

REQUEST FOR PROPOSALS



2026 Greenway Beverage Garden

Submissions Due – Friday, November 7, 2025

I. KEY INFORMATION FOR RESPONDENTS

A. OVERVIEW OF THE GREENWAY AND CONSERVANCY

The Rose Fitzgerald Kennedy Greenway (www.rosekennedygreenway.org) is a contemporary public park in the heart of Boston and one of the most visited attractions in the Commonwealth, welcoming millions of visitors annually. The Greenway is managed by the Greenway Conservancy (the “Conservancy”), a non-profit responsible for the administration and care of the park.

The Conservancy envisions a vibrant, inclusive, and evolving gathering place that offers

- healthy green space,
- fun, engaging, and thought-provoking experiences, and
- a testing ground for new ideas.

We pursue our mission through

- park care that sustains year-round beauty, ensures safety, and models environmental stewardship;
- robust programming that showcases and supports the ingenuity and breadth of our community;
- temporary exhibitions of contemporary public art that facilitate artistic experimentation and speak to our current moment;
- raising the standard of excellence for urban park management.

The Conservancy creates a welcoming, engaging, and restorative environment for the entire community by providing beautiful, and organically maintained, lawns and gardens all year long. Visitors to the park can also explore a variety of family-friendly attractions and play spaces, including The Greenway's six fountains and the one-of-a-kind Greenway Carousel at The Tiffany & Co. Foundation Grove. A visit to The Greenway allows guests to participate in free, community-driven events and programs hosted in the park, which is also home to a rotating selection of temporary exhibitions of contemporary public art, featuring murals, sculptures, and other installations. Through the dedicated service of The Greenway's Park Rangers, the Conservancy is committed to ensuring the safety and well-being of all who enjoy the park. The Greenway has been awarded the Boston Society of Architects/AIA prestigious Commonwealth Award for place-making for the "outstanding work on the dynamic transformation of a portion of downtown" and Boston Globe columnist, Yvonne Abraham, lauded, “The Greenway [has] become a destination unto itself; a serene respite from bustling streets, a place of immense beauty, a platform for adventurous public art.”

The majority of the Conservancy's annual budget is made up of generous donations from the community, and it is with their support that the Conservancy cultivates a gathering space where all are welcome and celebrated.

The 2026 Season

Boston is preparing for a landmark year in 2026, with international and local enthusiasm expected to drive a significant increase in visitation. As the city hosts [FIFA World Cup](#) matches, celebrates the [250th anniversary](#) of our independence, and welcomes the return of [Sail Boston](#), The Greenway will serve as a vibrant and vital centerpiece for visitors and locals alike.

Our mile-and-a-half contemporary urban park offers a scenic, relaxing green corridor through the heart of downtown, perfectly positioned between key event sites. More than just a connector, The Greenway, and our beverage gardens, will be a destination in their own right during Boston's exciting 2026 season — offering essential urban green space in the summer heat and serving as a vibrant gathering place to meet, celebrate, and enjoy the festivities. From pre-game meetups before World Cup matches to reflective strolls between historic landmarks and prime views of waterfront celebrations like Sail Boston, The Greenway will play a central role in the city's experience, and our partners, operators, and vendors throughout the park will have an opportunity to showcase their brands and offerings in prime locations.

B. THE OPPORTUNITY

Through this Request for Proposals, the Greenway Conservancy is seeking an entrepreneurial partner ("Operator") to **design, build, install, manage, and operate an outdoor beverage concession garden, bar, house, cafe, pop-up, etc.** (the "Garden") in **Rowes Wharf**, at the corner of High Street and Atlantic Avenue, for one to five seasons, **starting in the spring of 2026**. A successful partnership could lead to a contract extension if mutually agreeable.

The Garden should build on the Conservancy's reputation as a welcoming and creative gathering place and must-visit destination in downtown Boston. With a visionary, committed, and collaborative partner, the Garden will complement The Greenway's innovative and inclusive programming, engage new and diverse audiences, and provide an upbeat and welcoming space for all, while showcasing Boston's status as a premier and innovative destination for craft and specialty beverages.

Past and existing gardens have provided numerous benefits and experienced great success since being introduced to The Greenway and the City of Boston. The Conservancy is seeking a partner that will deliver passion, attention to detail, and ambiance to The Greenway with proposals that could either specialize in serving one specific type of drink, such as beer, wine, coffee, or offer a variety of beverages.



