

**National Park Service, U.S. Department of the Interior
Gateway National Recreation Area, Sandy Hook Unit
Commercial Use Authorization Solicitation**

Summer 2015 and 2016 Seasons

Mobile Food and Beverage Service at Areas B, C, D, E, G, I, and the Ferry Landing



IMPORTANT DATES

Solicitation Date	February 10, 2015
Questions about this Opportunity are due	March 2, 2015
CUA Presentation Date @ Sandy Hook Chapel	March 6, 2015 at 1pm
Application Due Date	March 20, 2015
Commercial Use Authorizations (CUAs) Issued on or before	April 15, 2015

The Superintendent of Gateway National Recreation Area announces the intent to issue up to fourteen (14) in-park Commercial Use Authorizations (CUAs) in accordance with Public Law 105-391 Section 418. The CUAs will authorize mobile food and beverage operations at the Sandy Hook Unit of Gateway National Recreation Area (Park). Sandy Hook is located at the northern end of the New Jersey shore, connected by Route 36 in Monmouth County. Sandy Hook encloses the southern entrance of Lower New York Bay. The approximate 7-mile stretch of spectacular ocean and bay waters make Sandy Hook a favorite Jersey Shore getaway for Garden State residents. Manhattanites also enjoy the Sandy Hook's beach recreation due to the convenience of a 40-minute ferry ride from the Wall Street area.

The Park will issue CUAs to operate for the summer 2015 and 2016 seasons which will authorize mobile food and beverage vendors to operate from, at minimum, the Friday before Memorial Day through Labor Day of each year. CUAs will not be subject to renewal. The Superintendent retains the right to issue determinations as to compatibility with and impact to natural and other Park resources, and to limit or decrease the number of CUAs issued based on preservation and proper management of Park resources and values.

Vendors wishing to submit applications for more than one mobile operation (pushcart, truck, trailer on wheels) must submit the required Commercial Use Authorization Application Form (OMB Control No: 1024-0268) and Supplemental Application Form for each mobile operation. Vendors should identify their preferred location and one alternate location from which they would be willing to operate. There is no guarantee that selected Vendors will be assigned their preferred location. The Park will select applicants and assign locations based on an Applicant's ability to meet the below identified criteria and the Park's desire to provide visitors with a wide variety of offerings. All CUAs will be subject to the General Conditions listed in Appendix A.

Authorized Vendors may only use pushcarts, trucks, or trailers on wheels, which can be quickly and easily moved in the event of emergency. The Park will not consider applications for vendors that propose to use stationary containers, kiosks, or conex boxes, which are prohibited.

Description of Services Solicited:

Authorized vendors are to offer food, beverages, and convenience items to Sandy Hook visitors. Food items may include a variety of hot and cold foods such as hot dogs, pizza, sandwiches, barbeque, ice cream, potato chips, and candy. Beverages may include only non-alcoholic beverages (no alcoholic beverages may be sold). Convenience items may include sunscreen lotion, insect repellent, beach umbrellas, and other sundries typically used for beach recreation. The Park Superintendent must approve all food, beverage, and convenience items before operations commence. Prices must be competitive with local beach recreation market pricing.

Selected Applicants must comply with FDA Food Code, which can be found at:
<http://www.fda.gov/downloads/Food/GuidanceRegulation/RetailFoodProtection/FoodCode/UCM374510.pdf>

Vendor Operation Stipulations:

The Park will provide no water, electrical, or utility services to support vendor operations; nor

are any on-site utility services available through other providers. No on-site vendor construction of any kind is authorized to support vendor operations. Mobile food and beverage vendors must provide trash receptacles in the immediate area of operations during conduct of business and remove trash upon leaving for the day. Mobile food and beverage vendors must dispose of trash in a manner directed by the Sandy Hook Unit Coordinator or his/her designee.

Location of Service Area:

The Park seeks a variety of mobile food and beverage vendors to operate at Sandy Hook in Parking Lot Areas B, C, D, E, G (Gunnison), I (North), and the Ferry Landing. The Park will assign the vendor operating locations.

