



## **REQUEST FOR PROPOSALS**

**To manage and operate an outdoor food or beverage concessionaire at Occidental Square during World Cup 2026**

Downtown Seattle Association  
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## I. INTRODUCTION

Occidental Square Park is a historic public park located in the heart of Pioneer Square. The half-acre public space consists of the Occidental Avenue S. right-of-way between S. Washington and S. Main Streets.

Designed with mature London Plane trees, red brick paving, public art, and pedestrian-oriented features, Occidental Park serves as an urban gathering space framed by historic buildings, galleries, boutiques, cafés, and eateries. Public art and memorials – including several totem poles and the Fallen Firefighters Memorial – reflect regional cultural heritage and community recognition.

Since 2015, through a public-private partnership with the Downtown Seattle Association (DSA) and Metropolitan Improvement District, the park is densely programmed with events, seating, games, and seasonal activities that activate the space year-round, helping transform it into a vibrant destination for residents, workers, and visitors alike. These activations and events helped bring over 380,000 visitors to the park last year. Occidental Park also functions as a community hub for art walks, markets, and civic gatherings – including the popular “March to the Match” parade preceding Seattle Sounders FC games.

Downtown Seattle Association invites vendors to submit proposals for food/ beverage pop-up services in the kiosk during the World Cup 2026 fan events hosted in Occidental Square. The six events will be operated as a day-to-night fan experience, featuring a mini soccer pitch, activation booths and musical programming. The awarded vendor will be responsible for producing thoughtfully unique and immersive dining and/or drinking experience that combines culinary creativity with community engagement, maintaining quality, cleanliness, and functionality throughout the Term of the Contract. Events occur on the following dates in 2026: June 15, 19, 24, 26 and July 1, 6.



## II. **SUBLICENSE AGREEMENT**

The anticipated concession term will be during the months of June and July 2026, with potential of extension based on subject performances, mutual agreement, and applicable approvals. At the very least, the awarded vendor will activate during the following dates: June 15, 19, 24, 26 and July 1, 6. The Proposer is advised that the Sublicense Agreement is subject and subordinate to the License Agreement with SPR.

## III. **INFRASTRUCTURE**

DSA will provide a kiosk with the following features:

- 50-amp electrical with standard 120V power receptacles
- Enclosed area (16'-3 and 3/16" x 10'-7 and 3/16")
- Four (4) exterior flaps for daily opening and closure.
- Three (3) service window openings
  - Facing the mall way: (190"x 63")
  - Facing the plaza and totem pole: (120 and 5/8 x 63")
  - *Windows are made up of 3 glass panes.*
- Three (3) interior counters
- Cement flooring
- Overhead pavilion area

Additional equipment, furnishings, branding elements, and point-of-sale systems shall be provided by the vendor, subject to DSA approval.

## IV. **SCOPE OF SERVICES**

### **Beverage Vendors:**

- Beer, wine, cider producers
- Cocktail concepts with streamlined service optional
- Non-alcoholic beverages (mocktails, soda, hydration, coffee)
- Local and Pioneer Square-based vendors highly encouraged.
- Compliance with all health, safety, and licensing requirements

### **Food Vendors:**

- Food/ beverage pop-up concepts
- Fast service, limited menus preferred.
- International cuisine encouraged, as well as vegetarian, vegan, and dietary-inclusive options encouraged.

### **Upon selection all vendors must provide:**

- Valid City of Seattle business license
- King County Public Health permits (food vendors)
- WSLCB licenses (alcohol vendors)
- Certificate of Insurance naming: Downtown Seattle Association
- Event organizer: 2-4 onsite staff day of
- Ability to operate in a high-volume, outdoor environment.
- Cashless payment capability (preferred)

## V. **FEE STRUCTURE**

Proposals shall contain the following:

- Proposals must include a revenue-sharing structure, either as a percentage of gross sales or a flat fee (per-event or over the full concession term). Both structures will be evaluated as part of the selection criteria. Per Seattle Parks and Recreation policy, all revenue generated within the park is reinvested into park operations and activations by the Downtown Seattle Association.
- Proposals should also include a detailed description of proposed subconcession operations, including menus and price lists.

## **VI. PROPOSAL SUBMISSION REQUIREMENTS**

Proposals must include:

- Vendor name and contact information
- Sample menu with pricing
- Service format (pop-up, bar)
- Power, water, and space needs
- Prior festival or large-event experience

## **VII. SUBMISSION**

Submission Deadline: Tuesday, April 7, 2026

Submission Method: Email to [parks@downtownseattle.org](mailto:parks@downtownseattle.org)

## **VII. EVALUATION CRITERIA**

Proposals will be evaluated based on experience, quality of concept, operational capacity, financial proposal, and alignment with DSA's goals for Occidental Square.

## **VIII. GENERAL CONDITIONS**

DSA reserves the right to reject any or all proposals, request additional information, and negotiate final agreement terms. Submission of a proposal does not create any contractual obligation until a formal agreement is executed