C. LOCATION, TERM, AND CONSIDERATIONS

The Conservancy seeks an Operator for **Rowes Wharf**, at the corner of High Street and Atlantic Avenue, from April through October, with an option to extend into the winter months if desired.

If there are other locations of interest, please indicate this in your submission. A map of The Greenway can be found [here](#).

LOCATION: ROWES WHARF

The corner of Atlantic Avenue and High Street

Overview of the Space

Located in the beautiful Wharf District neighborhood directly across the street from Rowes Wharf Plaza, the Conservancy introduced the first seasonal beer garden to Boston in 2017, managed by Trillium Brewing. Trillium Garden on The Greenway is a popular after-work and weekend destination, and they will continue to manage the Rowes Wharf location through 2025.

This space has dappled shade and offers landmark neighbors like International Place and Boston Harbor Hotel, with beautiful views of the historic Custom House Tower, the monumental Rowes Wharf Archway, and Boston Harbor. This is a popular area, centrally located near many other Greenway programs. A rotating selection of food trucks draws crowds to Rowes Wharf Plaza on weekdays, and the Greenway Artisan Market is hosted nearby every Saturday and Sunday from May to October. Popular festivals, fitness classes, and events are regularly scheduled on neighboring park parcels as well. The Conservancy anticipates neighbors, ferry commuters, hotel guests, young professionals, and tourists will be the primary audience.

[High St View](#)

[Atlantic Ave View](#)



CONSIDERATIONS

Aesthetics and Infrastructure

Operating in an outdoor space is unique and comes with both advantages and challenges to consider. The Conservancy maintains high visual standards for The Greenway, and from the Conservancy's experience, the concept and appearance of the Garden is of utmost importance. Individuals or companies submitting a proposal in response to this RFP ("Respondents") should consider the design, layout, aesthetic, and infrastructure thoughtfully. Furthermore, the branding of the Garden needs to be subtle and minimal. As a public park, The Greenway does not have facilities or storage space available in either location, and there are no "back of house" areas. It is expected that **minimal infrastructure is left on-site during off-hours**, and that **all infrastructure is removed** during the off-season if the Garden is not in operation, unless it can be used by the public and does not interfere with daily operations and programming.

Programming and Placemaking

The Conservancy values Respondents that are looking to foster a space not solely for the consumption of beverages, but for creating community connections. Respondents are encouraged to host recurring free events or collaborate with the Conservancy on inclusive programming that appeals to diverse interests and invites visitors to stay, engage, and enjoy the space. Examples of programs the Conservancy has hosted in collaboration with Garden partners include watch parties, food trucks, knitting circles, live music, art nights, Oktoberfest, and more!

Because The Greenway is a public park, private event opportunities in the park are limited. If desired, the Conservancy will permit the Operator to host private events within the Garden that reserve seated space of no more than 10% of the permitted capacity. Private events should not require any additional fees or minimums, and the generated revenue from sales at these events must be reflected in the monthly gross revenue reporting. As a non-profit organization, the Conservancy would also plan to host Conservancy-specific private events at the Garden, following the private event guidelines.

Marketing

The Greenway Conservancy maintains an active and growing communications platform, including a blog, a weekly e-newsletter, and a strong presence on Instagram, Facebook, and LinkedIn. Monthly promotional fliers are distributed to area hotels, helping connect local visitors with in-park experiences. The Garden is an integral contributor to the vibrancy of The Greenway and the Conservancy is seeking Respondents who are excited to collaborate on storytelling and promotional efforts.

The selected Operator is encouraged to co-create social media content with the Conservancy—such as reels, short videos, behind-the-scenes features, and event promotions—that highlight both their offerings and the unique park setting. The ideal Operator will be comfortable being featured in Conservancy media and open to sharing assets for mutual amplification.

The Conservancy is especially interested in building a consistent social media rhythm with partners that aligns with seasonal events, menu updates, community happenings or programs, and local tourism efforts. Cross-promotion across both the Conservancy's and Operator's channels is expected to ensure broad reach and strong engagement. The Conservancy welcomes creative ideas from Respondents on how to reach new audiences and enhance visibility.

Ultimately, the Conservancy's goal is to foster a collaborative relationship that contributes to a robust, place-based outreach strategy and deepens the connection between visitors, the Operator, and The Greenway community.