Directions to Sandy Hook are available at:

<http://www.nps.gov/gate/planyourvisit/sandyhookdrivingdirections.htm>

Minimum Operating Days and Hours:

The Superintendent reserves the right to adjust hours of operation as deemed necessary. The minimum operating schedule commences the Friday before Memorial Day and continues through Labor Day each year and is more specifically identified in *TABLE A*. Vendors are required to provide visitor services on Saturdays, Sundays, and holidays, and as otherwise specified in the table included below, which outlines the operating locations, total number of mobile food units allowed per location, and the types of food sought at each location. Fees are based on the costs to the Park, potential revenue generated, and historical data for visitor traffic at each area. The fees identified below do not include the non-refundable Application Fee. If any additional costs are incurred by the park, the CUA Holder will be billed at the conclusion of the authorization. CUA Fees are subject to change for 2016.

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TABLE A

Area	2015 CUA Fee	Number of Vendors	Minimum Operating Days	Minimum Operating Hours	Number of Vendors Preferred Menu Offerings
B	\$500	1 Non- Motorized Cart	Weekends and Holidays	9:30 a.m. to 3:00 p.m.	1 Any Menu Choice
C	\$500	1 Non- Motorized Cart	Weekends and Holidays	9:30 a.m. to 3:00 p.m.	1 Any Menu Choice
D	\$4000	4	Seven (7) Days a Week	9:30 a.m. to 3:00 p.m.	2 Hot Food 1 Cold Food 1 Dessert
E	\$1500	1	Five (5) Days per week including Weekends and Holidays	9:30 a.m. to 3:00 p.m.	1 Wide Variety of Menu Offerings
G (Gunnison)	\$2500	2	Seven (7) Days a Week	9:30 a.m. to 3:00 p.m.	1 Wide Variety of Menu Offerings 1 Dessert
I (North)	\$1000	1	Weekends and holidays	9:30 a.m. to 3:00 p.m.	1 Wide Variety of Menu Offerings
Ferry (may also rove to any area except D and G)	\$1500	1	Five (5) Days per week including Weekends and Holidays	11:00 a.m. to 5:00 p.m.	1 Dessert
Wednesday Concerts- Area E	\$1000	3	Wednesday Concerts (scheduled TBD) Weather Permitting	4:00 p.m. to 9:00 p.m.	1 Hot Food 1 Cold Food 1 Dessert

Commercial Use Authorization Requirements:

Applicants interested in this opportunity must complete and submit the attached Commercial Use Authorization (CUA) Application and a non-refundable \$150.00 Application Fee.

Selected Applicants will also be required to:

1. Remit Payment for the Administrative Processing and Management Oversight Fee. The CUA Fees can be found on the table included herein. Fees are non-refundable.
2. Follow all the terms and Conditions of the attached CUA, which includes, but is not limited to the following obligations:
 - a. Submit proof of insurance (General Liability \$1 Million per occurrence \$3 Million aggregate).
 - b. Provide a statement of gross receipts from activities conducted under this authorization immediately upon expiration of the CUA. Selected applicants are required to maintain accounting systems and make all financial records related to the activities conducted under the CUA available to the United States of America and the General Accounting Office. Selected applicants may also be required to provide information related to visitor use statistics and resource impact assessments at the request of the Superintendent.
 - c. Comply with inspections and approvals by the Park and by United States Public Health Service (USPHS) personnel. Inspections will take place prior to commencement of vendor operations. Inspections may also take place anytime thereafter to ensure compliance with federal, state, and local safety, sanitation and health codes, including FDA Food Code.
 - d. Submit proof of Food Handler’s Certificate
 - e. Comply with Park Signage Requirements

Selection Criteria:

Applicants will be rated on a scale of 1 to 4 as follows:

Scale	Rating	Description
1	Poor	Does not meet criteria
2	Fair	Meets some criteria
3	Good	Meets the criteria
4	Excellent	Exceeds all criteria

Applicants will be selected based on the following **criteria** as found in the Mobile Food & Beverage Vendor Application.

