2027 Dewey Square Activation

REQUEST FOR PROPOSALS



APPLICATIONS DUE NOV. 30, 2026

THE GREENWAY

I. KEY INFORMATION FOR RESPONDENTS

Please review this document then click here to apply.

A. OVERVIEW OF THE GREENWAY AND CONSERVANCY

The Rose Fitzgerald Kennedy Greenway ("The Greenway") is a contemporary public park in the City 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.

Our Mission

The Rose Kennedy Greenway is a public green space in the heart of Boston where people connect with each other, with nature, and with the life of the city. We curate spaces and moments for our audiences by:

- Caring for spaces that promote enjoyment, wellness, and resiliency
- Creating transformative, shared experiences
- Catalyzing Boston's economic vibrancy

Our Vision

The Rose Kennedy Greenway is a vibrant corridor where the city connects, fostering joy, exploration, and inclusive opportunity.

Earned income from for-profit partnerships makes up 15% of the Conservancy's operating revenue and furthers our goals of catalyzing economic growth for small businesses and the Downtown Boston community at large.

To learn more about the Greenway Conservancy, please visit our website.

B. THE OPPORTUNITY

Through this Request for Proposals, the Greenway Conservancy seeks an entrepreneurial partner ("Operator") to **envision, design, build, install, manage, and operate a vibrant outdoor activation ("Activation")** in **Dewey Square Park**, at the corner of Summer Street and Atlantic Avenue. The Activation may take the form of an outdoor concession, bar, kiosk, café, retail pop-up shop, market, activity, event or performance series, or other innovative concept that brings people together and enhances the experience of the plaza and surrounding district. The Conservancy is seeking proposals that are creative, welcoming, financially sustainable, and responsive to the unique character and potential of Dewey Square Park.

The intention is for the Activation(s) to be an ongoing presence on the site, whether daily or weekly, for the term that the Respondent proposes. For one time event requests, please fill out the Greenway Event Form instead.

The Activation 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 Activation should complement The Greenway's 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. Past and existing activations have provided numerous benefits 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 park. The Conservancy will consider both for-profit and non-profit partnerships.

C. LOCATION

At the heart of downtown Boston, **Dewey Square Park Plaza** is a bustling urban gathering place where The Greenway intersects with the energy of the Financial District, South Station, and the Boston waterfront. Located at the prominent intersection of Summer Street and Atlantic Avenue, the park sits at a pivotal gateway to the city – welcoming an estimated 110,000 commuters and travellers that come through South Station daily.

Dewey Square is one of The Greenway's most prominent and recognizable destinations with approximately 8,000 square feet of plaza, complemented by a shaded seating area, a lush lawn, bright tables and chairs, planters, and the iconic Greenway mural. Its central location and flexible plaza space create a compelling canvas for an imaginative Operator to introduce a distinctive experience — one that can become a destination in its own right while complementing the daily life of the park and the surrounding neighborhood.

With a unique combination of visibility, accessibility, foot traffic, and proximity to some of Boston's most important cultural, commercial, and transportation hubs, the plaza hosts many Greenway programs such as food trucks, fitness classes, large festivals, and special activations. In 2026, we partnered with the MBTA as the gateway to Gillette Stadium, welcoming over 100,000 World Cup fans to gather, receive resources for their journey, grab food and beverages, and even watch the matches live!

The Greenway Conservancy is seeking a partner with the vision and entrepreneurial spirit to build on this potential. The opportunity is **intentionally flexible and open**: proposals might encompass a café, bar, kiosk, pop-up, retail or brand experience, market, or an entirely new concept. The goal is to create a memorable and welcoming experience that adds energy, character, and vitality to Dewey Square, The Greenway, and downtown Boston.

If there are other locations of interest for an activation other than Dewey Square, please indicate this in your submission. A map of The Greenway can be found here. The Rowes Wharf location is not available as part of this RFP, as it is currently under contract through 2028.

Links and Photos:
Google Maps with Bird's Eye View of Dewey Square.



Photos of Dewey Square during the day and at night, showcasing our 2026 furniture, planters, and mural



World Cup Gameday, June 2026



Dunkin' Donuts Activation, 2022

D. TERM

The initial term will be for one to three seasons, beginning in 2027. A successful partnership could lead to a contract extension if mutually agreeable.