LESSONS LEARNED

This location is well-suited to a Garden activation and has seen ongoing success.

The area is a residential neighborhood, with stakeholders from residences, hotels, and businesses giving input through the Wharf District Council. The Conservancy will work closely with the Operator, neighborhood stakeholders, and the Wharf District Council during the planning and execution of the operating plan for this Garden. The Operator will be expected to present to the Council and incorporate their feedback before building out the site. Due to the presence of residential buildings nearby, recurring events within the Garden or use of amplified sound/background music must be approved by both the Conservancy and Wharf District Council.

To complement the beverage options at Trillium Garden, the Conservancy has historically scheduled food trucks from its Food Vending Program to coincide with operating hours of the Garden. The Conservancy would be happy to work with the Operator to schedule food trucks for the Garden, if that is desired for their operations. However, food truck partners often expect revenue minimums to cover their costs and to continue their presence at the Garden. Respondents are welcome to include food offerings of their own in their proposal.

As the Conservancy and the existing operator have experienced considerable success at this location during the summer and early fall months, the Conservancy is open to an expanded season through the winter months. This may lead to additional challenges for the selected Respondent, such as how to winterize equipment, bathrooms, etc., as well as costs for heating elements. Boston currently offers minimal outdoor winter activities available throughout the season, and there is potential to make this location a unique and fun offering for neighbors, locals, and tourists. The Conservancy would be excited to partner on programming and marketing to support the operations of such a venue throughout the winter months. If Respondents are open to exploring winter operations and winter planning and services are included in proposals, some of the infrastructure could remain on-site all year round. If winter operations are not included in the proposal, all infrastructure will need to be removed from the site at the end of each Garden season.

Key items that Respondents will need to provide:

- A concept proposal that evokes an inviting space and destination
- Detailed layouts that highlight infrastructure, furniture, and what the space will look like off-hours
- At least 4 portable toilets within the layout, including at least one that is ADA accessible (more may be required by ISD based on your stated capacity)
- A menu with beverage options and food offerings at affordable price points. While the Conservancy manages a food vending program and can schedule food trucks to complement this Garden location, food truck partners often require revenue minimums to cover their costs, which would be an additional Respondent expense. Respondents are allowed to include food concessions in their submission.
- Flexibility to work and collaborate with the Conservancy, Wharf District Council, and neighboring businesses during the planning phase and throughout the season, as needed
- A thoughtful plan for winter operations if Respondents are interested in a longer season
- Willingness to host or partner with Conservancy programming and events
- An effective and robust marketing strategy to draw crowds and engage with the community at large
- A willingness to coordinate the occasional re-posting of content and promotions as well as collaborate on multimedia (video, photography, etc.) and social media content run by the Operator with the Conservancy
- A financial proposal of at least a \$5,000 monthly site fee and 5% of gross revenues

