering recreational facilities and parkland, Randall’s Island Park is also home to many municipal agencies and their employees. Agencies located in the Park include: the MTA Bridges & Tunnels headquarters, the Fire Department Training Academy, the Wards Island DEP Water Treatment Plant, and the Manhattan Psychiatric Center. The employees of these agencies provide the opportunity for a concessionaire to serve meals to a population of daily commuters who currently have limited on-island food and beverage options. However, this service is **not** a requirement of the RFP.

II. PROJECT COMPONENTS

A. OPERATIONS

Parks is seeking a concessionaire to operate and maintain one (1) interior food concession located within Icahn Stadium, and to construct, operate and maintain a minimum of two (2) but no more than five (5) seasonal cafes at Randall’s Island Park, Manhattan. The concessionaire will also have the option of operating and maintaining up to five (5) mobile food units at Randall’s Island Park. Collectively, the location of these concessions will be referred to as the “Licensed Premises.”

Concessionaires will be required to purchase, supply, or otherwise obtain use of all equipment necessary to operate this concession.

Operational Plan

Proposers should submit a detailed operational plan for the entire Licensed Premises. This plan should include, but not be limited to, hours of operation, services to be provided, any plans to install energy efficient appliances that have the Energy Star seal of approval and/or water conserving appliances, and any plans to use “Green Seal” or other environmentally friendly products or devices, staffing plans, safety and security plans, menus, programming plans, mechanisms to measure customer satisfaction, a detailed list of all proposed fees and prices, landscaping/horticulture plans, and maintenance, snow, rubbish

removal, and cleaning schedules. All plans, schedules, services, menu items, merchandise, prices and fees, and hours of operation are subject to Parks and RISF's prior, written approval.

Icahn Stadium Interior Food Concession

The concessionaire will be required to operate and maintain an interior food concession in Icahn Stadium at a high standard of quality during the Track & Field season, which commences on approximately March 15th of each year and terminates on approximately June 15th of each year. Subject to the prior written approval of Parks and RISF, the concessionaire may remain open for a longer season of operation than the required Track & Field season if it so chooses; a longer season shall be viewed favorably upon by Parks. Any proposed longer season must be included in the proposal. The Icahn Stadium location shall be open for all stadium events with over 500 participants. The Icahn Stadium interior food concession consists of one (1) 475 SF concession stand, located on the concourse level of Icahn Stadium. A map of Icahn Stadium is attached hereto as Exhibit B. The concessionaire will be expected to operate the food service facility at a high standard of quality, with a menu that demonstrates quality, variety, and affordability.

Proposers should submit a menu and price list in their proposals for the Icahn Stadium interior food concession that demonstrates quality, variety, and affordability. Proposers should include some low-cost items on their menus. Menu items may include, but are not limited to, hamburgers, hot dogs, pretzels, soft drinks, chips, candy, ice cream, breakfast items, sandwiches and other food items. Parks and RISF will view favorably proposals which incorporate ethnically diverse and/or healthy food choices, such as salads, fresh fruit, yogurt, nuts, granola bars, protein bars, bottled water, juices, smoothies, etc. All prices and menu items are subject to Parks and RISF's prior written approval.

The concessionaire may, with Parks' prior written approval, provide snack and beverage service through vending machines at the licensed premises at locations to be approved by Parks. A maximum of three (3) vending machines may be placed at the Premises. Licensee shall remove any vending machine at the direction of the Commissioner.

In the event that Parks authorizes concessionaire to place vending machines at the Licensed Premises, Concessionaire will be required to comply with the Citywide Beverage Vending Machines Standards, attached hereto as Exhibit C, which apply to all beverage vending machines located on City property, for the entire Term. Concessionaire shall remove any vending machine at the direction of the Commissioner.

Food standards for vending machines may be implemented by the City during the term of the License. In addition, the beverage and/or food standards may be changed during the term of the License. In the event that concessionaire installs vending machines on the Licensed Premises, the concessionaire will be required to comply with any new and/or changed food or beverage standards in the operation of all vending machines at the Licensed Premises. If concessionaire fails to comply with any new and/or changed food or beverage standards, as directed by Parks, concessionaire shall remove any vending machines on the Licensed Premises.

Seasonal Cafes

The concessionaire will be required to construct, operate and maintain two (2) seasonal cafes at the Licensed Premise from approximately March 1 through November 30 of each operating year in the License term ("operating season"). The seasonal cafes will service visitors to Randall's Island Park's approximately 480 acres of athletic fields and recreational facilities, as well as State and Municipal employees located on Randall's Island. For the purposes of this RFP, "seasonal cafes" are defined as temporary buildings or modular units.

In addition to the two (2) required seasonal cafes, the concessionaire may construct, operate and maintain

up to three (3) additional seasonal cafes (for a maximum of five (5)) at the Licensed Premises. The exact location of all seasonal cafés at the Licensed Premises is subject to Parks and RISF's prior written approval. Parks/RISF will view favorably proposals that include the construction, operation and maintenance of additional seasonal cafes beyond the two (2) required at the Licensed Premises.

Note: In order to cater to the State and Municipal employees working on Randall's Island, Parks/RISF will entertain proposals that provide year-round food service from any or all of the seasonal cafes constructed, operated and maintained by the concessionaire on the Licensed Premises. Parks/RISF will view favorably proposals that include year-round food service from any or all of the seasonal cafes located on the Licensed Premises.

Proposers should note that at the end of each operating season, Parks and RISF may require the concessionaire, at its sole cost and expense, to remove any or all of the seasonal cafes from the Licensed Premises.

Parks and RISF encourages proposers to design a creative, healthy and imaginative food menu for the seasonal cafes. Proposers should submit a menu and price list in their proposals for the seasonal cafes that demonstrate quality, variety, and affordability. Proposers should include some low-cost items on their menus. Menu items may include, but are not limited to, hamburgers, hot dogs, pretzels, soft drinks, chips, candy, ice cream, breakfast items, sandwiches and other food items. Parks and RISF will view favorably proposals which incorporate ethnically diverse and/or healthy food choices, such as salads, fresh fruit, yogurt, nuts, granola bars, protein bars, bottled water, juices, smoothies, etc. All prices and menu items are subject to Parks and RISF's prior written approval.

Seasonal Café and/or Mobile Food Unit Locations

With completion of the Park's renovation and the opening of comprehensive sports and recreational facilities the Parks annual attendance has grown to over 1,200,000, bringing increased need for food and beverage service in all sections of the Park. Areas of the Park not previously accessible or desirable are being opened for public use, available hours are being extended into the evening with the addition of field and pathway lighting, and the playing seasons for several sports are being lengthened due both to synthetic turf and to irrigation of natural fields.

The Park's fields are organized into six (6) discretely named sections. These seasonal cafes should be accessible as much as reasonably possible to all of these six (6) sections: (1) East River Fields, (2) Wards Meadow Fields, (3) Hell Gate Fields, (4) Central Fields, (5) Sunken Meadow Fields and (6) Bronx Shore Fields. These seasonal cafes should be at key areas where visitor traffic and usage is deemed greatest. Proposers should state in their proposals whether they intend to operate any of the seasonal cafés for year-round use, however they are only required to operate them during the operating season as noted in section II.A. Such additional operation is subject to Parks and RISF's prior written approval. Seasonal cafés must be built adjacent to one of the newly built or existing comfort stations or an area with access to utilities so that water and electric hook-ups are available and restroom facilities are nearby. A list and map of the comfort stations, utility access points and park sections is attached to this RFP as Exhibit D. Seasonal cafes should fit within the asphalt footprint of the comfort stations as much as reasonably possible (See Exhibit E for an example of the footprint). Seasonal Cafes built in either of the two areas with utility hook ups but no comfort station shall be no larger than 3,000 sq feet, including any required restroom facilities.

Food Service Sublicensing Option

All sublicensing agreements and operations are subject to Parks and RISF's prior written approval.

Alcoholic Beverages

Alcoholic beverages may be served at seasonal cafes and Icahn Stadium (but not mobile food units) provided that the concessionaire obtains the appropriate license(s) from the State Liquor Authority (SLA). Alcoholic beverages may only be served in the immediate vicinity of the Licensed Premises in a cordoned-off area if exterior seating is proposed and must be consumed on the Licensed Premises within designated areas. All efforts must be made to keep alcohol consumption discreet. The operator must keep in mind that this is a public park and the consumption of alcohol should be encouraged only as an accompaniment to the cuisine.

Tables & Chairs

Subject to Parks/RISF's prior written approval, the concessionaire may place tables and chairs on the concourse level of Icahn Stadium near the concession stand. The concessionaire may also place tables and chairs in areas adjacent to the seasonal cafes and mobile food units subject to Parks/RISF's prior written approval. The location and placement of all tables and chairs is subject to the prior written approval of Parks and RISF. The design, color, placement, and number of all tables, chairs, and food service facility equipment are subject to Parks and RISF's prior, written approval. The concessionaire must ensure free and open public access to any outdoor seating areas.

