



## 29-Day Concession Opportunity

29-Day Concession – An agreement that the New York City Department of Transportation (DOT) enters into directly with a concessionaire to activate a plaza. Concessionaires provide maintenance services to the plaza in lieu of a fee. Plaza Partners do not generate revenue from this agreement and are not party to the agreement between the concessionaire and DOT. This is a tool that allows Plaza Partners to learn what types of concessions could work in their plaza as they head towards entering into a Concession Agreement with DOT.

### Benefits:

- Activates the plaza
- Provides additional maintenance
- Tests community preferences, e.g., produce vs. coffee stand
- Tests revenue potential, e.g., different price points
- Potential for local business promotion

### Considerations:

- Plaza Partner cannot be the concessionaire
- Plaza Partner is expected to engage with local businesses about the potential 29-day concession opportunity
- The 29 days do not need to be consecutive
- The 29-day period must include the concessionaire's set-up and break-down
- The concession is non-exclusive

### Concession Requirements:

- Concessionaire to provide legal business name and EIN/TIN (including IRS-issued 147C letter verifying EIN/TIN)
- Copies of all relevant licenses and permits for doing business in New York City
- Direct contact information for concessionaire
- Ability to maintain plaza amenities
- List of items to be sold with pricing
- Dates, day(s) and hour(s) of operation
- Commercial General Liability insurance naming the City of New York as an additional insured in the amount of \$2M per occurrence/\$2M aggregate
- \$500 deposit, paid to the NYC Comptroller, returned at the end of the agreement
- Site plan, showing distance from curbs, hydrants, newsstands, bike racks, tree pits, street lights, etc.
- The concession may be as simple as a table or tent or in a specially-designed free-standing structure
  - If using a free-standing structure (i.e., kiosk or shipping container), approved drawings from a NYS-licensed engineer must be provided
  - In most cases, the concessions will not have access to utility hook-ups
- All plans and drawings must be approved by DOT

For more information regarding the 29-day concession opportunity, contact Andrew Ronan at (212) 839-6577.