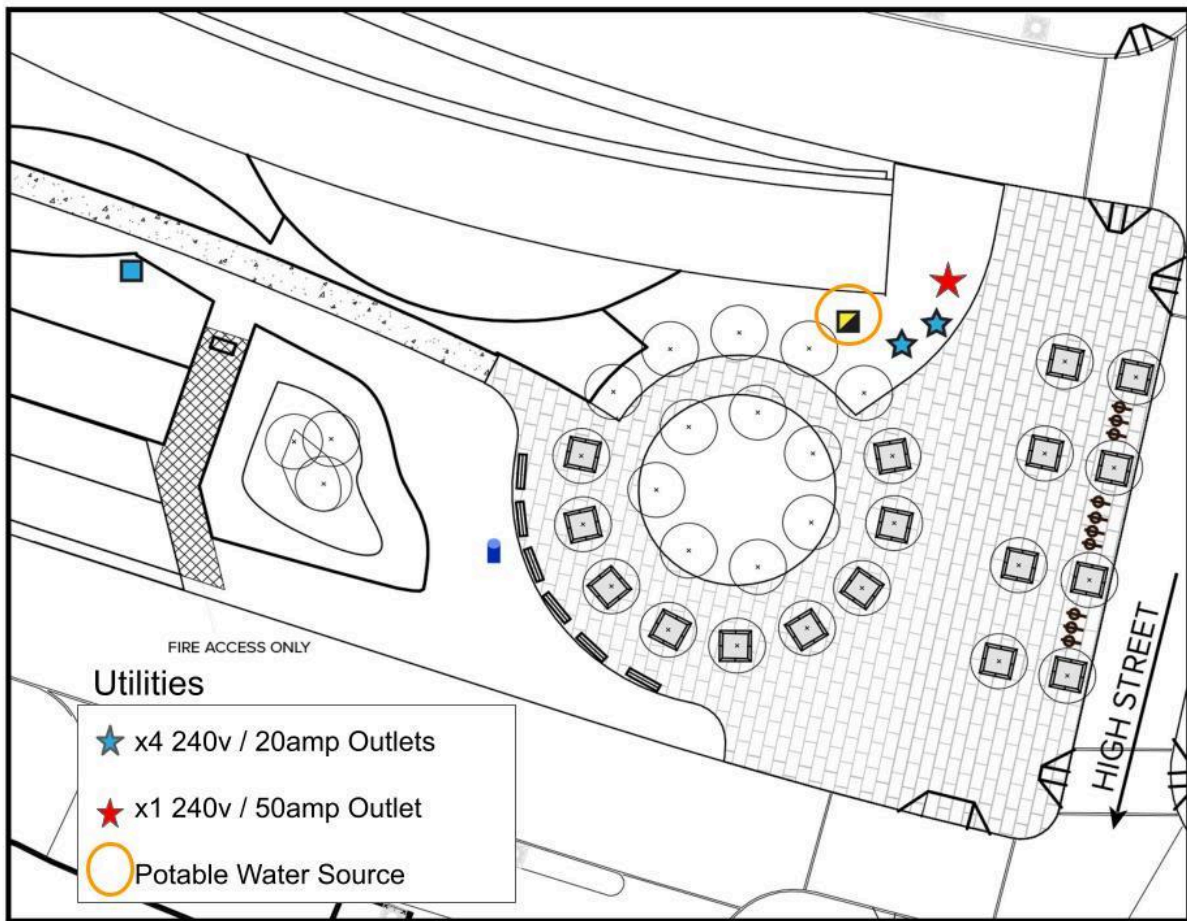
A layout guide of Rowes Wharf is provided in Diagram 1 and 2 for reference and rendering use. The Conservancy welcomes Respondents to use the space creatively to incorporate elements

that address the above, and is flexible about some aspects of the layout. The Conservancy would collaborate with the selected Operator on their proposed layout for the space before finalization.

Diagram 1 and 2: Layout

There is access to:

- Approximately 5,000 square feet of plaza
- 8 standard 120V/20 amp outlets
- One 240V/50-amp outlet
- Potable water