The Conservancy is open to hearing the ideal term and operating schedule for your concept and may accept one or multiple Respondents depending on their proposal(s). For example, we could accept a proposal for a coffee shop from April through October and then contract an operator to host a holiday market from November through December.

E. 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, appearance, and maintenance of the Activation 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 Activation needs to be subtle and minimal. As a public park, The Greenway does not have facilities or storage space available, 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 Activation is not in operation, unless it can be used by the public or the Conservancy 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 to sell a brand, product, or service, but also to create 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. We prioritize events and programming that are free and open to the public. Examples of programs the Conservancy has hosted in collaboration with partners include watch parties, food trucks, live music, art nights, trivia, roller skating rinks, saunas, amusements, knitting circles, samplings, Oktoberfest, and more!

Because The Greenway is a public park, private event opportunities are limited. 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 may also plan to host Conservancy-specific private events at the site.

Marketing

The Greenway Conservancy maintains a robust and growing communications network to promote The Greenway and connect audiences with experiences throughout the park. Owned communications assets include the Conservancy's blog and weekly e-newsletter, which reaches approximately 17,000 subscribers. The Conservancy also maintains an active social media

presence on Instagram, Facebook, LinkedIn, and YouTube. Additional promotional efforts include monthly flyers distributed to area hotels to help visitors discover in-park experiences. Across these channels, the Conservancy takes a responsive, data-informed approach to marketing and promotion, adapting strategies to audience interests, engagement, and emerging opportunities.

The Activation is expected to contribute meaningfully to the vibrancy of The Greenway, and the Conservancy seeks Respondents who are eager to collaborate on storytelling, marketing, and promotional efforts that engage audiences and elevate the Activation's presence.

The selected Operator is encouraged to co-create social media content with the Conservancy's Outreach team —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, updates on offerings, community happenings or programs, and local tourism efforts. Cross-promotion across the Conservancy's and Operator's channels is expected to ensure broad reach and strong engagement. The Conservancy welcomes creative ideas from Respondents throughout the season 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.

F. LESSONS LEARNED

Dewey Square is well-suited to Activations and has seen ongoing success. This location has historically been our most popular location for marketing activations and food truck vending due to its high visibility and exposure to the millions of commuters, residents, workers, visitors, and tourists throughout the year.

For many, Dewey Square is an introduction to Boston, and so it should reflect what Boston has to offer. The Activation will be a focal point of the space and Respondents should keep this in mind throughout their design, planning, and operations. Creating an intimate setting within the large plaza area is encouraged and background and/or live music can be used to help create ambience. Pedestrian and foot traffic flow should also be considered, and access to the lawn prioritized.

As a commuter hub, Dewey Square is more popular during the weekdays, particularly on Tuesdays through Fridays. Saturdays have also seen great potential, though in order to have a successful weekend operation, clientele will need to be drawn into the space. Thus, a strong, appealing concept and atmosphere, as well as robust and consistent marketing and programming, will be vital.

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 cost considerations for heating elements. Boston currently offers minimal outdoor winter activities, and there is potential to make this location a unique and fun offering for neighbors, locals, and tourists. If winter operations are not included in the proposal, all infrastructure will need to be removed from the site at the end of each Activation season.

Key items that Respondents will need to provide:

- A concept proposal that evokes excitement and connection. How might this offering compliment the space and make Dewey Square a downtown destination and community hub?
    - For Food and/or Beverage Concepts: A menu with beverage and/or food offerings at affordable price points. While the Conservancy manages a food vending program and can schedule food trucks to complement this Activation, food truck partners often require revenue minimums to cover their costs, which would be an additional Respondent expense.
    - For all other commerce-based activations: A concept of what you are interested in selling including descriptions and prices of all products or services you are offering.
    - For non-commerce based activations: A concept of what you are interested in offering including descriptions of all programs, events or other services you are offering.
- Detailed layouts that highlight infrastructure, furniture, and what the space will look like while open and during off-hours
    - If proposing a food or beverage concept, portable toilets within the layout will be required, including at least one that is ADA accessible. A specific number of restrooms may be required by ISD based on your stated capacity.
- Flexibility to work and collaborate with the Conservancy and neighboring businesses during the planning phase and throughout the season, as needed
- A thoughtful plan for winter operations if Respondent is 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
- For all commerce based activations: A financial proposal should include a monthly location fee and a monthly revenue share to the Conservancy.

