


PUBLIC MEETING

FRANCHISE AND CONCESSION REVIEW COMMITTEE

WEDNESDAY JULY 16th, 2025 @ 2:30 P.M.

Location:
22 Reade Street
Spector Hall
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
Wednesday July 16th, 2025 @ 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 New York City Department of Small Business Services, to negotiate a non-exclusive sole source license agreement with Knowlita, LLC (DBA New York or Nowhere) 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
FCRC@mocs.nyc.gov
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 Knowlita, LLC for the non-exclusive use of City-owned trademarks on merchandise.

Date 6/6/2025

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 non-significant sole source license agreement with Knowlita, LLC (DBA New York or Nowhere (NYON)) 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 Knowlita, LLC DBA New York or Nowhere (NYON) **Concession ID** NYCCO-2025-06

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 additional Info sheet

Indicate the Different Procedure utilized

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

Proposed Concession Details

Concessionaire Knowlita, LLC **Concession Site(s)** ☐ Yes ☒ No
☐ Not yet determined
EIN/TIN 47-2944591 **Address** _____
Initial Term To be negotiated
Renewal Option(s) To be negotiated **Borough** _____ **Community Board** _____
Total Potential Term To be negotiated **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 06 / 06 / 2025

Intent to Seek a Different Procedure

☒ Agency notified affected Community Boards and Borough Presidents on 06 / 06 / 2025 (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 [Signature]
Name Julia Haslam
Title Deputy Agency Chief Contracting Officer Date 5/13/2025

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	Knowlita, LLC DBA New York or Nowhere (NYON)	Concession ID	NYCCO-2025-06
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



Knowlita, LLC DBA New York or Nowhere (NYON) is a highly recognized lifestyle brand that is deeply rooted in New York City's identity, with a proven track record of producing culturally relevant, locally inspired products that resonate with both residents and visitors. Their brand DNA is centered around celebrating the spirit, energy, and uniqueness of New York City—a positioning that is authentically aligned with the mission and values of NYC Tourism + Conventions and the City of New York.

The company was founded by New Yorkers and maintains all creative, strategic, and production decision-making within the five boroughs. Their brand has cultivated a loyal following and attracts a diverse, global audience that seeks genuine connections to New York City. By partnering with New York or Nowhere, the City ensures its IP and marks are represented with the kind of editorial integrity, brand credibility, and cultural cachet that cannot be easily replicated by other licensees or retailers.

Entering into a sole-source contract with the brand will also allow the City to expand the visibility of its official marks in premium lifestyle channels, without compromising authenticity or market position. This proposed agreement does not preclude the City from entering into other retail or licensing arrangements with different partners, but New York or Nowhere represents a one-of-a-kind opportunity that justifies a sole-source designation based on brand alignment, creative exclusivity, and strategic value to the City's licensing portfolio.

Proposed Term:
To be negotiated

Proposed Revenue:
To be negotiated

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 Knowlita, LLC (DBA New York or Nowhere (NYON)) 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 sole source agreement it proposes to enter into with Knowlita, LLC to the FCRC for approval.

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

7/16/2025

Signed: _____

Title: City Chief Procurement Officer

Date: _____