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**New York City Department of Transportation (“DOT”)  
Office of Franchises, Concessions and Consents**

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**NOTICE OF AWARD**

**TO THE VILLAGE ALLIANCE DISTRICT MANAGEMENT ASSOCIATION, INC. (“VILLAGE ALLIANCE”) TO PROVIDE FOR THE OPERATION, MANGEMENT AND MAINTENANCE OF A PEDESTRIAN PLAZA LOCATED AT ASTOR PLACE, LAFAYETTE STREET, EAST 9<sup>TH</sup> STREET, AND 4<sup>TH</sup> AVENUE IN THE BOROUGH OF MANHATTAN**

DOT’s Office of Franchises, Concessions and Consents has awarded a Sole Source License Agreement (“Agreement”), pursuant to Section 1-16 of the Concession Rules of the City of New York, to the Village Alliance District Management Association, Inc. (“Village Alliance”), whose address is 8 East 8<sup>th</sup> Street; New York, NY 10003, to provide for the operation, management, and maintenance of pedestrian plazas located at Astor Place, Lafayette Street, East 9<sup>th</sup> street, and 4<sup>th</sup> Avenue in the borough of Manhattan (“Licensed Plaza”), including through DOT-approved events, sponsorships, and subconcessions, including but not limited to providing for the sale of any of the following: prepared food, flowers, locally grown produce or locally manufactured products, merchandise (such as souvenirs or T-shirts) that helps brand or promote the neighborhood or Village Alliance, and other similar merchandise within the Licensed Plaza. Subconcessions will be awarded based on solicitations issued by Village Alliance in the basic form of a Request for Proposals or Request for Bids, subject to DOT’s prior written approval of both solicitation and award. The term of the Agreement will provide for one (1) five-year term, commencing upon written Notice to Proceed, with four (4) one-year renewal options, exercisable at the sole discretion of DOT. Village Alliance will be required to use any revenue generated by this concession for the maintenance, repair and/or improvement (“Services”), including reasonable administrative costs, of the Licensed Plaza.

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