Layout guides for Dewey Square Park Plaza are provided in Diagrams 1 and 2 for reference and rendering use. The Conservancy is open to how the space can be used and interested in an optimized layout for the Activation. We would collaborate with the Operator on their proposed layout for the space before finalization. We are also open to activating the lawn space on Dewey Square, but would prefer that it remain open for public use the majority of the year.

Onsite Utilities:

- Approximately 8,000 square feet of plaza
- Approximately 9,000 Square feet of lawn
- Electricity
    - Plaza
        - (2) 30A, 120V duplex
        - (1) 20A, 120V quadplex
        - (2) 50A, 208V outlet
        - (2) Standard 120V outlets
        - A backflow box which provides access to non-potable water (Installing a potable water connection is possible)
    - Lawn
        - (6) 20A, 120V duplex
        - (1) 20A, 120V quadplex
        - (1) 50A, 208V cam lock connection
- Minimal lighting, with three light poles within the space
- 18 tables, chairs, and umbrellas. If you are interested in using our infrastructure as part of your footprint, please indicate this in your response. We may charge a rental fee to use our infrastructure.

Diagram 1: Blank Map of Dewey Square Plaza

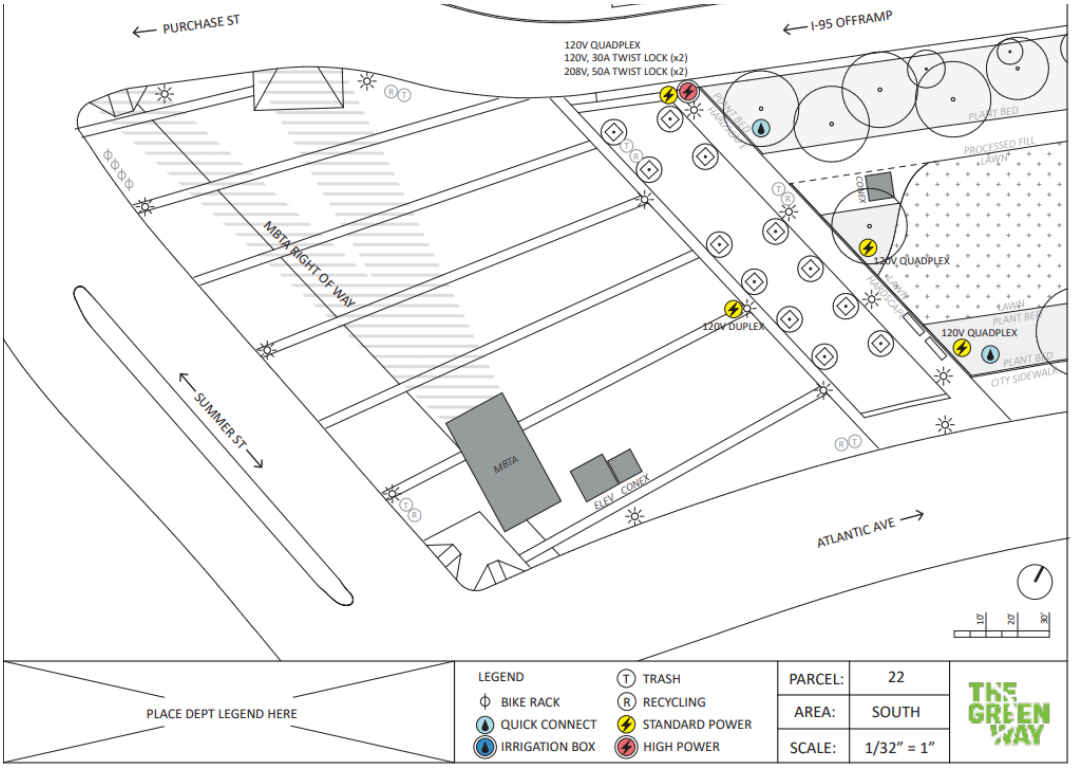
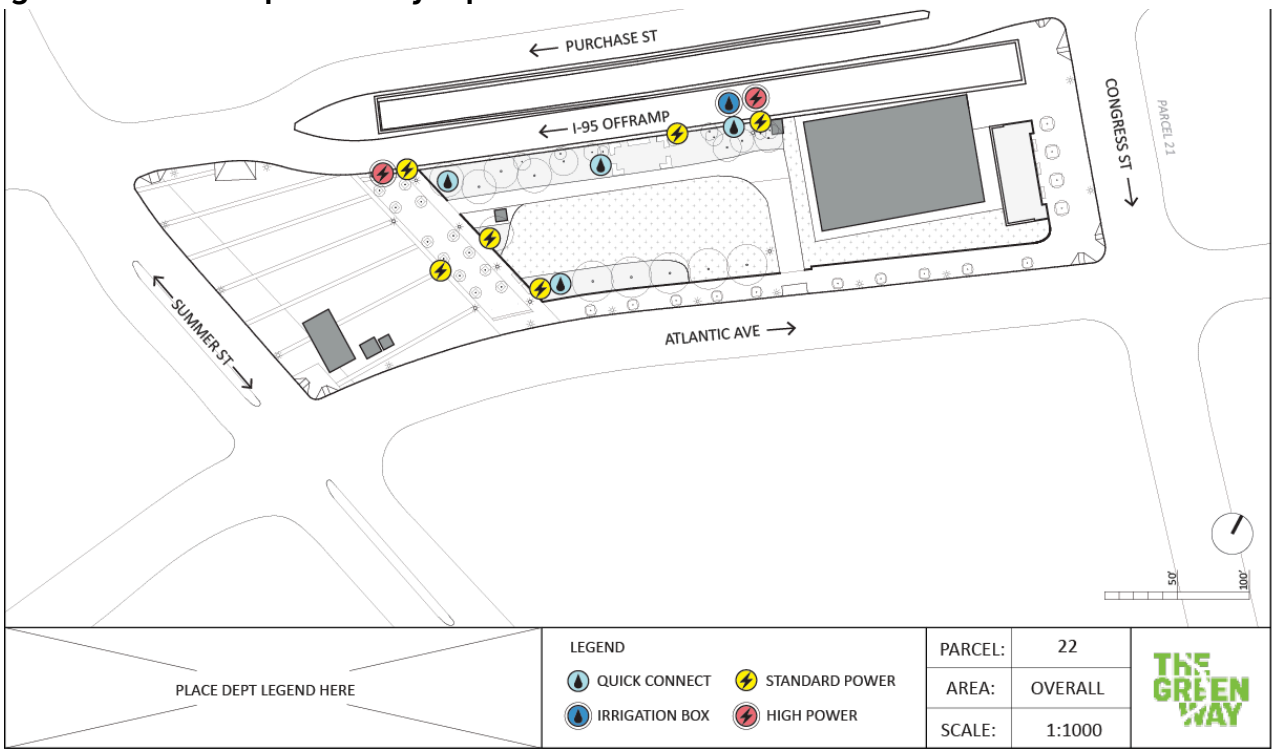
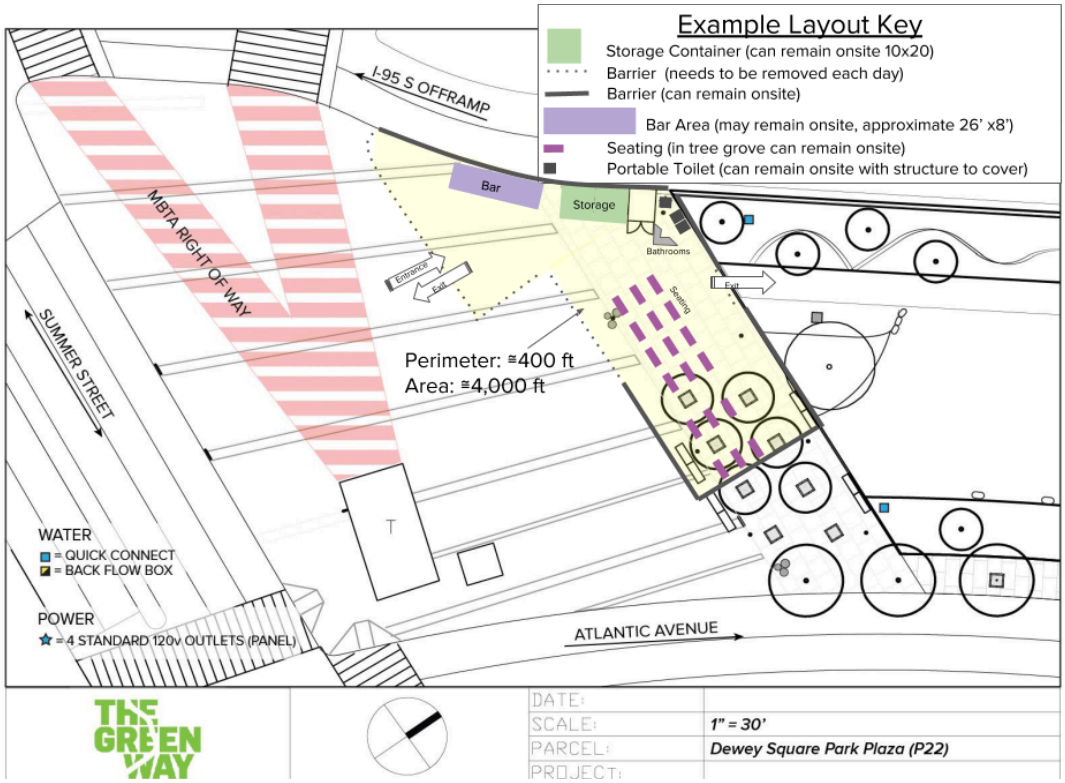


