REQUEST FOR PROPOSALS
FOOD, BEVERAGE, AND CATERING CONCESSION AT

The Frederic Church Center for Art & Landscape
Olana State Historic Site
Hudson, NY

RFP Released: June 20, 2023
Letter of Intent to Bid Due: July 21, 2023
Pre-Bid Site Visit: August 1, 2023 (4:00pm-5:00pm)
Requests for Information Due: August 11, 2023
Proposals Due: August 18, 2023
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I. INTRODUCTION
Olana State Historic Site, administered by the New York State Office of Parks, Recreation and Historic Preservation (OPRHP), is a designated National Historic Landmark and one of the most visited sites in the state. The Olana Partnership (TOP) is the not-for-profit cooperative partner of OPRHP at Olana State Historic Site.

Olana is the masterwork of Frederic Edwin Church (1826-1900), the preeminent American artist of the 19th century. Church designed Olana as a holistic environment integrating his advanced ideas about art, architecture, landscape design, and environmental conservation. Olana’s 250-acre artist-designed landscape with a Persian-inspired house at its summit embraces unrivaled 360-degree views of the Hudson Valley region, and as a public park today, Olana welcomes visitors from around the world.

Together, TOP and OPRHP work together to preserve, protect, and interpret Olana, and to increase sense of stewardship and inspiration amongst Olana’s visitors. TOP is the primary programming entity at Olana and has led the development and funding of The Frederic Church Center for Art & Landscape (FCC). TOP is OPRHP’s operating partner by contract, has the right to provide or procure a concessions vendor, and will be the operating entity for the FCC. This RFP is not a New York State procurement, and the concessions contract will be exclusively with TOP.

This request for proposals (“RFP”) seeks a private sector business to operate a food, beverage and catering concession (hereinafter the “Concession” or “Concessions”) in the FCC, opening to the public by September 2024. Proposals should reflect excellence, professionalism, and high quality for the Concession, including affordable menu offerings and excellent customer service. This RFP will result in the award of a new concession license agreement (“License”) to the successful party (“Licensee”).

II. LICENSE TERM
The term of the License will commence on a date to be determined in the fall of 2024, with an initial term of two years. Upon written mutual agreement of TOP and the Licensee, the term may be extended up to an additional two years.

III. RFP TIMETABLE & SUBMISSION ADDRESS
The following timetable is established for this RFP and is subject to change. TOP may extend the due date for proposals by issuance of email notice to all parties who submit a Letter of Intent to Bid.

RFP Released: June 20, 2023
Letter of Intent to Bid Due: July 21, 2023
Pre-Bid Site Visit: August 1, 2023 (4:00pm-5:00pm)
Requests for Information Due: August 11, 2023
Proposals Due: August 18, 2023
Proposals must be received on or before the prescribed date at:
The Olana Partnership
Attn: Mary Lawrie, VP for Visitor Engagement and Business Operations
PO Box 199
Hudson, NY 12524

Proposals may be sent electronically, as a single PDF, to Mary Lawrie at mlawrie@olana.org.

Letters of Intent to Bid
A Letter of Intent to Bid (LOI) should be submitted, using the contact information listed above, by July 21, 2023. LOIs should include:

- The name of your company (if applicable)
- Name and contact information for the proposal contact
- A clear statement of your intention to submit a proposal
- Your sign off and signature

An in-person site visit and pre-bid meeting will be held at Olana State Historic Site on August 1, 2024 from 4:00pm – 5:00pm. The purpose of the pre-bid meeting is to help potential Licensees gain a better understanding of the RFP and scope of work. The meeting is not required, but is strongly recommended, and will be the only opportunity to walk through the site (currently under construction) prior to bidding.

Questions & Inquiries
Outside of this in-person meeting, inquiries and requests for information regarding this RFP must be made in writing and emailed to the contact information listed above by August 11, 2023. TOP will provide written responses to questions to all parties who submitted an LOI.

Any material changes to the information contained in this RFP will be issued by TOP in writing and shared with all parties who submitted an LOI.

IV. PREMISES
The Concession Premises consists of the Café (approx. 171 sf) located within the 4,500 sf FCC facility. This sustainably designed, all-electric facility also includes a spacious entry lobby for ticketing and orientation, restrooms, and a multipurpose room adjoining outdoor terraces and paths that connect to Olana’s historic carriage road network, making all 250 acres of the historic landscape an integral part of public interpretation (See Exhibit E for floor plan). The 1,248 sf multipurpose room can serve as café seating during regular café open hours, as will the adjoining outdoor terrace. Adjacent to the FCC will be a parking lot with 45 spaces, including electric charging stations. The FCC will provide a highly visible, publicly accessible demonstration of sustainable design and carbon neutral construction.