Optional Mobile Food Units

The concessionaire may operate a maximum of five (5) mobile food units at the Licensed Premises. The concessionaire may operate the mobile food units during the operating season (defined above) or year-round. For the purposes of this RFP, "mobile food units" include pushcarts, processing carts, and/or mobile trucks used for the sale of snack food items, such as hot dogs, hamburgers, salads, ice cream, soft drinks, and non alcoholic beverages within the Licensed Premises in accordance with the following guidelines:

- **Pushcarts**

Pushcarts are manually propelled carts or barrows which are only for the sale of pre-packaged foods or foods which require limited preparation. Pushcarts cannot be more than 6 1/2 feet long and 3 1/2 feet wide including all handles, extensions, and protuberances. If the unit is designed so that the operator stands within the unit, the width of the unit, including its wheels, axles, and other appurtenances may not exceed 4 1/2 feet.

- **Processing Carts & Processing Mobile Trucks**

Processing carts and processing mobile trucks are Mobile Food Units that are for the sale of foods that require cooking or any other treatment such as slicing mixing, packaging, or any other alteration that exposes the food to possible contamination. This definition does not include the boiling of hotdogs or heating of pretzels. Processing carts cannot be more than 10 feet long including all handles and extensions.

- **Non-Processing Mobile Trucks**

Non-processing mobile trucks are motorized vehicles utilized for the sale of pre-packaged foods or foods which require limited preparation.

The concessionaire may also attach to each of the Mobile Food Units a 3' x 3' freezer cart for the sale of ice cream products in warm weather or a 3'x 3' nut cart for the sale of nuts and dried fruit in cold weather.

Parks/RISF will view favorably proposals that include this mobile food unit option. Parks/RISF will also view favorably proposals which incorporate ethnically diverse and/or healthy food choices, such as salads, fresh fruit, yogurt, nuts, granola bars, protein bars, bottled water, juices, smoothies, etc.

DOHMH Information

In addition to a Parks' license, at all times that the Icahn Stadium Food Concession and the Seasonal Cafes are operating, a staff person with a valid DOHMH food handler's license must be present. To obtain a DOHMH license, contact the New York City Licensing Department, 42 Broadway, 5th floor, Monday through Friday 8:30am to 5:00pm, or by phone at 212-487-4436. Vendors should be aware that if they are applying for a DOHMH license for the first time, this process can take six weeks or more. Vendors operating without all necessary permits may be subject to fines and/or confiscation of merchandise.

The concessionaire will be required to maintain adequate inventory to assure a constant supply of food and beverages. Any staff assigned by the concessionaire to sell food and beverages to the public must possess all Federal, State, and City authorizations, and possess, and at all times display, appropriate New York City Department of Health and Mental Hygiene (DOHMH) permits. **The concessionaire may only operate the food service facility if he or she has obtained the appropriate, valid permits and authorizations required by DOHMH**

The concessionaire will be required to obtain a DOHMH Vendor License for each person designated as an operator of a Mobile Food Unit and a DOHMH Mobile Food Vending Unit Permit for the successful proposer's Mobile Food Unit(s). Please note that only a DOHMH-licensed mobile food vendor may apply for a Mobile Food Vending Unit Permit. The concessionaire must submit both a valid DOHMH Vendor License and a DOHMH Mobile Food Vending Unit Permit to Parks before the operation of a Mobile Food Unit(s) can commence. During the License term, any concessionaire operating a Mobile Food Unit without a valid DOHMH Vendor License and a DOHMH Mobile Food Vending Unit Permit will be instructed to cease operations and will be subject to fines. When warranted, Officers of the Parks Enforcement Police (PEP), New York City Police Department, New York Fire Department and DOHMH may confiscate the mobile food unit(s), including merchandise.

To obtain a DOHMH license and/or permit, contact the New York City Licensing Department, 42 Broadway, 5th floor, Monday through Friday 8:30am to 5pm, or by phone at 212-487-4104 or 4105 or www.nyc.gov/health. Vendors should be aware that if they are applying for a DOHMH Vendor License for the first time, this process can take six (6) weeks or more.

- DOHMH Vendor License

All persons designated as a Mobile Food Unit operator must have a valid DOHMH Vendor License in order to operate. Effective January 1, 2004, all mobile food vendors are required to successfully complete a DOHMH course in food protection to receive a new or renewed DOHMH Vendor License.

- DOHMH Mobile Food Vending Unit Permit

All Mobile Food Units must pass a DOHMH inspection in order to receive a DOHMH Mobile Food Vending Unit Permit. In order to schedule the Mobile Food Unit for an inspection, successful proposers must submit Parks-authorized documentation to DOHMH, which is provided to the vendor following Notice of Award.

Note: The successful proposer must provide Parks with documentation that it has been issued a valid DOHMH Vendor License and DOHMH Mobile Food Vending Unit Permit for each Mobile Food Unit. Once received and once the license agreement has been registered, Parks will provide the vendor with a Permit Decal and 311 sign for each Mobile Food Unit. The Mobile Food Unit(s) can only be operated under a license agreement once a written Notice to Proceed, the Permit Decal(s) and 311 sign(s) have been received.

Mobile Food Unit Specifications & Maintenance

Concessionaires will be required to purchase, supply, or otherwise obtain use of all equipment, including the Mobile Food Units, necessary for the operation of this concession. Concessionaires will be required to present his/her Mobile Food Unit(s) to Parks for inspection before the license agreement is signed. All Mobile Food Units must be kept in good condition. Parks and RISF reserves the right to require repair or replacement of Mobile Food Units that are in poor condition or that do not meet DOHMH specifications and requirements.

Mobile Food Units, umbrellas, canopies and other equipment attached to Mobile Food Units shall be of a design and color approved in writing by Parks and RISF. Parks and RISF expects the concessionaire to utilize Mobile Food Units of a premium quality and design. Parks and RISF encourages proposers to submit Mobile Food Unit designs that are inventive, interesting and compliment the intended vending location(s) (rather than traditional Mobile Food Unit designs often used for hot dog and pretzel pushcarts). Proposals should include a photo or visual schematic of the type of Mobile Food Unit to be used, including the dimensions of the Mobile Food Unit. Mobile Food Units may not extend vending space beyond the confines of the unit.

It is necessary to keep all Mobile Food Units clean and in good condition. This involves ensuring that the Mobile Food Units do not leak any type of fluid, including water, onto the ground. It is also necessary to keep Mobile Food Units clean and free of graffiti. Mobile Food Units must not be damaged or dented. In addition, the concessionaire shall repair or replace the above if deemed necessary by Parks and RISF.

Advertising of product brands will not be allowed on the Mobile Food Unit(s) or associated equipment without Parks and RISF's written approval.

Permit Decal

The license agreement shall become effective upon the vendor's receipt of a written Notice to Proceed. A Permit Decal and 311 sign for each Mobile Food Unit and a Notice to Proceed will be presented to the concessionaire after registration of the license agreement. A concessionaire shall not commence the operation of the Mobile Food Unit(s) until it has received the Notice to Proceed, Permit Decal(s) and 311 sign(s) from Parks. Parks will provide a new Permit Decal for each Mobile Food Unit to the concessionaire at the beginning of each year of the License term, provided that the concessionaire is in compliance with the terms of its license agreement. A replacement fee of \$50.00 will be charged to any concessionaire who loses its Permit Decal.

Hours & Days of Operation

The concessionaire may only operate the concession when the park is open. All hours of operation are subject to Parks' prior written approval. Proposed hours of operation should cover the hours of greatest seasonal field usage, including weekday afternoons and weekends during the school year and longer hours during summer months and certain holiday weekends.

Staff

The concessionaire will be required to have a sufficient number of staff available at the Licensed Premises during regular operating hours to ensure proper operation of the concession. Parks reserves the right to require that all staff wear uniforms that have been approved in writing by Parks.

Storage

Parks and RISF makes no representations that there is adequate storage space at the Licensed Premises. The concessionaire shall be responsible for, at its sole cost and expense, obtaining any additional storage space required for the operation of the concession. The concessionaire shall not store any equipment or supplies at the Licensed Premises without the prior, written approval of Parks/RISF. No item shall be placed upon any public space, including the ground adjacent to the Licensed Premises without Parks and RISF' prior, written approval. The concessionaire will be required to store or secure to the premises all outdoor equipment on a nightly basis and anytime the concession is closed.

Maintenance

The concessionaire will be required, at its sole cost and expense (or through arrangements with third parties), to operate and maintain the Licensed Premises in good and safe condition and in accordance with industry standards. This includes, but is not limited to, the maintenance and repair of the entire Licensed Premises, all interior and exterior structures, building systems, utility systems and connections, sewer systems and connections, equipment, lighting, sidewalks, paved areas, vaults, gutters, curbs, and fixtures. During each operating season, the concessionaire will also be responsible for maintenance and operation of the restrooms located adjacent to the seasonal cafes. In addition, all signs and structures on the Licensed Premises must be kept in good condition and free of graffiti. The erecting of any ancillary structures at the Licensed Premises shall be subject to Parks/RISF' prior written approval.

