



Request for Expression of Interest

PURPOSE

The Request for Expression of Interest is issued by the Piedmont Park Conservancy for the purpose of informing potential proponents of a business opportunity and to solicit applications to operate cart delivered food and beverage concessions in Piedmont Park.

APPLICATION PROCESS

All interested applicants must fill out the application completely with all required information and all required documentation must be attached.

Applicants must meet the criteria listed below for consideration for participation in this program.

All applicants must agree to adhere to all City of Atlanta Park Rules and all applicable requirements of the State of Georgia, Fulton County or the City of Atlanta.

CRITERIA

Proponent(s) will be responsible for staffing, operation and provision of cart delivered concessions of prepared food items from fixed and assigned location(s) in Piedmont Park.

Flat fee-based compensation per location will be negotiated directly with and payable to Piedmont Park Conservancy.

Pre-determined locations and hours pursuant to the Conservancy's concessions program are required. Roving or changing assigned locations(s) is not permitted. As minimally required by the City of Atlanta and Piedmont Park Conservancy, each program participant must have and maintain its own primary insurance in

the amounts below to protect itself, the Conservancy and the City of Atlanta from and against liability, loss, damage, expense or cost (including without limitation cost and fees of litigation) arising out of our in connection with the provision of food and beverage products during this program.

- Commercial General Liability- not less than \$1,000,000 each occurrence and \$2,000,000 general aggregate.
- Automobile Liability- not less than \$1,000,000 bodily injury and property damage combined single limit covering any vehicle including owned, hired, leased and non-owned vehicles.
- Excess/Umbrella Liability- not less than \$2,000,000 each occurrence and aggregate.
- Workers Compensation-statutory; Employer's Liability-bodily injury by accident/disease not less than \$100,000 each accident, \$1,000,000 each employee and \$500,000 policy limit.

REI PROCESS AND EVALUATION PROCEDURES

Proponents' Meeting

A proponents meeting may be scheduled at the time and in the location agreed upon by the PPC and the interested party.

Evaluation and Selection

The evaluation team will check applications against the mandatory criteria. Applications meeting all the mandatory criteria will then be assessed and scored against the desirable criteria.

Proponents will be required to bring a sample of the proposed product or products to be evaluated by the evaluation team.

Selections will consider experience and reputation of product and services as well as the diversity of product believed by the PPC in its sole discretion to enhance the park's world-class visiting experience and as appropriate to the assigned amenity in Piedmont Park.

Providing the result of the evaluation process is satisfactory, the intent of the PPC is to invite the selected Proponent(s) to participate further in the process

to become a PPC Concessionaire.

ACCEPTANCE OF APPLICATIONS

1. The Request for Expression of Interest should not be construed as a contract for goods or services.
2. Applications will be assessed in light of the evaluation criteria.
3. Subsequent to the submission of applications, interviews may be conducted with some of the proponents, but there will be no obligation to receive unsolicited information, whether written or oral, from any proponent.
4. The Piedmont Park Conservancy will not be obligated in any manner to any proponent whatsoever until a written contract has been duly executed relating to an approved application. Such a contract will normally be executed at the completion of evaluation process.

APPLICATION SUBMISSION

Applications may be submitted electronically or by hard copy to:

Louise Harris
Director of Programs
Piedmont Park Conservancy
PO Box 7795
Atlanta, Georgia 30357
lharris@piedmontpark.org

PIEDMONT PARK CONSERVANCY CONCESSIONS VENDOR APPLICATION

Please submit an expression of interest that includes the following information and any additional information you would like the evaluation team to consider when reviewing your application. Answers to all questions must be included in order for application to be considered.

- 1) Business/Company Name
- 2) Representative Contact Name
- 3) Address

- 4) Email Contact
- 5) Telephone number
- 6) Website (if applicable)
- 7) City of Atlanta Business License (please attach a copy)
- 8) Certificate of Insurance (please attach a copy)
- 9) List items for cart provision including prices
- 10) Detailed description of business
- 11) Detailed description of products
- 12) Detailed description of previous experience including location(s) and years of experience
- 13) Contact information for at least two professional references

APPLICATION SUBMISSION

Applications may be submitted electronically or by hard copy to:

Hannah Franklin
Manager of Program Experience
Piedmont Park Conservancy
PO Box 570355
Atlanta, Georgia 30357
hfranklin@piedmontpark.org