Annotated maps of Olana State Historic Park identifying the location of the Premises, as well as an inventory of equipment, are included as part of Exhibit E.

V. SCOPE OF CONCESSION
This RFP invites proposals to operate a high-quality food, beverage, and catering concession at the Premises
commencing on a date to be determined in mid-2024. Licensee is expected to establish and operate under a sustainable business plan and philosophy that encourages, attracts, accommodates, and facilitates excellence in food, beverage, and catering.

Olana State Historic Site is free and open to the public 7 days a week from 8 AM to dusk. TOP operates public tours and programs with days and hours that vary by season. The concession shall operate at minimum during TOP’s operating days and hours. Currently minimum hours are Friday-Sunday, 11am-4pm (November—April), and Tuesday-Sunday, 10am-5pm (May—October). Additional open hours shall be coordinated and agreed-upon by TOP and the Licensee. The hours of operation may be adjusted due to emergent conditions upon approval by TOP management. Proposals should include suggested days and times of café operation.

Proposed menus should include a variety of healthy food options. Potential Licensees are encouraged to consider the use of sustainable and environmentally friendly packaging, containers, and utensils.

**VI. BUSINESS CONSIDERATIONS & REQUIREMENTS**

A. The Premises will be made available to Licensee in “as is, where is” condition at commencement of the term.

B. Replacement, Refurbishment & Maintenance: Licensee is responsible for all routine repair, refurbishment, and maintenance of TOP-owned equipment. Licensee shall replace any equipment damaged by fault of Licensee.

C. Concession Service, Offerings, Menus, and Pricing: The operating schedules for the Concessions are subject to approval by TOP. Respondents shall submit sample menus and pricing for proposed food, beverage, and catered offerings. Menus and prices are subject to a reserved right of approval by TOP.

D. The sale of beer and wine is permitted at the Premises to complement the food service only if the concessionaire obtains the appropriate license from the State Liquor Authority (SLA).

E. Taste NY & Local Food: Licensee is encouraged to incorporate locally sourced foods, food products, and other items produced in New York, in support of New York’s Taste NY initiative. Menus should reflect high quality options appealing to a diverse clientele. TOP encourages proposals that reflect the Park’s location and incorporate seasonal availability. Respondents should note in NYS Parks’ evolving policy including prohibition of polystyrene (Styrofoam) and certain single use plastics.

F. Trash Removal & Cleaning: Licensee is responsible for trash and recycling removal from the café and kitchen area to a designated containment area. Licensee is responsible for regular steam cleaning of walkway adjacent to Café. The Licensee is responsible for regular daily cleaning of the multi-purpose space, which shall serve as café seating area during café open hours.

G. Insurance Coverage: Licensee shall procure and maintain at its sole expense a $1MM minimum threshold for commercial liability coverage, naming both TOP and OPRHP as additional insured.

H. Point of Sale, Reporting, & Data Access: Licensee shall provide and utilize a modern Payment Card Industry Data Security Standard (“PCI DSS” or “PCI”) compliant point-of-sale (“POS”) system. Licensee is responsible for all fees and costs associated with sales transactions and operation of the system.
I. Taxes: There are no property taxes associated with the Premises. Licensee is responsible for payment/compliance with all applicable state and local tax requirements, including sales tax.

J. New legal entity formation: A respondent must disclose if a new legal entity (such as a limited liability company) will be formed to contract with TOP.

VII. MINIMUM FINANCIAL REQUIREMENTS
Proposals must meet the following minimum financial requirements:

A. Minimum License Fee: A \textit{minimum} License Fee of $10,000 annually is required.

Respondents may provide an escalating or enhanced license fee above the required minimum fee. TOP anticipates that the License fee will cover utilities, and rental of facility space and equipment. Proposed fee is subject to negotiation in the contract phase.

VIII. PROPOSAL REQUIREMENTS
Proposals should clearly and concisely state the unique capabilities, experience, and strengths of the respondent, and the demonstrate capacity to satisfy the requirements and objectives set forth in this RFP. A complete proposal should include and address the following elements:

1. Required Forms
   a. Proposal Completion Checklist with Primary Contact Information (Exhibit B)
   b. Business History and Certification Form (Exhibit C)
   c. Anti-Sexual Harassment Policy and Training and Executive Order # 177 Certification (Exhibit D)

2. Evidence of Experience and Capacity
Provide a summary of the respondent’s experience, commitment, financial resources, and capacity to meet the goals of the RFP and provide high quality food, beverage, and catering services for Park visitors. Overview of any specific evidence of relevant operating experience, and related food, beverage, and catering concessions and services of comparable scope and scale to the Concession; including any examples of similar projects completed, business enterprises developed, owned, or operated by respondent.