Rubbish Removal & Recycling

The concessionaire will be responsible for, at its sole cost and expense, clean-up and removal of all, waste, garbage, refuse, rubbish and litter from the Licensed Premises and the area within fifty (50) feet of the Licensed Premises. The concessionaire will be required to provide adequate and easily accessible waste and recycling receptacles, approved by Parks, and have these receptacles emptied on a daily basis and removed by a private carter. The location and placement of all waste and recycling receptacles is subject to Parks and RISF' prior written approval. The concessionaire will be required to comply with all City, State, and Federal regulations regarding recycling. In addition, the concessionaire will be required to demonstrate to Parks and RISF' satisfaction, through a detailed maintenance plan, that they will keep and maintain the Licensed Premises in excellent condition throughout the License term.

Signage & Advertising

The concessionaire will be required to prominently display signage at the Licensed Premises listing all prices, rates, and hours and days of operation. The design and placement of all signage is subject to Parks and RISF' prior written approval. The concessionaire will be prohibited from placing or permitting the placement of advertisements in the Licensed Premises without the prior written approval of Parks and RISF. The display or placement of tobacco advertising shall be prohibited. The advertising of alcoholic beverages shall not be permitted.

In the event advertising is allowed, the following standards will apply: Any type of advertising which is false or misleading, which promotes unlawful or illegal goods, services or activities, or which is otherwise unlawful including, but not limited to, advertising that constitutes the public display of offensive sexual material in violation of Penal Law Section 245.11 shall also be prohibited. Any such prohibited material displayed or placed shall be immediately removed by the Licensee upon notice from Parks and RISF. In addition, the advertising of product brands is prohibited without Parks and RISF' prior written approval. Any and all signage is subject to Parks and RISF' written approval.

Internal Controls

Throughout the License term, the concessionaire will be required to maintain a revenue control system to ensure the accurate and complete recording of all revenues, in a form and manner acceptable to the City. This revenue control system must maintain detailed sales information from each sales transaction. Specifically, sales information must be recorded electronically, via a point-of-sale system for the interior food concession and outdoor cafes and, if possible mobile carts. If it is not possible to record sales information electronically on mobile carts, such information must be collected via other means as approved by Parks. All sales information must include, but is not limited to, details on each sales transaction, the item(s) sold, time, date of sale and price of the item sold. The concessionaire must also establish a dedicated bank account for deposits of concession-generated revenue. All accounting and internal control related records shall be maintained for a minimum of six (6) years after the expiration of the License term.

Naming of the Concession

Proposers should be aware that Parks may require that the City own the portion of any new name selected by the successful proposer for the licensed premises that indicates Parks property or a preexisting facility name. The City will not own any portion of a new name that consists of the name, portrait or signature of a living or deceased individual or a restaurant identifier that is not otherwise associated with Parks' property. Parks reserves the right to approve of any name selected by the concessionaire for the concession.

Utilities

Parks and RISF makes no representations regarding the adequacy of utilities currently in place at the Licensed Premises. The concessionaire will be required to connect to and/or upgrade any existing utility service or create a new utility system, and obtain the appropriate permits and approvals. For locations that the concessionaire may connect to existing utilities, see map attached as Exhibit . The concessionaire will be required to pay for any and all utility costs connected with the operation of this concession during the License term. These utility costs include paying all water and sewer charges that the New York City Department of Environmental Protection (DEP) assesses for water usage.

Drought & Water Conservation Issues

The concessionaire will be required to adhere to all DEP directives and restrictions during the term of the license agreement. Proposals should include any plans to employ methods and equipment, which will conserve water, including any plans to regularly check for and remedy leaks in a timely fashion, eliminate non-target watering, recycle gray water and runoff, and schedule watering around peak evaporation times.

Environmental Considerations

As a protector and provider of green spaces, Parks is deeply committed to respecting the environment. Therefore, all proposed operational plans should include a detailed description of environmentally friendly practices planned for the Licensed Premises. Practices may include, but are not limited to, the installation of Energy Star approved appliances, the use of energy efficient, non-polluting, low noise generators, the employment of energy efficient and water conservation measures, the use of low toxicity chemicals, preservation of natural areas, and the use of environmentally friendly products.

Parks views favorably the installation of Energy Star appliances and equipment, such as vending machines and commercial refrigerators, at the Licensed Premises. Proposers should state whether they intend to install products that have the Energy Star seal of approval. Energy Star products and environmentally friendly practices can be found at: <http://www.energystar.gov>.

Parks also views favorably proposals that include plans to use "Green Seal" eco-friendly products such as soaps, cleaners, light bulbs, paper towels, toilet paper and paint. A list of "Green Seal" certified products

can be found at <http://www.greenseal.org/findaproduct/index.cfm>, and a list of environmentally-friendly products/materials is also available at: http://www.nyc.gov/html/mocs/html/programs/other_epp.shtml. Proposers should state whether they intend to utilize or install “Green Seal” or other environmentally friendly products, devices, or methods for cleaning and operational purposes. Proposers should also state in their proposals whether they intend to utilize or install energy-efficient compact fluorescent light bulbs (CFLs).

Parks encourages the successful proposer to use chlorine free, biodegradable products such as paper towels, napkins, utensils and plates if the proposer intends to utilize any disposable products for all food service at the Licensed Premises. Additionally, Parks will encourage the use of environmentally friendly cleaners and the selling of sustainable food products. Proposers can consult the web site of the Green Restaurant Association (“GRA”) to locate GRA-endorsed products. Please visit <http://www.dinegreen.com> for more information. In addition to the use of environmentally friendly products, Parks will encourage the successful proposer to train staff on environmentally friendly food service practices and to utilize a composting service to dispose of food waste.

Special Events by Concessionaire

Subject to prior written approval from Parks and RISF, the concessionaire may conduct special events or programs at the Licensed Premises. The concessionaire shall submit to Parks and RISF for approval all plans for any events or programs at the Licensed Premises, and in no event shall the Licensed Premises be closed to conduct private activities during public hours of use except when such activities are specifically approved or sponsored by Parks and RISF and such a closure has been announced to the public at least two weeks in advance of such activities or events. All revenue generated through such special events must be reported to Parks and RISF as Gross Receipts.

Parks and RISF, acting on behalf of the City of New York, reserves the right to host a number of annual events at the Licensed Premises, including benefits and other non-profit or public events. The dates of such events shall be mutually agreed upon by both parties and shall be reserved in writing not less than one month in advance. The concessionaire may also have an opportunity to provide food service for large special events that take place on Randall’s Island Park. *However, Proposers should note that this concession does **not** cover events hosted by Parks, RISF, outside organizations or promoters. See Section I.B.2 for further details.*

Security

The concessionaire, at its sole cost and expense, shall be responsible for all security at the Licensed Premises in accordance with plans approved by Parks and RISF in advance in writing.

Safety

Since safety is of the utmost concern, proposers with prior experience in operating this type of facility or similar facilities should submit their personal and/or company safety record. Each proposal should include a detailed outline of maintenance schedules and safety precautions required for the operation of the Licensed Premises as well as any applicable staff qualifications and certifications. Proposers should also provide descriptions of the locations and types of facilities they have operated, including a list of references. The concessionaire 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 Licensed Premises.

Community Relations

Parks and RISF will view favorably proposals that demonstrate an awareness of the role of the concession as an integral part of the surrounding community. Parks and RISF will view favorably proposals that show a commitment to cooperate with and support park administrators, park users, and the community.

Customer Service

Parks and RISF expect the concessionaire to create and maintain a high-quality amenity for the public. Parks and RISF encourage proposers to implement customer service mechanisms that will enhance and maintain the satisfaction of patrons. These mechanisms should be outlined in each proposal.

Identification & Address

The successful proposer 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 license agreement. In addition, all proposers will be expected to provide Parks and RISF with at least two (2) telephone numbers for contact purposes. The successful proposer shall notify the Parks Revenue office immediately of any changes to the successful proposer's address or phone number.

Inspections & Liquidated Damages

Inspectors from Parks will visit the Licensed Premises unannounced to inspect operations and ensure proper maintenance of the Licensed Premises. Based on their inspections, should the concessionaire fail to provide the cleaning, maintenance, and operational services required by his or her License, Parks shall notify the concessionaire in writing, and the concessionaire shall be required to correct such shortcomings within forty-eight (48) hours of receipt of such notice. In the event that the concessionaire fails to cure the violation, Parks will send the concessionaire a second written notice. If the concessionaire fails to cure the violation within forty-eight (48) hours of receipt of the second notice, Parks may, at its option, in addition to any other remedies available to it, require the concessionaire to pay to Parks as liquidated damages Five Hundred (\$500.00) Dollars per day from the date of the second notice, with respect to each violation of the License, until the shortcomings have been corrected. Liquidated damages, if not paid promptly, may be deducted from the concessionaire's security deposit.