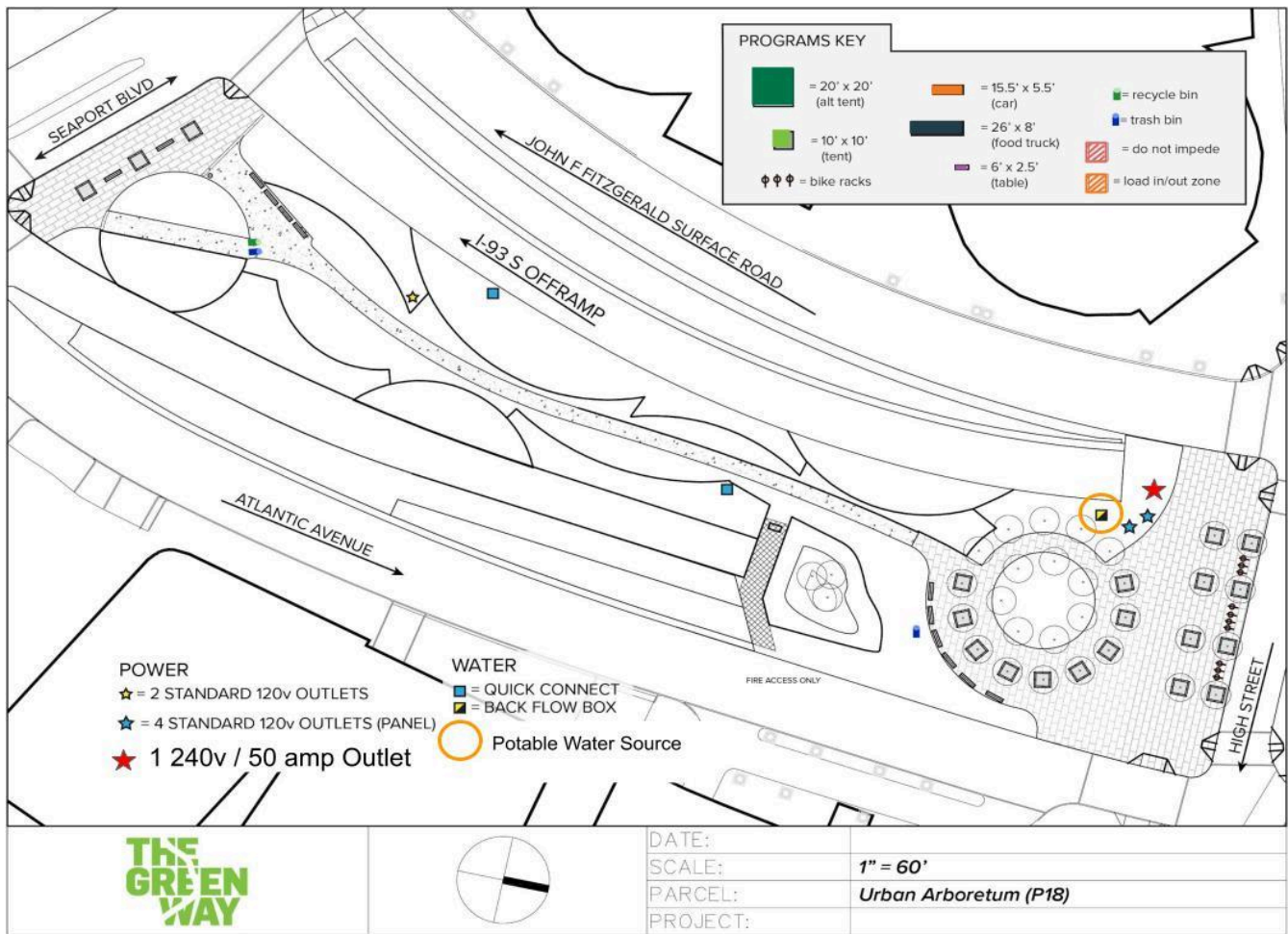
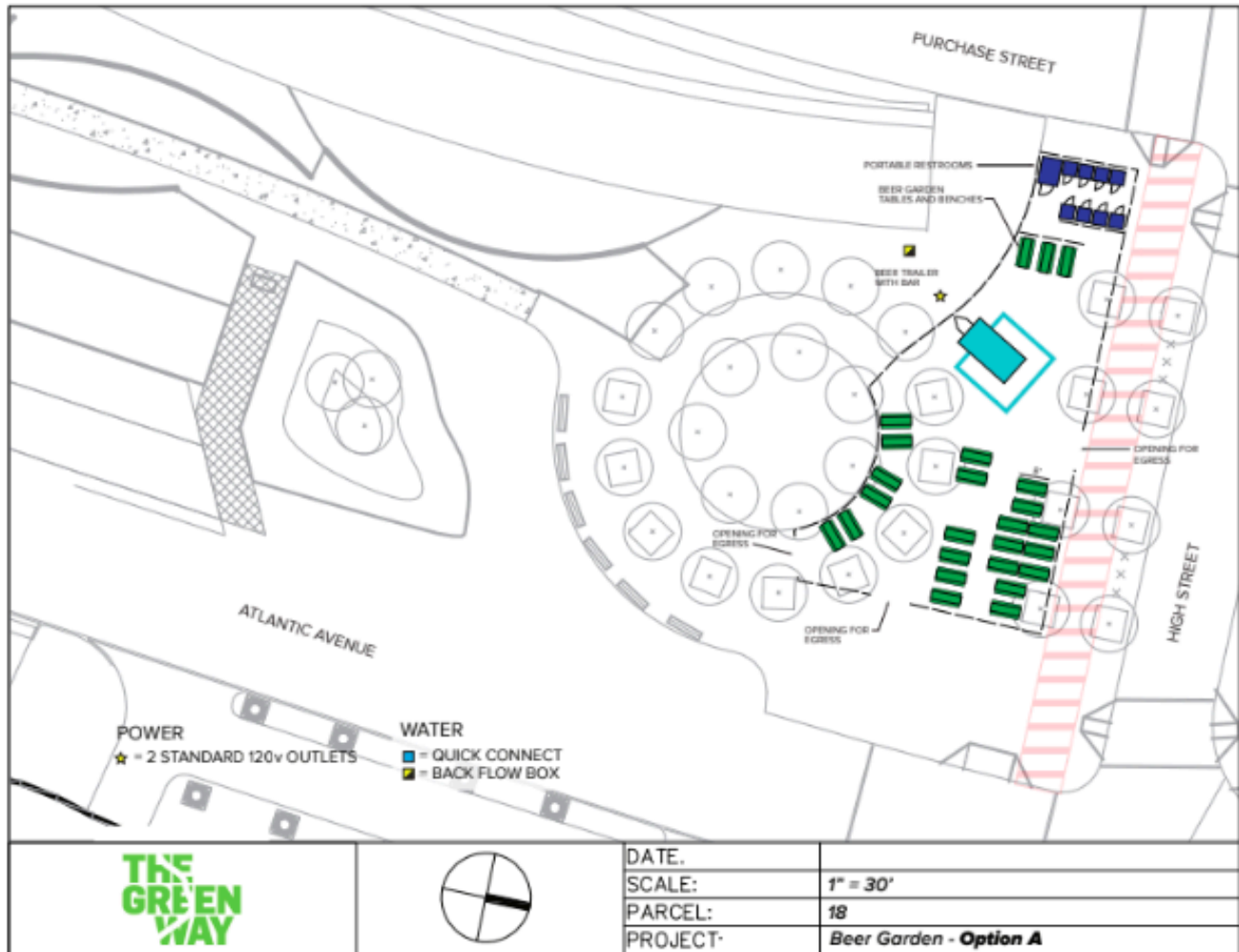


