


PUBLIC MEETING

FRANCHISE AND CONCESSION REVIEW COMMITTEE

TUESDAY JUNE 11th, 2024 @ 2:30 P.M.

Location:
2 Lafayette Street
Room 1412
New York, NY 10007

NOTE: For further information on accessibility or to make a request for accommodations, such as sign language interpretation services, please contact the Mayor's Office of Contract Services (MOCS) via e-mail at DisabilityAffairs@mocs.nyc.gov or via phone at (212) 298-0800. Any person requiring reasonable accommodation for the public meeting should contact MOCS at least five (5) business days in advance of the meeting to ensure availability. 

Franchise and Concession Review Committee Public Meeting
Tuesday June 11th, 2024 @ 2:30 P.M.

NEW YORK CITY DEPARTMENT OF SMALL BUSINESS SERVICES

No. 1: **IN THE MATTER** of the intent to seek Franchise and Concession Review Committee approval to utilize a different procedure, pursuant to Section 1-16 of the Concession Rules of the City of New York, to allow New York City Tourism + Conventions, on behalf of the NYC Department of Small Business Services, to negotiate a non-exclusive, Sole Source License Agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC for the non-exclusive use of city-owned trademarks on merchandise.

MEMORANDUM

To All NYC Borough Presidents
All NYC Community Board Presidents

From Christina Rowley, VP of Licensing New York City Tourism + Conventions

CC: Daryl Williams, Department of Small Business Services
James Goebel, Mayor's Office of Contract Services
Natalie Koepff , New York City Tourism + Conventions

Subject Notice of Intent to Seek FCRC approval to utilize a different procedure to negotiate a Sole Source License Agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC for the non-exclusive use of city-owned trademarks on merchandise.

Date 4/19/2024

In accordance with Section 1-16 of the Concession Rules of the City of New York, New York City Tourism + Conventions on behalf of the NYC Department of Small Business Services, is seeking Franchise and Concession Review Committee approval to utilize a different procedure to negotiate a sole source license agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC for the non-exclusive use of city-owned trademarks on merchandise

This concession has been determined not to be a major concession as defined in Chapter 7 of the Rules of the City Planning Commission.

If you have any questions or comments, please feel free to contact Christina Rowley, crowley@nyctourism.com

Thank you.

Rule 1-16: Different Procedure

Concession Agreement Pre-Solicitation Review Memorandum Cover Sheet

Concession Title Chinos Intermediate 2, LLC DBA J. Crew Group, LLC **Concession ID** NYCCO-2024-001

Description Non-Exclusive Use of City-Owned Trademarks on Merchandise **Agency** New York City Tourism + Conventions on behalf of NYC Department of Small Business Services **+**

☒ **Additional information has been attached to this document (please use the "Additional Information Form" available on BuyWise)**

Proposed Concession Justification

The Agency has determined it is practicable or advantageous to use a Different Procedure over other methods because: See attached.

Indicate the Different Procedure utilized

☒ Sole Source ☐ Amendment
☐ Not-for-Profit Agreement
☐ Other _____

Proposed Concession Details

Concessionaire Chinos Intermediate 2, LLC DBA J. Crew Group, LLC **Concession Site(s)** ☐ Yes ☒ No
☐ Not yet determined
EIN/TIN 85-2861094 **Address** _____
Initial Term to be negotiated
Renewal Option(s) _____ **Borough** _____ **Community Board** _____
Total Potential Term _____ **Block#** _____ **Lot#** _____

Proposed Concession Revenue

(Check all that apply)

☐ Annual Minimum Fee \$ _____
☐ Gross Receipts _____ %
☐ The Greater of Annual Minimum Fee(s) of \$ _____ vs _____ % of Gross Receipts
☒ Other Formula

Prior Concession Details

☒ **N/A** (No Prior Concession)

Concessionaire _____ ☐ EIN or ☐ SSN # _____
Initial Term ____/____/____ to ____/____/____ **Address** _____
Renewal Option(s) ____/____/____ to ____/____/____
Total Potential Term ____/____/____ to ____/____/____ **Borough** _____ **Community Board** _____
Concession Site(s) ☐ Yes ☐ No **Block#** _____ **Lot#** _____