Procedure for Appeals of Assessments To Concession License Violations

If an assessment is received for one of the above violations, there is a process by which the assessments may be appealed if the concessionaire feels that the assessment has been assessed in error. The procedure is outlined below:

1. Filing an Appeal

- A. If the concessionaire wishes to appeal the assessment, a notice of appeal must be delivered to Parks within ten (10) days along with a statement of reasons why he or she believes the assessment was erroneous. The statement of reasons must be notarized. Any evidence supporting the concessionaire's appeal (such as photographs, documents, witness statements, etc) should also be included.
- B. If no appeal is received within 10 days of the date the assessment is mailed, the assessment shall be considered final and charged to the concessionaire's account.

2. Adjudication of Appeal

- A. The appeal shall be sent to the Assistant Director of Operations Management & Planning, whose office is located at the Arsenal, 830 Fifth Avenue, New York, NY 10065. The Commissioner has designated the Assistant Director of Operations Management & Planning to decide on the merits of these appeals. The decision of the Assistant Director of Operations Management & Planning shall constitute the final decision of Parks.

- B. The Assistant Director of Operations Management & Planning is authorized to investigate the merits of the appeal, but is not required to hold a hearing or to speak to the concessionaire in person.

Access to Licensed Premises

The concessionaire will be required to provide Parks and RISF with full and free access to the Licensed Premises to ensure Parks and RISF's satisfaction with the concessionaire's compliance with the terms of the License Agreement.

No Exclusive Vending Rights

Proposers should note that the license agreement will not grant the concessionaire exclusive rights to sell in the park in which the licensed premises are located. Moreover, Parks may grant other permits to vendors to sell the same or similar items authorized under this license agreement within the same park in which the licensed premises are located. Parks does not guarantee that illegal vendors, persons unauthorized by Parks or disabled veteran vendors will not compete with the successful proposer or operate near the licensed premises. Parks encourages concessionaires to report illegal vendors by calling 311.

B. CAPITAL IMPROVEMENTS AND INVESTMENTS

Parks anticipates a substantial investment from the concessionaire. The concessionaire will be responsible for all costs associated with the construction, operation, and maintenance of the Licensed Premises. Parks will view favorably proposals that include "green building" design elements, and Parks encourages the use of environmentally friendly products for all repairs and capital improvements. A list of products/materials relating to environmentally-friendly practices in City construction projects is available in the *New York City EPP Minimum Standards for Construction Products*. A hard copy of the standards may be obtained from the agency or on the web at: http://www.nyc.gov/html/mocs/html/programs/other_epp.shtml.

Capital Improvements:

Icahn Stadium Interior Food Concession

For the Icahn Stadium interior food concession, Parks and RISF is seeking proposals that include the following renovations:

- Repair and/or replace floor and floor tiles as needed
- Paint as needed
- Repair and/or replace walls as needed
- Install shelving and counters as needed
- Install lighting, power distribution and electrical fixtures as needed
- Plumbing and/or HVAC as needed

Seasonal Cafes

For the seasonal cafés, Parks and RISF is seeking proposals that include the following improvements:

- Provide temporary building(s) or modular unit(s) for use as seasonal cafés..
- Install all required equipment necessary to operate fully functioning seasonal cafes.

Americans with Disabilities Act ("ADA") Compliance

The concessionaire shall be required to provide ADA accessibility throughout the Licensed Premises, including, but not limited to, installing ADA accessible counters in the Icahn Stadium interior food

concession and seasonal cafes, installing ramps, as needed, and providing ADA signage. The concessionaire shall comply with all City, State, and Federal requirements to provide safe and accessible recreational opportunities for everyone, including persons with disabilities. The concessionaire is encouraged to exceed accessibility requirements whenever possible, and not simply provide the minimum level required.

Permits, Licenses & Approvals

The concessionaire will be responsible for obtaining all necessary permits, licenses and approvals from all City, State and Federal Agencies having jurisdiction for the operation and maintenance of the Licensed Premises. The concessionaire will also be responsible for obtaining, amending and complying with the sign-offs, public assembly permits, DOHMH permits, fire department certificates and all other permits including, but not limited to, DEP, New York State Department of Environmental Conservation (NYS DEC), and/or other government agency approvals and permits necessary for any alterations to the Licensed Premises.

Evaluation of Capital Investment & Design

Please note that Parks will weigh capital investment and design in its evaluation process (for more information, please see the “Proposal Content Guidelines” section). Therefore, please describe all intended capital work and provide cost estimates for this capital work in your proposal submission. In addition, please include a detailed capital/design timetable which clearly outlines proposed improvements and the anticipated duration of each improvement. The timetable may use “phases” as a schedule. Also, please indicate whether you plan to account for environmental considerations in your capital improvement and maintenance plan.

In compiling your capital submission, please be aware that the cost estimates provided in the successful proposal will become a minimum required capital expenditure in the License Agreement and the time frame proposed will become a mandatory capital schedule. In the event the concessionaire performs all capital improvements for less than the minimum required capital expenditure, any excess monies will be remitted to the City as additional License fees. Therefore, please be realistic or even conservative in the investment and time frame you offer. All capital improvements and fixed equipment applied toward the proposer’s capital investment become the property of Parks upon installation, at Parks’ option. The concessionaire will also be required to supply all additional equipment and materials necessary for the successful operation of the concession. Proposers should differentiate between equipment to be applied towards the minimum required capital expenditure versus personal expendable items in their proposals. Personal expendable items should not be considered capital. Capital Improvements shall not include routine maintenance and repairs required to be performed in the normal course of management and operation of the concession. For example, routine painting and repair of minor wear and tear is considered routine maintenance and would not be accepted as capital investment. Parks reserves the right to determine whether certain repairs and material purchases can be accepted as capital improvements. The concessionaire shall pay for all improvements. As a Parks concessionaire, you may request a sales tax waiver for all sales tax costs associated with the capital expenditures on your Parks concession. Therefore, no sales tax expenses will be accepted as part of capital submissions. Personal expendable items not applied toward the required capital expenditure will remain the property of the concessionaire. These personal expendable items should be listed separately in your proposal under the category of “Additional Investment.”

Note: *All necessary permits and approvals for capital work and design must be obtained from the New York City Department of Buildings (DOB) including, but not limited to, obtaining a Certificate of Occupancy, Public Assembly Permit or Letters of No Objection, as needed. Additionally, all designs and construction to be performed on the structure shall be prepared by licensed architects or engineers and will require prior written approval from Parks,, the Public Design Commission of the City of New York,*

DOB, and/or any other agency having jurisdiction. The concessionaire will be required to provide Parks with all plans and specifications upon completion of the construction documents.

Certificate of Occupancy

The concessionaire will be required to operate and occupy the Licensed Premises in accordance with all applicable law and shall, at its sole cost and expense, obtain all licenses and permits that may be required to operate the Licensed Premises in accordance with applicable law, including any necessary Certificate(s) of Occupancy. Concessionaire shall at all times operate the Licensed Premises in accordance with the provisions of any required licenses or permits. In the event that, at the commencement date of the license agreement, the concessionaire does not have a Certificate of Occupancy because one is not legally required, then the concessionaire shall obtain a "Letter of No Objection" from the DOB. Furthermore, in the event that, at the commencement date of the license agreement, or at any time during the term of the license agreement, the concessionaire does not have a Certificate of Occupancy, where required, and does not have a "Letter of No Objection", the concessionaire may conduct its operations in temporary structures that have been approved by Parks. The concessionaire shall obtain any necessary licenses and permits for such temporary structures before the commencement of operations. However, if in such situation, the concessionaire nonetheless chooses not to conduct such operations in temporary structures, then such operations shall not take place unless and until the concessionaire has obtained the necessary Certificate(s) of Occupancy, if required, or "Letter(s) of No Objection." Nothing in this section shall limit the concessionaire's obligation to pay the License Fees. Concessionaire is required to obtain a Temporary Certificate of Occupancy for the installation and operation of temporary structures. A Temporary Certificate of Occupancy shall be obtained for each season of the operating year or, if the Concessionaire operates year-round, for each operating year of the Term.

Construction Security Deposit

The concessionaire may be required to provide a construction security deposit, in an amount and format approved by Parks, to ensure that all renovation work is completed. This security deposit, preferably in the form of a letter of credit, must be in place before any renovation work commences.

Payment and Letter of Credit, Performance Bond or Other

To ensure faithful completion of the Capital Improvements to be performed, Concessionaire will be required to provide either a Letter of Credit, post a payment and performance bond in the amount of 100% of the cost of the Capital Improvements as set forth in the License or in some other form which is acceptable to Parks before commencing any Capital Improvements.

Available Plans

Any available plans may be obtained from Parks' Document Services/Map File Center at the Olmsted Center in Flushing Meadows-Corona Park, Queens. To make an appointment, please contact Steve Rizick, Director of Document Services, at (718) 760-6798. Parks makes no representations as to the availability, accuracy or completeness of these documents. There is a nominal fee for reproductions.

C. DESIGN REVIEW FEE

For Parks' Design Division review of the licensee's design documents, Parks will charge the licensee a fee which will be a percentage of the total cost of all capital improvements (the "Design Review Fee"). "Total Cost" of such improvements will be the total amount stipulated in the License Agreement. **The Design Review Fee is 1% of the total cost.** Upon signing the License Agreement, the successful proposer will pay the Design Review Fee.