   • Sample management and staffing structure
   • Suggested days and times of café operation
   • Proposed amendments to kitchen equipment list (optional)
   • Revenue and expense projections
   • Sample menus and pricing, including any proposed sale of beer and/or wine with required licensing
   • Proposed environmentally-sound and energy-efficient operating policies, practices, and materials; support for local New York products and businesses
   • Overview of customer service standards, programs, and goals
   • Plans for maintenance, repair, and replacement of equipment and furnishings at the Premises
   • Provision of specified insurance coverage
4. **Strategy for marketing and promotion**  
A brief description of marketing, advertising and promotion strategies, and outreach channels and social media.

5. **Resumes and/or professional histories for key personnel**

6. **Current business references**  
A minimum of three current references relevant to the scope of this RFP. Preferred references include a financial institution that has extended credit to the respondent, industry entities with which relevant business has been transacted, and/or a commercial landlord or government entity from which the respondent has leased or licensed property or provided services relevant to the Premises and the Concession.

7. **Verified financial statement**  
Provide a current certified or verified financial statement and/or other commercially reliable written evidence of Respondent’s credit, financial standing and capacity to perform and finance café operations.

**IX. PROPOSAL SUBMISSION INSTRUCTIONS**  
A complete proposal is due on or before the deadline established as per Section III (“RFP Timetable & Submission Address”) and must be in accordance with the terms and conditions of this RFP.

**X. PROPOSAL REVIEW**  
TOP will review proposals for completeness and compliance with the terms and conditions of this RFP and may request from any respondent, at any time during the selection process, additional information, clarification, or confirmation of the proposal.

**XI. METHOD OF EVALUATION AND AWARD**  
TOP will schedule an interview/oral presentation for each respondent that submits a proposal compliant with the RFP. Proposals are evaluated by a review panel composed of TOP leadership and NYS Parks agency staff. Proposals shall be assessed based on the proposal requirements as set forth in section XIII of this document.

**XII. MODIFICATION/WITHDRAWAL/REJECTION OF PROPOSALS**  
Modification or withdrawal of a proposal must be in writing. TOP reserves the right to reject proposals, postpone, or cancel this RFP, to waive technicalities, irregularities and omissions, request additional information or clarification of a proposal, or solicit new proposals.

*EXHIBITS FOLLOW*
EXHIBIT A
PROPOSAL COMPLETION CHECKLIST

This Proposal Completion Checklist is the first page of the proposal.

Pursuant to the instructions in the RFP all proposals will contain the following:

REQUIRED FORMS

☐ Proposal Completion Checklist with Complete Primary Contact Information (Exhibit B)
☐ Business History Form (Exhibit C)
☐ Anti-Harassment and EXECUTIVE ORDER # 177 Certification (Exhibit D)

PROPOSAL NARRATIVE

☐ Evidence of Experience and Capacity
☐ Business, Operations, and Maintenance
☐ Strategy for Marketing and Promotion

SUPPORTING DOCUMENTS

☐ Resumes and/or professional histories for key personnel
☐ Current business references
☐ Verified financial statement

Company Name:

Primary Contact Name:

Primary Contact Email:

Date:
EXHIBIT B
BUSINESS HISTORY AND CERTIFICATION FORM

Date: __________________________

1. Individual or Company Name: ____________________________________________________

2. Address of Place of Business: ____________________________________________________
   Mailing Address (if different): ____________________________________________________
   Telephone: _____________________________________________________________________
   E-mail: _______________________________________________________________________

3. Federal I.D. No. or Social Security No.: __________________________________________

4. Respondent is organized as:
   ____ Sole proprietorship  ____ Partnership  ____ Corporation  ____ Other (please describe)
   • If a corporation, provide a certificate of incorporation.
   • Provide written verification of authorization to conduct business in the State of New York.

5. Has Respondent during the past seven (7) years filed for bankruptcy, or been declared bankrupt?
   Yes ____  No ____  If YES, state date, court jurisdiction, amount of liabilities and amount of assets:

TOP reserves the right to disqualify any proposal and/or terminate any License if it is determined that information provided
was intentionally omitted or falsified.

