

February 17, 2017

GARMENT DISTRICT PLAZAS MERCHANDISE MARKET RFP

ADDITIONAL INFORMATION (based upon inquiries from prospective proposers)

1. Does UrbanSpace already have an agreement for food concessions for the same five plazas, or a different location?

Answer: Urbanspace has a renewable agreement to operate food market concessions on the plazas. They are scheduled to have markets in late spring and the fall of 2017. That subconcession agreement may be re-bid for 2018. Urbanspace also has an agreement to conduct merchandise markets. They operated one merchandise market for the holiday season of 2015 but did not operate one in holiday of 2016. They may opt to submit a new concept for this RFP.

2. The current RFP allows for food and merchandise. Does the GDA have a preference between merchandise or food for the five plazas?

Answer: This RFP is for a food and merchandise market in contrast to the all-food markets. As this market is targeted for the holiday season of November and December, we believe a merchandise market would be most suitable. However, we would allow a subconcession operator to include some food options in their proposed market as a convenience offering or added attraction to the market.

3. The RFP states the Proposer may manage one or more of the five plazas. Each plaza being a block long can contain multiple smaller concessionaires. Does the Alliance allow or expect the Proposer to lease out space to 3rd parties, or does the Alliance want the Proposer to be the sole concessionaire on any given plaza?

Answer: GDA expects to enter into a subconcession agreement with one vendor. That vendor may operate their subconcession on one or more plazas. That vendor may enter into agreements with other sub-subconcession vendors, but GDA will have to approve those vendors. For example, for food markets, we enter into an agreement with the Urbanspace company. Urbanspace then enters into agreements with the individual booth vendors. However, if, for example, a company like Macy's wanted to operate a plaza market and they just sold Macy's merchandise as the sole concession and had no other vendors involved, that would be acceptable as well. We are willing to consider different operational models.

4. In prior years the tents have been covered with the yellow UrbanSpace logo. Will that also be the case for 2017 or does the Alliance plan a different type of branding on the tents?

Answer: The subconcession operator provides the tents/booths. In terms of the wrapping and the images on them, Urbanspace developed the design and images and submitted them to us for approval. We added some design input including the use of our logo

5. Is there a prior years' financial report or an awarded RFP we may review?

Answer: No.

6. Can the proposal include vendors in vehicles if the tires/wheels are covered?

Answer: DOT policy is that structures on the plazas must be moveable but not mobile. This means that they should not have wheels.

7. Is there access to any power on the plazas?

Answer: No. Any vendors will have to provide their own power source and such power source, such as a generator, must be operated in accordance with any city regulations.

8. Can market operators access power from city light poles?

Answer: Operators must indicate in their proposal if they are planning to use power from city poles. It is the sole responsibility of the operators to make the application to the City.

9. How much does Urbanspace pay the Alliance for the food markets?

Answer: Urbanspace pays the Alliance a fee based upon a number of contractual variables, but it is around \$1000 per booth per month.

10. Does the Alliance prefer a flat fee or a market percentage?

Answer: Either way is permissible and should be defined in the proposal.

11. Can we offer a discount to local merchants to take a booth?

Answer: Yes, but that is not a requirement.