Diagram 2: Blank Map of Dewey Square Plaza and Lawn Area



Past Examples of Activation Layouts:




PROGRAMS KEY
= 20' x 20' (alt tent)
= 15.5' x 5.5' (car)
= 26' x 8' (food truck)
= recycle bin
= trash bin
= table/chairs
= do not impede
= load in/out zone
= 10' x 10' (tent)
= 6' x 2.5' (table)
= bike racks
I-95 S OFFRAMP
MBTA RIGHT OF WAY
SUMMER STREET
ATLANTIC AVENUE
T
STORAGE
BEER TRUCK
WATER
= QUICK CONNECT
= BACK FLOW BOX
POWER
= 6 STANDARD 120v OUTLETS
= 10 STANDARD 120v OUTLETS
THE GREEN WAY
DATE:
SCALE: 1" = 30'
PARCEL: Dewey Square Park Plaza (P22)
PROJECT:

G. 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 the location:

- 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 Activation 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 Activation.
- 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 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 Activation footprint, 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, as relevant. The Conservancy's supplemental services vendor may be contracted for this purpose.
- Ensure the Activation functions in a manner compliant with appropriate codes, laws, and regulations.
- Provide security, staffing, and management of the Activation during operating hours. Additional security may be required if security issues arise.
- 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
- Promote the Activation 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 Activation in a timely manner when possible.
- Connect Activation with Greenway Food Trucks, as necessary.
- Promote the Activation through Greenway communication channels such as website, blog, newsletters, and social media.

H. OVERVIEW OF RFP PROCESS AND KEY DATES

Responses to this RFP are due on November 30, 2026. The Conservancy will review responses, conduct interviews as needed, award a contract, and the Activation will open in April 2027 at the earliest.

RFP Schedule:

- Friday, October 30, 2026: RFP emailed out and posted on the Conservancy website
- Thursday, November 12, 2026, 10 a.m.: Onsite tour and overview of the site; please RSVP to vending@rosekennedygreenway.org
- Monday, November 16th, 2026, 12 p.m.: Any clarifying RFP questions due to vending@rosekennedygreenway.org
- Wednesday, November 18, 2026, 5 p.m.: Answers posted on Conservancy website
- **Monday, November 30, 2026: RFP submissions due**
- December 1 - December 18, 2026: Interviews take place
- **Monday, January 4, 2027: Final notifications to Respondents**
- Activation opens in April 2027 at the earliest

I. 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 offer “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 and such other criteria as the Conservancy may deem relevant:

- 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, quality, innovation)
- Operational Experience (especially: safety, on-site operations, set-up and breakdown, communication, minimal administrative and operational burden, expediency)
- Alignment with Conservancy goals and guidelines (especially: programming, community partnerships or other civic benefits, sustainability practices, branding and marketing)
- Financial offer

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.

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.