By signing this proposal, the Respondent(s) hereby give permission to TOP to proceed with financial, credit and background
checks as deemed necessary and prudent by TOP. As required for any licensee/employee on-site, it shall be the responsibility of
the Licensee to conduct New York State compliant background checks on all of its employees.

This RFP, your proposal response, and subsequent documents, gives rise to no contractual obligations or offers, implied or
otherwise. TOP reserves the right to reject any and all offers, to proceed without reliance upon these documents, and
ultimately to execute License with a bidder who best satisfies the interests of TOP. If your bid is selected, this RFP and its
attachments, your proposal, and subsequent documents may become part of the Agreement between TOP and you or your
company.

Confidentiality: Bidder hereby acknowledges that any and all information, documents, technical or financial information or
electronic data are confidential information, and shall be held in strict confidence and shall not be disclosed to any third party
without the prior written consent of TOP.

The undersigned hereby certifies and affirms that the foregoing statements and all information provided herein are true
and accurate.

DATE_________________________ SIGNATURE_____________________________________

PRINTED NAME _______________________________________________________________
EXHIBIT C
Anti-Sexual Harassment Policy and EXECUTIVE ORDER # 177 Certification

Anti-Sexual Harassment Policy and Training

By submission of this bid, each bidder and each person signing on behalf of any bidder certifies that the bidder has and has implemented a written policy addressing sexual harassment prevention in the workplace and provides annual sexual harassment prevention training to all of its employees. Such policy shall, at a minimum, meet the requirements of section two hundred one-g of the labor law.

Executive Order No. 177 Certification

The New York State Human Rights Law, Article 15 of the Executive Law, prohibits discrimination and harassment based on age, race, creed, color, national origin, sex, pregnancy or pregnancy-related conditions, sexual orientation, gender identity, disability, marital status, familial status, domestic violence victim status, prior arrest or conviction record, military status or predisposing genetic characteristics.

The Human Rights Law may also require reasonable accommodation for persons with disabilities and pregnancy-related conditions. A reasonable accommodation is an adjustment to a job or work environment that enables a person with a disability to perform the essential functions of a job in a reasonable manner. The Human Rights Law may also require reasonable accommodation in employment on the basis of Sabbath observance or religious practices.

Generally, the Human Rights Law applies to:

- all employers of four or more people, employment agencies, labor organizations and apprenticeship training programs in all instances of discrimination or harassment;
- employers with fewer than four employees in all cases involving sexual harassment; and,
- any employer of domestic workers in cases involving sexual harassment or harassment based on gender, race, religion or national origin.

In accordance with Executive Order No. 177, the Bidder hereby certifies that it does not have institutional policies or practices that fail to address the harassment and discrimination of individuals on the basis of their age, race, creed, color, national origin, sex, sexual orientation, gender identity, disability, marital status, military status, or other protected status under the Human Rights Law.

Executive Order No. 177 and this certification do not affect institutional policies or practices that are protected by existing law, including but not limited to the First Amendment of the United States Constitution, Article 1, Section 3 of the New York State Constitution, and Section 296(11) of the New York State Human Rights Law.

By signing, you certify your express authority to sign on behalf of yourself, your company, or other entity and full knowledge and acceptance of the above certifications and that all information provided is complete, true and accurate.

Legal Business Name of Company Bidding (if applicable):

Bidder’s Signature:

Printed or Typed Name:

Date:
EXHIBIT D
SITE MAP DEPICTING PREMISES

Olana State Historic Site Map
EXHIBIT E
PREMISES AND EQUIPMENT SPECIFICATIONS

Proposals should include suggested or requested amendments to the Equipment Schedule below. Soda systems, coffee makers/urns and beverage dispensers may be vendor supplied, but are shown on our drawings for coordination purposes. More detailed equipment specifications are available upon request.
### ALTERNATE 1: ALL EQUIPMENT WITH STATUS AS J (FUTURE)