Diagram 3: Example Layout

This is an **example** layout demonstrating how the space can be used. The Conservancy would collaborate with the Operator on their proposed layout for the space before finalization.



D. EXPECTATIONS

The successful Operator will address the opportunities and constraints of the space in a creative and attractive way and fulfill the following responsibilities for their desired location(s):

- Provide points of contact for planning and throughout the season, including a daily on-site manager for Conservancy communication.
- Lead permitting efforts with the City of Boston with assistance from the Conservancy as needed (the Garden must be permitted by the City of Boston and/or all proper authorities, which requires extensive preparation and lead time).
- Provide all upfront investment and ongoing operating costs for the Garden.
- Provide, maintain, store, and secure all necessary facilities and equipment off-site or within approved limited and secure spaces on-site (the Operator will be responsible for the cost

of any storage spaces/containers including wrapping with collaborative co-branding that emphasizes The Greenway brand).

- Remove/store infrastructure at the close of the Garden each day, including on-site facilities and equipment. Certain barriers and furniture may be left on-site in specific, agreed-upon locations, dependent on the Garden site, which will not interfere with the other activities and Conservancy events. Public access to certain infrastructure (such as benches and seating) may be required.
- Clean the site daily, including trash/recycling removal and weekly power washing. The Conservancy's supplemental services vendor may be contracted for this purpose.
- Ensure the Garden functions in a manner compliant with appropriate codes, laws, and regulations.
- Provide security, staffing, and management of the Garden during operating hours. Additional security may be required if security issues arise. Police detail may be required as part of the City of Boston permitting process.
- Comply with [The Greenway Park Use Guidelines](#) (e.g., no vehicles in park without approval from the Conservancy, materials kept off lawns, walkways kept open, no glass).
- Communicate with the Conservancy frequently and in a timely manner on any changes, needs, concerns (e.g., weather updates, changes to the schedule, security issues).
- Be flexible and collaborate with the Conservancy, neighborhood stakeholders, and third-parties to manage the space and accommodate the many events that occur in each location.
- Provide opportunities to host Conservancy-specific events, such as donor and Public Art receptions.
- Promote the Garden through Operator's communication channels such as website, blog, newsletters, and social media, in collaboration with the Conservancy's marketing staff.