Prior Concession Revenue

(Check all that apply)

☐ Annual Minimum Fee \$ _____
☐ Gross Receipts _____ %
☐ The Greater of Annual Minimum Fee(s) of \$ _____ vs _____ % of Gross Receipts
☐ Other Formula

Community Board / Borough President Notice Requirements (Check all that apply)

This is a Significant Concession ☐ Yes ☒ No

(if yes, please select all applicable boxes below)

☐ Total potential term =/ > 10 years
☐ Projected annual income/value to City > \$100,000
☐ Major Concession

This is a Major Concession ☐ Yes ☒ No

(if yes, please be aware the award will be subject to review and approval pursuant to Sections 197-c and 197-d of NYC Charter)

☒ Agency notified affected Community Boards and Borough Presidents on 04 / 19 / 2024

Intent to Seek a Different Procedure

☒ Agency notified affected Community Boards and Borough Presidents on 04 / 19 / 2024 (at least 40 days prior to bringing the item to an FCRC meeting) that it intends to seek Committee approval of a Different Procedure. A copy of this notice has been provided to the Mayor's Office of Contract Services for distribution to the committee

Authorized Signatures

Agency Staff

This is to certify that the information presented herein is accurate

Signature _____

Name _____

Title _____ Date _____

City Chief Procurement Officer

This is to certify that the agency's plan presented herein will comply with the prescribed procedural requisites for the award of the subject concession

Signature _____

Date _____ City Chief Procurement Officer

ADDITIONAL INFORMATION

For Agency Use With Concession Forms

Concession Title	Chinos Intermediate 2, LLC DBA J. Crew, LLC	Concession ID	NYCCO-2024-001
Description	Non-Exclusive Use of City-Owned Trademarks on Merchandise	Agency	New York City Tourism + Conventions on behalf of NYC Department of Small Business Services

NYC Tourism + Conventions, Inc. (NYC Tourism)/SBS is requesting authorization to utilize a different procedure, pursuant to Section 1-16 of the Concession Rules of the City of New York, to negotiate a sole source agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC for the non-exclusive use of City-owned trademarks on apparel and accessories. J. Crew, a New York based business, has been in business for over 40 years and caters to men, women, and children. J. Crew has formed strategic partnerships throughout its history to drive growth and innovation. Some notable partnerships include a collaboration with iconic British footwear brand Dr. Martens. The company partnered with luxury brand Prabal Gurung for a limited-edition collection. J.Crew has also collaborated with other renowned designers and brands such as Sophia Webster, Timex, and Vans, among others. The first J. Crew store opened its doors in the South Street Seaport district of New York City. Now, with over 500 retail stores, J. Crew is a well-established brand, that brings a new set of clientele and national visibility to the City's licensing program. J.Crew is an international brand with an extremely high name recognition. This would open up our consumer base to people who do not regularly come to NYC or have access to purchase FDNY goods. By working with J.Crew we have the opportunity to expand our retail footprint nationally as well as expand our customer base. J. Crew does not source goods from outside manufacturers, therefore working directly with this licensee is required to be able to sell within their retail stores. . For these reasons, it is in the City's best interest to negotiate a sole source agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC.

CITY OF NEW YORK

FRANCHISE AND CONCESSION REVIEW COMMITTEE

(Cal. No. 1)

RESOLVED, that the Franchise and Concession Review Committee (“FCRC”) authorizes New York City Tourism + Conventions on behalf of the New York City Department of Small Business Services (“SBS”) to utilize a different procedure, pursuant to Section 1-16 of the Concession Rules of the City of New York, to negotiate a non-exclusive, Sole Source License Agreement with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC for the non-exclusive use of city-owned trademarks on merchandise.

BE IT FURTHER RESOLVED, that New York City Tourism + Conventions on behalf of SBS shall submit the License Agreement SBS proposes to enter into with Chinos Intermediate 2, LLC. DBA J.Crew Group, LLC to the FCRC for approval.

**THIS IS A TRUE COPY OF THE RESOLUTION ADOPTED BY THE
FRANCHISE AND CONCESSION REVIEW COMMITTEE ON**

June 11, 2024

Date:

Signed: _____

Title: Director of the Mayor's Office of Contract Services