Note: All designs, outdoor signage, and capital work performed at the site will require prior, written approval from Parks, the Public Design Commission of the City of New York, the New York State Historic Preservation Office, the New York City Landmarks Preservation Commission (if applicable), and any other agencies having jurisdiction. Additionally, all necessary permits and approvals for capital work and designs for on-site structures must be obtained from the DOB.

D. ADDITIONAL REQUIREMENTS DURING THE LICENSE TERM

1. The concessionaire will be required to develop, operate and maintain the Licensed Premises as a concession for the use and enjoyment of the general public.
2. The concessionaire will be required to submit a security deposit of 25% of the highest year's guaranteed annual flat fee, which will be required for the duration of the term of the license. This security deposit, which may be in the form of an interest-bearing instrument payable to Parks or other format approved in writing by Parks, will be due upon signing.
3. The concessionaire will be required to carry Commercial General Liability insurance, dedicated to the Licensed Premises and concessionaire's operations there in the amount of \$1,000,000 per occurrence, and Worker's Compensation, Disability Benefits Insurance and Employer's Liability Insurance as required by the laws of the State of New York. Proposers are on notice that the City may require higher liability limits and other terms if, in the opinion of the Commissioner, the proposed program warrants it.
4. All insurance policies other than Employer's Liability, Worker's Compensation, and Disability Benefits Insurance must name the Randall's Island Sports Foundation and the City of New York, including its officials and employees, as an additional insured with coverage at least as broad as Insurance Services Office (ISO) Form GC 20 26. All Risk Insurance equal to the replacement cost value of the structures except Mobile Food Units will also be required, with the City of New York named as sole loss payee.
5. Within sixty (60) days following the end of each operating year, the concessionaire will be required to submit a detailed income and expense statement for the past year's operation. The concessionaire will be required to maintain a revenue control system to ensure the accurate and complete recording of all revenues, as described under "Internal Controls" in Section II(A) above.
6. The concessionaire will be required to pay all taxes applicable to the operation of the concession. Gross receipts shall exclude the amount of any government sales taxes which are paid by the concessionaire.
7. The concessionaire will be responsible for regular pest control inspections and extermination, as needed. To the extent that the concessionaire applies pesticides to any property owned or leased by the City, concessionaire or any subcontractor hired by concessionaire shall comply with Chapter 12 of Title 17 of the New York City Administrative Code and limit the environmental impact of its pesticide use.
8. Prior to the commencement of any construction, the concessionaire shall have an asbestos inspection performed on the existing structures at the Licensed Premises to the extent required by DOB or other applicable authority. In the event that asbestos removal is deemed necessary, the concessionaire will remove the asbestos according to City, State and Federal regulations.

9. The concessionaire will be prohibited from cutting down or removing any trees on the Licensed Premises without prior written approval from Parks. Any attachments to the trees, such as lights, will not be permitted.
10. The concessionaire will be required to cooperate with Parks and RISF during special and other unanticipated events.
11. The Concessionaire must obtain the prior written approval of Parks prior to entering into any marketing or sponsorship agreement. In the event that Concessionaire breaches this requirement, Concessionaire shall take any action that the City may deem necessary to protect the City's interests
12. Smoking in any building is strictly prohibited. The concessionaire will be required to adhere to and enforce this policy.
13. Pursuant to Parks' policy citywide, the concessionaire will be prohibited from selling any beverages in glass bottles. All beverages will be required to be in non-glass, shatter-proof containers. Also, the use of polystyrene packaging or food containers will be prohibited in the operation of the concession.
14. The selling and/or advertisement of cigarettes, cigars, or any other tobacco products is strictly prohibited. The concessionaire shall adhere to and enforce this policy.
15. The concessionaire will be required to retain a professional licensed engineer or registered architect approved by Parks for design and filings of proposed capital work and to oversee the entire construction project. This supervising architect or engineer will be required to ensure that all construction conforms to the plans approved by Parks' Design Division. Proposers are required to submit the engineer or architect's qualifications to Parks for prior written approval.
16. For any vehicle fuel dispensing tanks or underground heating oil storage tanks over 1,100 gallon capacity, the concessionaire will be required to maintain up-to-date Petroleum Bulk Storage (PBS) registrations with State Department of Environmental Conservation (DEC) and register such tanks with the DEP. The concessionaire will assume all registration and update costs. The concessionaire must keep a copy of the PBS Certificate on site and provide copies to Parks' 5-Boro Office on Randall's Island, New York. The concessionaire will be required to perform or have performed a tightness test conducted at least once every five years, to comply with Parks monitoring leak detection checklists for the tank(s) and all other legal requirements. Any changes, removals or additions of tanks must be pre-approved by Parks. A useful web site for compliance issues is: <http://www.dec.ny.gov/chemical/287.html>.
17. The concessionaire will be required to indemnify the City, Parks and RISF for losses associated with the concessionaire's operations under the license agreement, pursuant to a provision to be included in the license agreement.

III. THE RFP PROCESS/PROPOSAL PROCEDURE

A. PROPOSAL SUBMISSION INSTRUCTIONS

The proposal should be typed on both sides of 8 ½" X 11" paper. Pages should be paginated. The City of New York requests that all proposals be submitted on paper with no less than 30% post-consumer material content, i.e., the minimum recovered fiber content level for reprographic papers recommended by the United States Environmental Protection Agency (for any changes to that standard please consult: <http://www.epa.gov/cpg/products/printing.htm>). The proposer should state whether its response is printed

on recycled paper containing the minimum percentage of recovered fiber content as requested by the City in these instructions. Failure to comply with any of the instructions set forth in this paragraph will not be considered non-responsive.

No proposals should be submitted in plastic sleeves or spiral binders. Illustrations may be included. All plans are subject to Parks' prior, written approval. Oversized drawings may be submitted, but must be accompanied by 8 ½" x 11" sectionals or reductions to 8 ½" x 11". No telegraphic or facsimile proposals will be accepted. The proposal will be evaluated on the basis of its content, not length.

Please submit four (4) copies of your proposal (including four copies of all required attachments). The following information should be printed on the outside of the envelope:

- Proposer's name and address
- Solicitation # M104-SB.
- Proposal Due date: **October 14, 2010 at 3:00 PM**

B. PROPOSAL SUBMISSION REQUIREMENTS

Each proposal submitted must meet the following requirements. Failure to comply will result in the automatic disqualification of a submission from further consideration.

1. All proposers must submit a proposal that includes a flat fee offer for each year of the License term. At Parks' request, proposer shall submit documentation, satisfactory to Parks, demonstrating that it has the financial capability to pay the fees set forth in its proposal. Failure to provide such documentation will result in a determination of non-responsiveness.
2. All proposers are required to submit as a proposal deposit a **certified bank check, official bank check, or cashier's check in the amount of \$7,500.00** with the proposal (payable to NYC Parks & Recreation). 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 its proposal, the deposit shall be retained by the City unless the proposal has been permitted to be withdrawn. Proposal deposits will be returned to unsuccessful proposers after the concession agreement is signed with the successful proposer.
3. All proposals must be submitted in a sealed envelope and received in the office of the Assistant Commissioner for Revenue, City of New York Parks & Recreation, The Arsenal-Central Park, 830 Fifth Avenue, Room 407, New York, New York 10065.
4. All proposals must be received **by October 14, 2010 at 3:00 PM**. Hand delivery to Room 407 before the deadline is recommended to ensure consideration of your proposals. **Proposals and modifications received after the time and date listed above will be considered late, will be returned to the proposer unopened and will not be considered for award, except as provided for in Section 1-13(j)(2)(i) of the Concession Rules.**
5. Pursuant to Local Law 34 of 2007, amending the City's Campaign Finance Law, the City is required to establish a computerized database containing the names of any "person" that has "business dealings with the city" as such terms are defined in the Local Law. In order for the City to obtain necessary information to establish the required database, vendors responding to this solicitation are required to complete the attached Doing Business Data Form ("Data Form") and return it with this proposal

submission, and should do so in a separate envelope. If the responding vendor is a proposed joint venture, the entities that comprise the proposed joint venture must each complete a Data Form. If the City determines that a vendor has failed to submit a Data Form or submitted a Data Form that is not complete, the proposer will be notified by the agency and will be given four (4) calendar days from receipt of notification to cure the specified deficiencies and return a complete Data Form to the agency. Failure to do so will result in a determination that your proposal submission is non-responsive. Receipt of notification is defined as the day notice is e-mailed or faxed (if the proposer has provided an e-mail address or fax number), or no later than five (5) days from the date of mailing or upon delivery, if delivered.