<table>
<thead>
<tr>
<th>ITEM NUMBER</th>
<th>QTY</th>
<th>DESCRIPTION</th>
<th>Status</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Refrigerator, Reach-In</td>
<td>A</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>CVAP Holding Cabinet</td>
<td>J</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>Storage Shelving</td>
<td>A</td>
</tr>
<tr>
<td>4</td>
<td>1</td>
<td>-Spare Number-</td>
<td></td>
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<tr>
<td>5</td>
<td>1</td>
<td>Dishwasher</td>
<td>A</td>
</tr>
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<td>6</td>
<td>1</td>
<td>Wall Shelf</td>
<td>J</td>
</tr>
<tr>
<td>6A</td>
<td>1</td>
<td>Wall Shelf</td>
<td>J</td>
</tr>
<tr>
<td>7</td>
<td>1</td>
<td>Hand Sink</td>
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<td>8</td>
<td>1</td>
<td>Counter with Sink</td>
<td>A</td>
</tr>
<tr>
<td>8A</td>
<td>1</td>
<td>Faucet</td>
<td>A</td>
</tr>
<tr>
<td>9</td>
<td>1</td>
<td>-Spare Number-</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>1</td>
<td>Ice Maker, Nugget Style</td>
<td>J</td>
</tr>
<tr>
<td>11</td>
<td>1</td>
<td>Millwork Counter</td>
<td>H</td>
</tr>
<tr>
<td>12</td>
<td>1</td>
<td>Hand Sink, Undermount</td>
<td>H</td>
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<tr>
<td>12a</td>
<td>1</td>
<td>Faucet, deck mount</td>
<td>H</td>
</tr>
<tr>
<td>13</td>
<td>1</td>
<td>Sink, Undermount</td>
<td>H</td>
</tr>
<tr>
<td>13a</td>
<td>1</td>
<td>Faucet, deck mount</td>
<td>H</td>
</tr>
<tr>
<td>14</td>
<td>2</td>
<td>Slim Jim Waste Cari</td>
<td>G</td>
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<tr>
<td>15</td>
<td>1</td>
<td>High Speed Oven</td>
<td>J</td>
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<tr>
<td>16</td>
<td>1</td>
<td>Undercounter Refrigerator</td>
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<tr>
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<tr>
<td>18</td>
<td>1</td>
<td>Coffee Brewer</td>
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<td>18a</td>
<td>3</td>
<td>Coffee Dispenser</td>
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<tr>
<td>19</td>
<td>1</td>
<td>Soup Kettle</td>
<td>J</td>
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<tr>
<td>20</td>
<td>1</td>
<td>Millwork Counter</td>
<td>H</td>
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<td>21</td>
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<td>POS/Cash Register</td>
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<td>22</td>
<td>1</td>
<td>Espresso Machine</td>
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<td>Refrigerated Counter Case, Self-Serve</td>
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<td>26</td>
<td>3</td>
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</tr>
<tr>
<td>27</td>
<td>1</td>
<td>Water Filter</td>
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</tbody>
</table>

### STATUS LEGEND

- **A**: IN CONTRACT
- **B**: EXISTING
- **C**: EXISTING/RELOCATE
- **D**: EXISTING/MODIFY
- **E**: EXISTING/RELOCATE/MODIFY
- **F**: BY PRODUCT SUPPLIER/VENDOR
- **G**: BY OWNER/OPERATOR
- **H**: SPECIFIED BY ARCH./INT. DESIGNER
- **I**: SPECIFIED BY ENGINEER
- **J**: FUTURE
REPORTED PARK ATTENDANCE
Olana State Historic Site

<table>
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<tr>
<th>Year</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reported Park Attendance</td>
<td>175,017</td>
<td>160,936</td>
<td>150,032</td>
<td>242,177</td>
<td>147,150</td>
</tr>
</tbody>
</table>

ESTIMATED ATTENDANCE BY DAY AND WEEK
August or October weekend: 1,500-2,300
Summer weekend: 600-1,000
Summer weekday: 400-800
Winter day: 80-300
EXHIBIT F
NO BID LETTER

Parties that **DO NOT** submit a proposal are respectfully requested to return this **No Bid Letter** to the address below or email a completed scanned copy to mlawrie@olana.org. Thank you.

**DO YOU WISH TO REMAIN ON OUR BIDDING LIST?**  [ ] YES [ ] NO

Date: __________________

The Olana Partnership
Attn: VP Visitor Engagement & Business Operations
PO Box 199
Hudson NY 12534

Re: **Food, Beverage, and Catering Concession at Olana State Historic Park**

We will not submit a proposal for the above-referenced Request for Proposals for the following reason(s):

1) [ ] Not enough time to respond to the RFP.

2) [ ] Not the business we are interested in pursuing.

3) [ ] Not the location we are interested in serving.

4) [ ] The RFP is too complicated to understand.

5) [ ] The RFP has too many requirements.

6) [ ] Other: (please be specific)

________________________________________________________________________

________________________________________________________________________

________________________________________________________________________

Name: _________________________________________________________________

Firm name: _____________________________________________________________

Address: ______________________________________________________________

City, State, Zip: ________________________________________________________

Email Address: _________________________________________________________