Institute for Urban Parks
Webinar Series

April 24, 2018
Managing for Concessions: Working with Vendors to Steward Your Park

Chris Cousino | Associate Director, Institute for Urban Parks
Central Park Conservancy
Webinar Objectives

- **Describe** the Central Park Conservancy’s role as the private partner in the public-private partnership with the City of New York.

- **Examine** the types of concessions currently operating in Central Park.

- **Provide** a brief overview of the NYC Parks concession approval process—and how it pertains to Central Park.

- **Share** essential behaviors or practices that encourage stewardship and care of the Park by concessionaires.

- **Identify** three critical steps toward interacting with concessions in your parks.
Central Park

- 843 acres
- Serves 42 million visits annually
- One of the most visited tourist locations in New York City
- Generates an estimated $1 billion annually for local economy
Types of Concessions

By Permit:

- Restaurants
- Snack Bars
- Ice Skating Rinks
- Amusements
- Food Carts
- Merchandise & Specialty Items
Types of Concessions

Additional Types of Park Activity

- Pedicabs
- Horse Carriages
- Private Tours
- Dog walkers
- Personal Training
- Camps
- Others
NYC Parks: Concessions in Parks

- Request for Bid (RFB)
- Request for Proposal (RFP)
Better Park care by EVERYONE improves Park conditions—and the visitor experience.
Building Relationships, Growing Stewards

- Communication
- Managing expectations
- Understanding of Rules
Monitoring, Documenting, and Reporting

Take Photographs
Follow Up
Key Takeaways

- Communicate
- Document & Report
- Follow Up
Q & A
For more information about Institute programs, please contact:

Maura Lout, Director
mlout@centralparknyc.org

Chris Cousino, Associate Director
ccousino@centralparknyc.org

Samantha Marsden
Program Coordinator
smarsden@centralparknyc.org

Learn more at: centralparknyc.org/institute | institute@centralparknyc.org | @cpcinstitute