C. PROPOSAL CONTENT GUIDELINES

Each proposal is expected to include the following:

1. Fee Offer
 - The fee offer should state the highest sum each proposer is prepared to pay as a license fee, expressed as guaranteed annual minimum flat fee. The City urges that there be an escalation of at least five percent (5%) per year (compounded annually) in the guaranteed minimum fee over the license term.
2. Operating Experience
 - Proposers should submit a resume or detailed description of the proposer's professional qualifications, demonstrating extensive experience in the industry, including any work with City agencies, and/or access to individuals and/or firms with such expertise. Include the names and addresses of all corporate officers of the entity submitting the proposal.
 - Proposers should attach a list of at least three (3) 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's experience with the proposer and the name, title, address, and telephone number of a contact person at the reference entity.
3. Proposed Capital Investment, Improvements and Design
 - Proposers should submit a detailed timetable describing all design, improvements and capital work. This timetable should clearly outline all intended improvements and investments, the projected cost of these improvements, and the anticipated duration of each improvement. The timetable may use "phases" as a schedule. An approximate time frame for each phase should be included.
 - Proposers should submit a plan describing the extent to which proposed capital improvements and investments will take into account environmental considerations.
 - Proposers should submit designs of the exterior and interior of the Licensed Premises, including dimensions, photographs and renderings. All final designs of the successful proposer must be approved by Parks and other pertinent agencies in writing before construction can commence.
4. Planned Operations
 - Proposers should submit a detailed operational plan for the entire Licensed Premises, including but not limited to intended use of the Licensed Premises, hours of operation, services to be provided, menu items and a detailed list of all proposed prices and rates,

landscaping plans, maintenance, rubbish removal, and cleaning schedules, safety and security plans, any plans to install energy efficient appliances or appliances that have the Energy Star seal of approval and/or water conserving appliances, and any plans to use “Green Seal” or other environmentally friendly products or devices. All plans, schedules, services, menu items, merchandise, prices and rates, and hours of operation are subject to Parks and RISF’ prior written approval.

- Parks will view favorably proposals that contemplate more than two (2) seasonal cafes and/or Mobile Food Units.
- Parks will view favorably proposals which incorporate ethnically diverse and/or healthy food choices, such as salads, fresh fruit, yogurt, nuts, granola bars, protein bars, bottled water, juices, smoothies, etc.
- Proposers should submit an estimated number of full-time and seasonal employees and the positions these employees will fill.
- Parks is charged with improving customer satisfaction with the services provided at facilities on parkland. Therefore, Parks would like proposers to explain in their submissions the mechanisms they would use to measure customer satisfaction with the services offered by this concession. Such mechanisms might include customer evaluations or survey forms. Further, Parks would like proposers to explain how they would improve the quality of services offered if the above mechanisms indicate a need to do so.
- 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 formulation.

5. Financial Capability

- Proposers should include a financial statement or statements prepared in accordance with standard accounting procedures. Financial statements should include, but are not limited to, annual income and net worth (assets and liabilities), including a breakdown of liquid and non-liquid assets. Proposers should include supporting documentation of their financial worth, including but not limited to Certified Financial Statements, Balance Sheets and Income Statements and tax returns from the past three (3) years (corporate and/or personal).
- Proposers should identify the intended source of all funds proposed to be invested in the Licensed Premises.

IV. EVALUATION AND SELECTION PROCEDURES

Proposals will be evaluated by a selection committee composed of a minimum of three (3) Parks employees in accordance with procedures established by the Franchise and Concession Review Committee, based on the criteria listed below. The concession will be awarded to the proposer whose submission the selection committee judges best overall based on these criteria.

A. PROPOSAL EVALUATION CRITERIA

In evaluating proposals, the selection committee will use the following criteria:

- Fee offer (25%); See Section III(C)(1) above;
- Operating experience in the field (20%); See Section III(C)(2) above;
- Proposed capital investment , improvements and design (20%); See Section III(C)(3) above;
- Planned operations (20%); See Section III(C)(4) above; and
- Financial Capability (15%); See Section III(C)(5) above.

B. EVALUATION PROCEDURES

Parks will only consider proposals that meet satisfactory levels of the above criteria. The City is not required to accept the proposal that includes the highest fee offer. Parks' acceptance of a proposal does not imply that every element of that proposal has been accepted.

Parks cannot consider any proposal that does not comply with the "Submission Requirements" section of this RFP. Proposals that do not meet these requirements will not be evaluated. When feasible, employees of Parks will visit facilities operated by proposers.

V. OTHER GENERAL RFP REQUIREMENTS AND CONDITIONS

Park reserves the right to postpone or cancel this RFP or reject all proposals, if in its judgment it deems it to be in the best interest of the City of New York to do so.

Proposers are advised that Parks 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.

Proposers are also advised that the award of this concession is subject to applicable provisions of federal, State, and local laws and executive orders requiring affirmative action and equal employment opportunity.

Proposers have the right to appeal a determination of non-responsiveness and/or non-responsibility and have the right to protest a solicitation and award as specified in Chapter 1 of Title 12 of the Rules of the City of New York.

All RFP submission materials become the property of the City of New York and Parks. Proposal submission material will generally be made available for inspection and copying by interested parties upon written request, except when exempted from disclosure under the New York State Freedom of Information Law.

Parks is subject to the New York State Freedom of Information Law, which governs the process for the public disclosure of certain records maintained by Parks. (See Public Officers Law, Sections 87 and 89). Individuals or firms that submit proposals to Parks may request that Parks except all or part of such a proposal from public disclosure, on the grounds that the proposal contains trade secrets, proprietary information, or that the information, if disclosed, would cause substantial injury to the competitive position of the individual or firm submitting the information. Such exception may extend to information contained in the request itself, if public disclosure would defeat the purpose for which the exception is sought. The request for such an exception must be in writing and state, in detail, the specific reasons for

the requested exception. It must also specify the proposal or portions thereof for which the exception is requested.

If Parks grants the request for exception from disclosure, Parks shall keep such proposal or portions thereof in secure facilities.

Parks shall not be liable for any costs incurred by proposers in the preparation of proposals or for any work performed in connection therein.

Proposers should be aware that this concession will be developed and operated pursuant to a license agreement issued by Parks. In the event this agreement is terminated, Parks will not consider proposals for reimbursement of licensee's unamortized capital improvement costs as of the date of termination.

A proposer may submit a modified proposal to replace all or any portion of a proposal submitted up until the proposal submission deadline. Parks will only consider the latest version of the proposal. Late proposals and late modifications will not be considered for evaluation, except as provided for in Section 1-13(j)(2)(i) of the Concession Rules. Proposers may withdraw their proposals from consideration at any time before the proposal submission deadline by submitting written notice to Parks. A proposer may not withdraw its proposal before the expiration of forty-five (45) calendar days after the date of the opening of proposals; thereafter a proposer may only withdraw its proposal by submitting written notice to Parks in advance of an actual grant of a concession.

Technical addenda issued by Parks will be the only authorized method for communicating clarifying information to all potential proposers. Proposers should contact the agency before submitting a proposal to verify that they have received any addenda issued. Proposers shall acknowledge the receipt of any addenda in their proposal submissions.

Proposers should be aware that, upon Parks' request, proposer(s) will be required to submit original copies of VENDEX Vendor and Principal Questionnaires to the Mayor's Office of Contract Services. In addition, any person or entity with at least a 10% ownership interest in the submitting vendor (including a parent company), is required to complete VENDEX Questionnaires (Principal Questionnaire for any person and Vendor Questionnaire for any entity with at least a 10% ownership interest in the submitting vendor). In such event, the concession award will be subject to completion of the VENDEX questionnaires and review of that information by the Department of Investigation.

The New York City Comptroller is charged with the audit of concession agreements in New York City. Any person or entity that believes that there has been unfairness, favoritism or impropriety in the proposal process should inform the Comptroller's Office of Contract Administration, 1 Centre Street, Room 835, New York, New York 10007. This office may be reached at (212) 669-2323.

Adrian Benepe,
Commissioner



Doing Business Data Form

To be completed by the City Agency prior to distribution			
Agency: NYC Parks & Rec.		Transaction ID: M10-64-SB	
Check One:	Transaction Type (check one):		
☒ Proposal	☒ Concession	☐ Contract	☐ Economic Development Agreement
☐ Award	☐ Franchise	☐ Grant	☐ Pension Investment Contract

Any entity receiving, applying for or proposing on an award or agreement must complete a Doing Business Data Form (see Q&A sheet for more information). Please either type responses directly into this fillable form or print answers by hand in black ink, and be sure to fill out the certification box on the last page. **Submission of a complete and accurate form is required for a proposal to be considered responsive or for any entity to receive an award or enter into an agreement.**

This Data Form requires information to be provided on principal officers, owners and senior managers. The name, employer and title of each person identified on the Data Form will be included in a public database of people who do business with the City of New York; no other information reported on this form will be disclosed to the public. **This Data Form is not related to the City's VENDEX requirements.**

Please return the completed Data Form to the City Agency that supplied it. Please contact the Doing Business Accountability Project at DoingBusiness@cityhall.nyc.gov or 212-788-8104 with any questions regarding this Data Form. Thank you for your cooperation.

