



## **REQUEST FOR PROPOSALS**

**To manage and operate an outdoor food or beverage concessionaire at  
Westlake Park**

**ISSUE DATE: March 5, 2026**

**DUE DATE: April 1, 2026**

Downtown Seattle Association  
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## **I. INTRODUCTION**

The Downtown Seattle Association (DSA) seeks proposals from qualified vendors to manage and operate a food and beverage concession at Westlake Park, a flagship public plaza in downtown Seattle. The park has received recent renovations that should create significant improvements to infrastructure and guest experience.

Westlake Park serves as the town square of Seattle - a high-visibility public space in the downtown core with daily staffing, significant pedestrian traffic, and frequent programmed events. These include the annual holiday Tree Lighting Celebration, the Downtown Summer Sounds concert series, watch parties during major athletic events such as the World Cup, and activations around cultural celebrations like Pride. In 2025, Westlake Park had over 420,000 visitors.

The concession stand was fabricated and placed in the park in May of 2025. During its inaugural season, the concession stand hosted a wide variety of coffee, food, and alcohol vendors daily and during events. This year, DSA is seeking a vendor to occupy and activate the concession stand for the duration of the 2026 summer season.

The goal of the concessions program is to enhance the park experience, support daily park users and programming, and provide high-quality service. Proposers should demonstrate experience operating in dense urban public spaces with varied audiences and event-driven demand.

## **II. SUBLICENSE AGREEMENT**

The anticipated concession term will cover the 2026 summer season (June - September), with potential options to extend or renew subject to performance, mutual agreement, and applicable approvals. The Proposer is advised that the Sublicense Agreement is subject and subordinate to DSA's License Agreement with Seattle Parks & Recreation.

## **III. INFRASTRUCTURE**

DSA will provide a customized 20' shipping container concession stand with the following features:

- 50-amp electrical with six (6) standard 120V power receptacles
- Two (2) wall-mounted fans
- Two (2) Avantco counter-height refrigerators with LED lighting
- Two (2) interior stainless-steel counters (14" x 48")

- Two (2) exterior stainless-steel counters (12" x 48")
- Two (2) 60" shelves welded to back wall
- Epoxy flooring
- Six (6) 71" foldable picnic tables & benches
- 90' of white vinyl fence panels

A restroom with handwashing station is available to staff within 200' of the concession stand.

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

#### **IV. SCOPE OF SERVICES**

Proposals must include:

- Daily food and beverage service
- Morning, midday, and afternoon offerings
- Wine, beer, and other alcoholic beverages as a preferred component of service
- High standards of cleanliness and customer service
- Coordination with park programming and special events
- Compliance with all health, safety, and licensing requirements

Proposers are encouraged to include dietary-inclusive options, seasonal menus, price ranges, sustainability practices, and strategies for activation events and peak-event operations.

##### *Alcohol service*

Alcohol service will be considered subject to appropriate licensing and approval. Beer and wine service only may be permitted, with strict controls, designated service areas, and compliance with Washington State Liquor and Cannabis Board regulations. Service proposals must also include non-alcoholic options.

#### **V. FEE STRUCTURE**

Fee structure to be negotiated.

Proposers should include a proposed fee structure, which may include a flat fee, percentage of gross sales, or a hybrid model. DSA reserves the right to negotiate final terms.

## VI. PROPOSAL SUBMISSION REQUIREMENTS

Proposals must include:

1. Fee proposal
2. Relevant experience and references
3. Staffing and operations plan
4. Required permits and licenses
5. Financial capacity statement
6. Conceptual branding or design approach
7. Proposed menu and pricing
8. Description of prior public-space concessions, if applicable

### *Submission deadline*

All proposals must be submitted by **Wednesday, April 1 at 5pm**. Please submit proposals and supporting documents in PDF format to [parks@downtownseattle.org](mailto:parks@downtownseattle.org).

## VII. EVALUATION CRITERIA

Proposals will be evaluated based on the following criteria;

- Annual fee proposal (30%);
- The Proposer's expertise and experience as a food and beverage concessionaire (25%);
- The quality of proposed operations and service model (30%);
- Design proposal for Concessionaire (and surrounding seating area) (15%).

## VIII. TIMELINE

<b>RFP Published</b>	<b>March 5, 2026</b>
<b>Deadline for written questions</b>	<b>March 26, 2026</b>
<b>Responses to written questions published</b>	<b>March 27, 2026</b>
<b>Deadline for RFP submission</b>	<b>April 1, 2026</b>
<b>Selection Decision Notification</b>	<b>April 10, 2026</b>
<b>Tentative Opening Date</b>	<b>June 4, 2026</b>

## IX. 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.

**ATTACHMENT A  
PARK MAP**

# Westlake Park Improvement Project

## SITE PLAN UPDATES



### Park Improvement Legend

- 1 The fountain is removed
- 2 The existing Coast Salish basket weave fence is removed. Unseen pavers are leveled and restored.
- 3 Carved granite from the arch is salvaged and incorporated into the park.
- 4 Portions of the granite curb surrounding the fountain, are preserved.
- 5 The existing podium is modified for ADA accessibility, to maintain history of gathering, tree speech and events.
- 6 Electrical updates are made for improved site lighting and seasonal events.
- 7 Two new power pedestals for food trucks and events are added.
- 8 Conditions for the existing trees are improved to increase longevity and address uneven pavement.
- 9 New landscaping and irrigation are added to enhance the gathering plaza and park.
- 10 Cast iron bollards and deterrents are added around the perimeter of the park for pedestrian safety.
- 11 Existing play area remains.



**ATTACHMENT C**  
**2025 OPERATIONAL SET-UP**