Criterion 1 – Experience and Operations (50%)

The Park prefers a mobile food and beverage operator that has:

1. The experience necessary to successfully develop and manage a high-quality mobile food and beverage service operation with a concept that will attract customers. Please include

- customer satisfaction or industry standard awards demonstrating exceptional service, products, and quality (i.e. Best Chili - State of NJ, most delicious blintze, Fan Favorite).
2. A proven track record providing food and beverage services through a mobile operation/s in a National Park/s or venue of the same scale, i.e. festivals, concerts, etc. as demand dictates.
 3. The ability to undertake and maintain a robust and multifaceted advertising and marketing program using multiple media platforms to promote Sandy Hook and the services and activities offered by the operator including use of social media to attract customers and notify the public of menu choices, hours of operation, and location at any given time.
 4. Appearance and design of mobile food and beverage unit (for example pushcart, truck, or trailer on wheels) must be visibly appealing, in good condition, clean on the inside and outside, complementary to the surrounding natural environment. Please submit drawings or photographs of the mobile food and beverage unit you propose to use. **Please be sure to include dimensions of the mobile food and beverage unit you propose to use.**

Criterion 2 – Sustainability (25%)

The Park prefers vendors that offer:

1. Eco-friendly alternatives for food and beverage preparation and mobile operations including such as use of biodegradable materials or packaging (paper goods, utensils, paper straws).
2. Energy Star or similar efficient appliances, or systems that incorporate environmentally friendly green products in their preparation and operations. Please refer to the Green Restaurant Association’s endorsements at dinegreen.com or the list of certified Green Seal products at greenseal.org for more information. Preference will be shown to Applicants that commit to these products and practices.
3. Sustainable energy alternatives such as wind or solar powered operations.
4. Trash management and removal and recycling. Please describe the manner by which you will manage and remove trash and recyclables. Please note, the Park supplies dumpsters, but requires the vendors to keep the areas in which they are located litter free. Additionally, the Park has a carry-in/carry out trash policy and is looking for vendors who can support this mission.

Criterion 3 – Menu and Services (25%)

The Park seeks specific food types at each Beach Area as described in the *TABLE A* on page 4. Applications should include:

1. A sample menu including: graphic representations of offerings, ingredients, and proposed pricing.
2. Ability and commitment to serve high quality foods across a spectrum of price points including “grab and go” items or other quick point of sale items. Food choices should appeal to a broad audience serving the diverse and eclectic customer visitor base.
3. The capacity or ability to provide beach related sundries such as sunscreen, as well as beach chairs and umbrellas for daily rental.
4. Applicant’s ability to accept credit cards.

Please Note: Previous CUA Holders who have not met obligations of previously issued CUAs will not be considered for this opportunity.

General Information can be found on the Gateway National Recreation Area website: www.nps.gov/gate

Applications must include the Applicant's name, address, phone number, and email address on the face of the envelope. Applications with the \$150 application fee should be mailed or sent to:

Application - Sandy Hook Commercial Use Authorization
Superintendent, Gateway National Recreation Area
210 New York Avenue
Staten Island, New York 10305

Applications may also be submitted via electronic mail to: gate_bmd@nps.gov
Electronic submissions will not be considered to have been received until the Applicant mails or sends the \$150 application fee and receives an electronic response from the Park notifying the Applicant that their application and application fee have been received.

Telephonic proposals, faxes and other means of transmittal will not be considered. Applications and supporting documents will not be returned.

Applicants are advised that the U.S. Government will not pay for any information or administrative costs incurred in response to this notice. Not responding to this notice does not preclude participation in any future application.

Questions about this opportunity are due by March 2, 2015. Questions may be submitted via electronic mail to gate_bmd@nps.gov or asked by phone to Kimberly Pepper-Parker at (732) 872-5910.

APPLICATIONS ARE DUE BY CLOSE OF BUSINESS, THURSDAY, MARCH 20, 2015. APPLICATIONS RECEIVED AFTER CLOSE OF BUSINESS, THURSDAY, MARCH 20, 2015 WILL NOT BE CONSIDERED. THE NPS WILL NOTIFY SELECTED APPLICANTS ON OR BEFORE APRIL 15, 2015.

The NPS reserves the right to reject one or all proposals or to refuse to issue a CUA at any time without penalty or liability.