Section 1: Entity Information

Entity Name: _____

Entity EIN/TIN: _____

Entity Filing Status (select one):

- ☐ Entity has never completed a Doing Business Data Form. *Fill out the entire form.*
- ☐ Change from previous Data Form dated _____. *Fill out only those sections that have changed, and indicate the name of the persons who no longer hold positions with the entity.*
- ☐ No Change from previous Data Form dated _____. *Skip to the bottom of the last page.*

Entity is a Non-Profit: ☐ Yes ☐ No

Entity Type: ☐ Corporation (any type) ☐ Joint Venture ☐ LLC ☐ Partnership (any type)
☐ Sole Proprietor ☐ Other (specify): _____

Address: _____

City: _____ State: _____ Zip: _____

Phone : _____ Fax : _____

E-mail: _____

Provide your e-mail address and/or fax number in order to receive notices regarding this form by e-mail or fax.

Section 2: Principal Officers

Please fill in the required identification information for each officer listed below. If the entity has no such officer or its equivalent, please check "This position does not exist." If the entity is filing a Change Form and the person listed is replacing someone who was previously disclosed, please check "This person replaced..." and fill in the name of the person being replaced so his/her name can be removed from the *Doing Business Database*, and indicate the date that the change became effective.

Chief Executive Officer (CEO) or equivalent officer☐ This position does not exist

The highest ranking officer or manager, such as the President, Executive Director, Sole Proprietor or Chairperson of the Board.

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

☐ This person replaced former CEO: _____ on date: _____

Chief Financial Officer (CFO) or equivalent officer☐ This position does not exist

The highest ranking financial officer, such as the Treasurer, Comptroller, Financial Director or VP for Finance.

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

☐ This person replaced former CFO: _____ on date: _____

Chief Operating Officer (COO) or equivalent officer☐ This position does not exist

The highest ranking operational officer, such as the Chief Planning Officer, Director of Operations or VP for Operations.

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

☐ This person replaced former COO: _____ on date: _____

For information or assistance, call the Doing Business Accountability Project at 212-788-8104.

Section 3: Principal Owners

Please fill in the required identification information for all individuals who, through stock shares, partnership agreements or other means, **own or control 10% or more of the entity**. If no individual owners exist, please check the appropriate box to indicate why and skip to the next page. If the entity is owned by other companies, those companies do **not** need to be listed. If an owner was identified on the previous page, fill in his/her name and write "See above." If the entity is filing a Change Form, list any individuals who are no longer owners at the bottom of this page. If more space is needed, attach additional pages labeled "Additional Owners."

There are no owners listed because (select one):

- ☐ The entity is not-for-profit ☐ There are no individual owners ☐ No individual owner holds 10% or more shares in the entity
☐ Other (explain): _____

Principal Owners (who own or control 10% or more of the entity):

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

Remove the following previously-reported Principal Owners:

Name: _____ Removal Date: _____

Name: _____ Removal Date: _____

Name: _____ Removal Date: _____

Section 4: Senior Managers

Please fill in the required identification information for all senior managers who oversee any of the entity's relevant transactions with the City (e.g., contract managers if this form is for a contract award/proposal, grant managers if for a grant, etc.). Senior managers include anyone who, either by title or duties, has substantial discretion and high-level oversight regarding the solicitation, letting or administration of any transaction with the City. **At least one senior manager must be listed, or the Data Form will be considered incomplete.** If a senior manager has been identified on a previous page, fill in his/her name and write "See above." If the entity is filing a Change Form, list individuals who are no longer senior managers at the bottom of this section. If more space is needed, attach additional pages labeled "Additional Senior Managers."

Senior Managers:

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

First Name: _____ MI: _____ Last: _____

Office Title: _____

Employer (if not employed by entity): _____

Birth Date (mm/dd/yy): _____ Home Phone #: _____

Home Address: _____

Remove the following previously-reported Senior Managers:

Name: _____ Removal Date: _____

Name: _____ Removal Date: _____

Certification

I certify that the information submitted on these four pages and _____ additional pages is accurate and complete. I understand that willful or fraudulent submission of a materially false statement may result in the entity being found non-responsible and therefore denied future City awards.

Name: _____

Signature: _____ Date: _____

Entity Name: _____

Title: _____ Work Phone #: _____

Return the completed Data Form to the agency that supplied it.

For information or assistance, call the Doing Business Accountability Project at 212-788-8104.



Printed on paper containing 30% post-consumer material

DOING BUSINESS ACCOUNTABILITY PROJECT
QUESTIONS AND ANSWERS ABOUT THE DOING BUSINESS DATA FORM

What is the purpose of this *Data Form*?

To collect accurate, up-to-date identification information about entities that have business dealings with the City of New York in order to comply with Local Law 34 of 2007 (LL 34), the recently passed campaign finance reform law. LL 34 limits municipal campaign contributions from principal officers, owners and senior managers of these entities and mandates the creation of a *Doing Business Database* to allow the City to enforce the law. The information requested in this *Data Form* must be provided, regardless of whether the entity or the people associated with it make or intend to make campaign contributions. No sensitive personal information collected will be disclosed to the public.

Why have I received this *Data Form*?

The contract, franchise, concession, grant or economic development agreement you are proposing on, applying for or have already been awarded is considered a business dealing with the City under LL 34. No proposal or application will be considered and no award will be made unless this *Data Form* is completed. Most transactions valued at more than \$5,000 are considered business dealings and require completion of the *Data Form*. Exceptions include transactions awarded on an emergency basis or by publicly advertised, non-pre-qualified competitive sealed bid. Other types of transactions that are considered business dealings include real property and land use actions with the City.

What entities will be included in the *Doing Business Database*?

Entities that hold \$100,000 or more in grants, contracts for goods or services, franchises or concessions (\$500,000 or more for construction contracts), along with entities that hold any economic development agreements or pension fund investment contracts, are considered to be doing business with the City for the purposes of LL 34 and will be included in the *Doing Business Database*. Because all of the business that an entity does or proposes to do with the City will be added together, the *Data Form* must be completed for all covered transactions even if an entity does not currently do enough business with the City to be listed in the *Database*.

What individuals will be included in the *Doing Business Database*?

The principal officers, owners and certain senior managers of entities listed in the *Doing Business Database* are themselves considered to be doing business with the City and will also be included in the *Database*.

- **Principal Officers** are the Chief Executive Officer (CEO), Chief Financial Officer (CFO) and Chief Operating Officer (COO), or their functional equivalents. See the *Data Form* for examples of titles that apply.
- **Principal Owners** are individuals who own or control 10% or more of the entity. This includes stockholders, partners and anyone else with an ownership or controlling interest in the entity.
- **Senior Managers** include anyone who, either by job title or actual duties, has substantial discretion and high-level oversight regarding the solicitation, letting or administration of any contract, concession, franchise, grant or economic development agreement with the City. At least one Senior Manager must be listed or the *Data Form* will be considered incomplete.

I provided some of this information on the VENDEX Questionnaire; do I have to provide it again?

Although the *Doing Business Data Form* and the VENDEX Questionnaire request some of the same information, they serve entirely different purposes. In addition, the *Data Form* requests information concerning senior managers, which is not part of the VENDEX Questionnaire.

My organization is proposing on a contract with another firm as a Joint Venture that does not exist yet; how should the *Data Form* be completed?

A joint venture that does not yet exist must submit *Data Forms* from each of its component firms. If the joint venture receives the award, it must then complete a form in the name of the joint venture.



Will the information on this *Data Form* be available to the public?

The names and titles of the officers, owners and senior managers reported on the *Data Form* will be made available to the public, as will information about the entity itself. However, personal identifying information, such as home address, home phone and date of birth, will not be disclosed to the public, and home address and phone number information will not be used for communication purposes.

No one in my organization plans to contribute to a candidate; do I have to fill out this *Data Form*?

Yes. All entities are required to return this *Data Form* with complete and accurate information, regardless of the history or intention of the entity or its officers, owners or senior managers to make campaign contributions. The *Doing Business Database* must be complete so that the Campaign Finance Board can verify whether future contributions are in compliance with the law.

I have already completed a *Doing Business Data Form*; do I have to submit another one?

Yes. An entity is required to submit a *Doing Business Data Form* each time it proposes on or enters a transaction considered business dealings with the City. However, the *Data Form* has both a No Change option, which only requires an entity to report its EIN and sign the last page, and a Change option, which allows an entity to only fill in applicable information that has changed since the previous completion of the *Data Form*. No entity should have to fill out the entire *Data Form* more than once.

How does a person remove him/herself from the *Doing Business Database*?

Any person who believes that s/he should not be listed may apply for removal from the *Database* by submitting a Request for Removal. Reasons that a person would be removed include his/her no longer being the principal officer, owner or senior manager of the entity, or the entity no longer being in business. Entities may also update their database information by submitting an update form. Both of these forms are available online at www.nyc.gov/mocs (once there, click MOCS Programs) or by calling 212-788-8104.

How long will an entity and its officers, owners and senior managers remain listed on the *Doing Business Database*?

- **Contract, Concession and Economic Development Agreement holders:** generally for the term of the transaction, plus one year.
- **Franchise and Grant holders:** from the commencement or renewal of the transaction, plus one year.
- **Pension investment contracts:** from the time of presentation on an investment opportunity or the submission of a proposal, whichever is earlier, until the end of the contract, plus one year.
- **Line item and discretionary appropriations:** from the date of budget adoption until the end of the contract, plus one year.
- **Contract proposers:** for one year from the proposal date or date of public advertisement of the solicitation, whichever is later.
- **Franchise and Concession proposers:** for one year from the proposal submission date.