The Conservancy will perform the following responsibilities:

- Provide Conservancy points of contact during planning and throughout the season.
- Collaborate on and approve the layouts, set-up plans, operations, etc.
- Assist with permitting requirements with City of Boston and neighborhood approvals, as necessary.
- Collaborate on and approve maintenance and operation schedules throughout the season, such as on-site maintenance work, weather calls, etc..
- Provide event updates and communicate impacts to the Garden in a timely manner when possible.
- Coordinate food truck presence, as necessary.
- Promote the Garden through Greenway communication channels such as website, blog, newsletters, and social media.

E. OVERVIEW OF RFP PROCESS AND KEY DATES

Responses to this RFP are due on Friday, November 7, 2025. The Conservancy will review responses, conduct interviews as needed, award a contract, and the Garden will open in April 2026 at the earliest.

RFP Schedule:

- Friday, October 10, 2025: RFP emailed out and posted on the Conservancy website
- Wednesday, October 22, 2025, 10 a.m.: Onsite tour and overview of the Garden; please RSVP to vending@rosekennedygreenway.org
- Friday, October 24, 2025, 3 p.m.: Any clarifying RFP questions due to vending@rosekennedygreenway.org
- Wednesday, October 29, 2025, 5 p.m.: Answers posted on Conservancy website
- **Friday, November 7, 2025: RFP submissions due**
- November 12-21, 2025: Interviews take place
- **Friday, December 5, 2025: Final notifications to Respondents**
- Garden opens in April 2026 at the earliest

F. CRITERIA FOR SELECTION

In keeping with non-profit best practices, the Conservancy periodically re-bids agreements. The Conservancy will award the Operator contract to the Respondent(s) that offers “Best Value” to the Conservancy.

For purposes of this RFP, “Best Value” shall mean the most advantageous combination of multiple criteria, including but not limited to the following: quality, economic value, community partnerships or other civic benefits, M/WBE status, the use of environmentally preferable products and services, minimal administrative and operational burden, and expediency. The contract determined to provide the Best Value will not necessarily be the most financially beneficial contract to the Conservancy.

At any time after submission of proposals and prior to awarding the contract, the Conservancy shall have the option to provide Respondents with an opportunity to provide a “best and final offer” and may limit the number of Respondents selected for this option.

RFP responses will be evaluated based on the criteria below, and such other criteria as the Conservancy may deem relevant, including but not limited to:

- Experience and ability to deliver the indicated service (especially: demonstrated success, management and operations experience, staffing plan)
- Compelling concept (especially: appearance, aesthetic, offerings, site plans)
- Fit of operations with the Conservancy goals and guidelines (especially: safety, on-site operations, set-up and breakdown, communication, programming, branding and marketing)
- Financial offer

II. APPLICATION

Please complete and submit the application [here](#).

III. ADDITIONAL INFORMATION ON RESPONDENT SELECTION

The Conservancy reserves the right to reject any or all responses if it determines that such action is in the best interest of the Conservancy. The Conservancy reserves the right to modify, suspend or cancel this procurement at any time at its sole discretion. Responses which do not meet basic requirements or those which fail to meet minimum standards on any single evaluation criteria may be disqualified. In addition, the Conservancy may reject any response that contains contingencies, additions not called for, omissions, errors, or irregularities of any kind; provided, however, that the Conservancy reserves the right to waive any and all informalities or irregularities, and may elect to accept any omitted materials or information subsequent to submission.

The Conservancy will have no obligation to treat any information submitted to it in response as proprietary or confidential, and information submitted to the Conservancy may be subject to disclosure pursuant to the Massachusetts Public Records Law. The Conservancy will have the right to use all or portions of the Respondent's submittal and accompanying information as it considers necessary or desirable in connection with the project in question. By the submission of the required information and materials, the Respondent grants to the Conservancy an unrestricted license to use such information and materials in connection with such project.

After receipt of proposals, the Conservancy may, at its discretion, interview one or more Respondents, during which time such Respondent will have the opportunity to present its proposal and respond to questions; no statement by a Conservancy employee at any such interview is binding on the Conservancy. The Conservancy reserves the right to award final contracts on the basis of initial offers received, without discussions or requests for best and final offers. Selection of a Respondent does not imply that every element of that proposal has been accepted.

The Respondent's proposal in response to this RFP will be incorporated into a final contract between the Conservancy and the selected Respondent(s). If a Respondent is selected but proves unable to meet requirements necessary for contract signing, the Conservancy reserves the right to select another Respondent. Respondents not selected within this RFP process may be engaged for future opportunities that arise.