



Concessions Proposal Instructions

Submitting a proposal

If you believe there is a compelling reason for the Department of Parks and Recreation to consider a new concession, you can submit a short (1 or 2 page) written proposal for review by the Department. Please use the following guidelines to assist you in preparing your written concession proposal to the Department. If the Superintendent approves your proposal, you will be issued an Experimental Concession Agreement that authorizes you to operate a concession only as approved for up to 1 year. Concessions for longer than 1 (one) year must be publicly advertised, competitively awarded and require the approval of the City Council.

Preparing a proposal

Please prepare a summary of the proposed concession; overly ornate and elaborate proposals are not needed. Please be clear and concise. Prepare a written proposal that includes the following information:

1. Your name, address and phone number.
2. The name of your business, form of business, address, etc.
3. The name of the park in which you are requesting to operate a concession.
4. Clearly state the compelling rationale why your proposed concession should be considered. How does your proposed business benefit current users? How does it fit within the existing uses of the park? How will neighbors view your activities? Is there a history of the proposed activity in this park?
5. If you are offering food and beverage products, provide a menu or description of products or services that includes the prices of products you plan to offer for sale. Food menus must include healthy food selections. Be sure to explain the healthy menu choices. Currently the Department expects at least $\frac{1}{4}$ of your proposed menu to meet the following child nutrition standards:

To compliment the Seattle Parks and Recreation's Healthy Activities Initiative, the concessionaire or vendor will provide healthy food & beverage alternatives in the vending machines or for any sales at a parks facility. They will include a method of identifying healthy food and beverage selections. The specific requirements for healthy snack and beverages are as follows:

Healthy snacks will have:

- *Fat – No more than 30% of total calories from fat.*
- *Saturated Fat – No more than 10% of the calories from saturated fat.*
- *Sugar – No more than 35% by weight; except for fresh, dried or canned fruits and vegetables.*

Healthy beverages will have:

- *Juices – At least 50% fruit juice with no added sweeteners.*
- *Milk – Low fat or non-fat milk.*
- *Sports Drinks – No more than 42 grams of sugar per 20 ounce bottle.*

There should be a selection of products in every vending machine or on site concession menus that conform to these healthy snack guidelines.

6. The days and hours you wish to operate your concession.
7. A site plan (map) showing where you would like to operate the concession.
8. Photograph(s) or detailed plans of any cart or equipment that you would use. Please include views from all four sides and the interior if you have plumbing or electrical appliances. If you have not purchased a cart, a picture of the same type and model you would use will suffice. There are specific cart size restrictions in the Municipal code that limits carts to a maximum of three feet by six feet.
9. A descriptive outline explaining your concessions experience and any qualifications you have to operate a business.
10. A list of 3 business or financial references.
11. A copy of your current Seattle business license or a statement that you understand you must obtain a Seattle business license.
12. Some forms of business require registration with the Secretary of State for the State of Washington. Does the State require that your business register?
13. Some businesses must register with the State Department of Revenue. Does the State require that your business register?
14. Describe your ability to provide 1 million dollars in liability insurance that names the City and the Department as additional named insured's.
15. If you are proposing changes to facilities then please understand that the Department will not increase or modify electrical services, water and drain systems or other facility systems. The Department reserves the right to review and approve any proposed facility modifications.
16. You will be responsible for utilities and trash removal. If your proposed business will generate trash please explain how this will be handled.
17. Please be aware that the Seattle-King County Department of Public Health must approve all proposed food carts and proposed menus prior to issuing a license. If you are considering a food concession please contact the Public Health Department prior to the time you prepare your proposal.
18. The City and Department will not be responsible for your costs incurred in preparing your proposal.

Please submit the written proposal to:

The City of Seattle Department of Parks and Recreation
Attention: Concessions Coordinator
Magnuson Park and Business Resources Office
6310 NE 74th Street, Suite 109E
Seattle, WA 98115

Proposal approval

If your concession proposal is approved:

1. An Experimental Concession Agreement will be issued to you. Refundable deposits such as a performance bond will be charged to you depending upon the site and scope of operations you have proposed.
2. All concessions pay concession fees to the Department. A specific fee will be agreed to for your proposed concession; however 10% (ten percent) of net sales is the minimum. A minimum monthly rent and/or security deposit may be required in addition to minimum percentage rent.
3. As you will be operating in parks where youth and children are present, you will be required to undergo and pass a Washington State Patrol background check. This procedure is also required of Park employees working with youth and children and is a standard Department procedure performed in the interest of public safety. This background investigation will be completed prior to the time you commence operations on Department property.

4. You must pay all applicable Federal, State and City taxes, including the Washington State Leasehold Excise Tax of 12.84% of the concession fee that will be due and payable with each monthly concession fee payment. Understand that this tax is in addition to your concession fee.
5. You must maintain at your own expense all business licenses, health permits and governmental permits and certifications necessary for conducting business in Seattle. Provide copies of current licenses and permits to the Department prior to the time you operate on department property. Your business must have a City of Seattle Business License for the proposed business activity. Health department permits are site specific – generally you need a specific permit for your proposed business on department property.
6. You will submit monthly operating reports on forms provided by the Department to record income and concession fee calculations.
7. You will be required to maintain at your own expense, Commercial General Liability Insurance with minimum coverage limits of \$1,000,000 dollars, and have the City of Seattle endorsed as an “additional insured” on your policy. This insurance must be approved by the Department, but is not required until a Concession Use Permit is issued to you.
8. Other specific requirements and responsibilities may be included in the Experimental Concession Agreement.

Thank you for considering the operation of a concession in a Seattle Park. Please call Rita Holloman at 684-8008 if you have any questions or email rita.hollomon@seattle.gov.