For information on other transaction types, contact the Doing Business Accountability Project.

What are the new campaign contribution limits for people doing business with the City?

Contributions to City Council candidates are limited to \$250 per election cycle; \$320 to Borough President candidates; and \$400 to candidates for citywide office. Please contact the NYC Campaign Finance Board for more information at www.nyccfb.info, or 212-306-7100.

The *Data Form* is to be returned to the contracting agency.

If you have any questions about the *Data Form* please contact the Doing Business Accountability Project at 212-788-8104 or DoingBusiness@cityhall.nyc.gov.

5/16/08

Exhibit A

Randall's Island North Fields 1-49

BB	20, 21, 27, 30, 31, 41, 42, 43, 46, 48
LL	39, 40
SB	1, 2, 3, 4, 5, 9, 11, 12, 13, 14, 15, 16, 17, 18, 19, 22, 23, 24, 25, 26, 28, 29, 33, 34, 35, 36
	6, 7, 8, 10, 32, 37, 38, 44, 45, 47

Facilities

Icahn Stadium
Golf Center
Tennis Center
Harlem River Event Area

Phone Numbers

Emergency 311
24 Hour Fields Hot Line 212 860-1830

MANHATTAN



Randall's Island South Fields 50-99

BB	53
LL	N/A
SB	63
	50, 51, 52, 54, 60, 61, 62, 70, 71, 72, 73, 74, 75, 80, 81, 82, 83, 84, 85, 90, 91

Legend

- A Parking Lot
- P Pocket Parking
- Restrooms
- Sport Facility
- Park Drives
- Bike/Pedestrian Pathway
- Bike/Pedestrian Pathway Under Construction
- ◆ Bike/Pedestrian Access



New York City Department of
Parks & Recreation
www.nycgovparks.org

RANDALL'S ISLAND PARK

FEBRUARY, 2010

Randall's Island
Sports Foundation
www.risf.org



Exhibit B - Icahn Stadium Concession Level Map

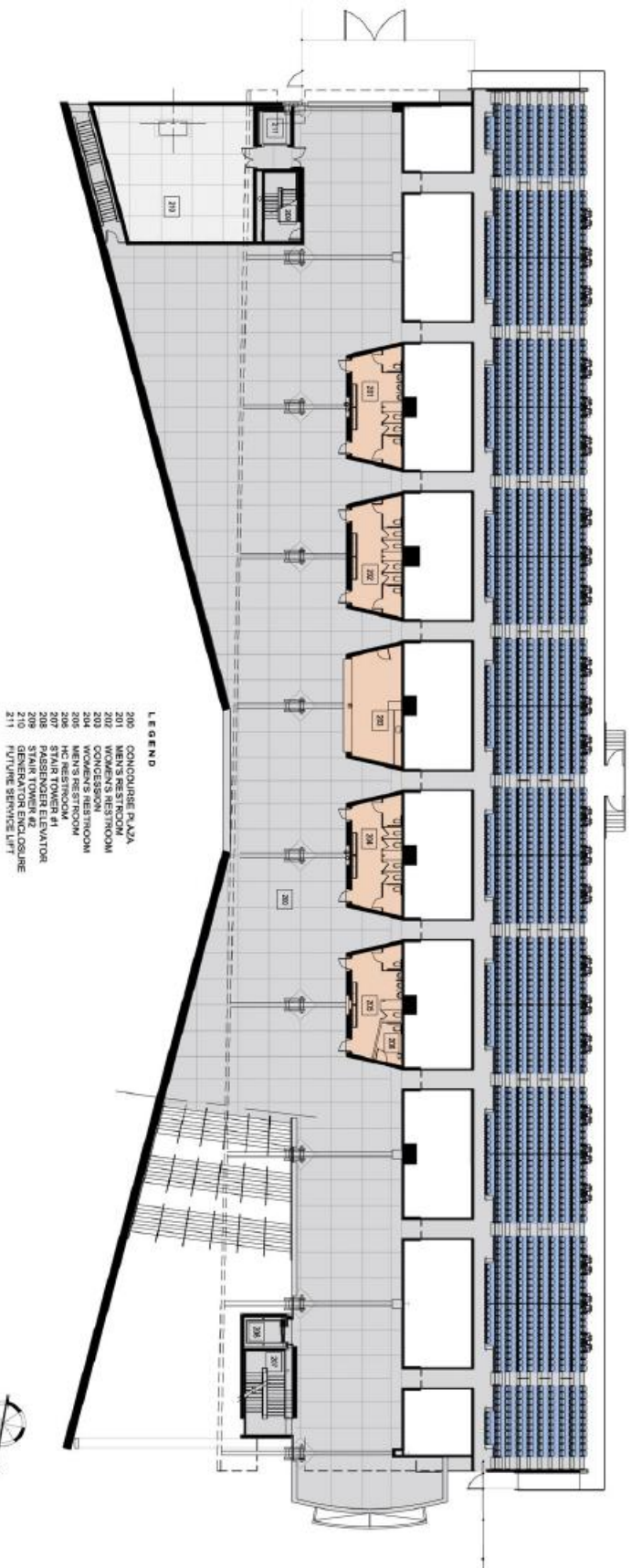


Exhibit C

Citywide Beverage Vending Machines Standards

For Vending Locations Regularly Used by Adults

All of the following criteria must be met:

A) Specifications regarding the product mix:

- 1) No more than two columns (or "buttons") may be unlimited calorie beverages (the maximum of two columns applies irrespective of the total number of columns in the machine).
- 2) Unless otherwise approved by the City in writing, water is required to be stocked for a minimum of 2 columns (or "buttons"). Unless otherwise approved by the City, in its sole discretion in writing, water for the purposes of these Standards shall mean bottled water that is intended for human consumption, that contains 0 calories per 8 oz, and contains no added flavor, color, or sweeteners of any kind. Any product containing water modified with added flavors, colors or sweeteners or with calories in excess of 0 calories per 8 oz shall not be considered water for the purposes of these Standards.
- 3) The remaining products must be ≤ 25 calories per 8 oz.

B) Specifications regarding product display placement:

- 1) Water must be placed in the position with the highest selling potential.
- 2) "High Calorie" beverages (defined as any beverage > 25 calories per 8 oz) must be placed in the position with the lowest selling potential.
- 3) For machines where the buttons are arrayed vertically, highest selling potential means those closest to eye level, usually the top buttons, and lowest selling potential means those furthest from eye level, usually the bottom buttons. Or as determined by industry best practices.
- 4) However, because machines have different display arrangements, the City will have sole discretion to approve all product display and placement.

C) Specifications regarding size:

- 1) All beverage selections with the exception of water and seltzer are limited to 12 oz. For the purposes of these Standards, seltzer is defined as water naturally or artificially impregnated with mineral salts or gasses, having 0 calories per 8 oz. and no artificial sweeteners.
- 2) All water and seltzer selections must be at least 12 oz.
- 3) Portion sizes smaller than 12 oz are encouraged for High Calorie beverages.

D) Calorie labeling:

- 1) Every machine must display the total calorie content for each item, as sold, clearly and conspicuously, adjacent or in close proximity so as to be clearly associated with the item, using a font and format that is at least as prominent, in size and appearance, as that used to post either the name or price of the beverage where it can be seen before the consumer presses the button to choose the beverage. Existing nutrition labeling on the beverages does not meet this requirement. The City will have sole discretion regarding the display of calorie information.
(adapted from HC §81.50)

E) Promotional space:

Exhibit D



New York City Department of
Parks & Recreation
www.nycgovparks.org

RANDALL'S ISLAND PARK
DECEMBER 9, 2009

Randall's Island
Sports Foundation
www.risl.org



Exhibit E

Randall's Island North Fields 1-49



1, 2, 20, 21, 27, 30, 31,
41, 42, 43, 46, 48



39, 40



12, 13, 14, 15, 16, 17, 18, 19, 22,
23, 24, 25, 26, 28, 29, 33, 34, 35,
36



3, 4, 5, 10, 32, 37, 38,
44, 45, 47

Facilities

Icahn Stadium
Golf Center
Tennis Center
Harlem River Event Area

Phone Numbers

Emergency 311
24 Hour Fields Hot Line 212 860-1830



Location of New Comfort
Station



Location of Existing
Comfort Station



Utility Hookup
Location



Randall's Island South Fields 50-99



53



N/A



63



50, 51, 52, 54, 60, 61, 62, 70,
71, 72, 73, 74, 75, 80, 81, 82,
83, 84, 85, 90, 91

Legend

- Orientation Sign
- Parking Lot
- Pocket Parking
- Restrooms
- Sport Facility
- Park Drives
- Bike/Pedestrian Pathway
- Bike/Pedestrian Access



New York City Department of
Parks & Recreation
www.nycgovparks.org

RANDALL'S ISLAND PARK

Randall's Island
Sports Foundation
www.risf.org

