

Request for Proposal (RFP): Kennedy Food Service Program

1. Introduction

The NASA Exchange at Kennedy Space Center (KSC) is a non-appropriated fund organization that supports the welfare and morale of approximately 14,000 KSC employees, contractors, and partners. The Exchange operates revenue generating services for the benefit of the KSC workforce. Employees at Cape Canaveral Space Force Station, located approximately three miles away also utilize KSC food service facilities.

The Exchange is seeking proposals from qualified food service operators to provide high-quality dining services that enhance the customer experience while supporting successful and sustainable food service operations. Small businesses and local businesses are encouraged to submit proposals.

This solicitation will result in multiple concession awards.

2. Food Services Opportunities

The Exchange solicits proposals for the operation of the following components:

Central Campus Headquarters Food Court (CCHQ, M7-0301):

- Space #1- Coffee & Cafe

One (1) Coffee and beverage concept featuring high-quality coffee and espresso beverages, teas, light breakfast and lunch items, desserts, and snack options. *This space does not include a hood vent.*

- Space #3- Build Your Own

One (1) Customizable dining concept offering a selection of warm entrees, proteins, fresh vegetables, and flavorful sides, allowing guests to create personalized meals tailored to their preferences. *This space includes a hood vent.*

- Space #4- Fresh & Light Dining

One (1) Food service concept offering a variety of freshly made sandwiches, soups, salads, and other light and fresh nutritionally balanced breakfast and lunch options. *This space does not include a hood vent.*

Operations & Check-Out Building (O&C, M7-0355):

- Space #1 – Fast-Casual Dining

One (1) fast casual dining or build your own concept featuring hearty, health-minded meals with warm entrées, proteins, vegetables, and satisfying sides. *This space includes a hood vent.*

- Space #2- Smoothies & Bowls

One (1) Concept for freshly made smoothies, acai bowls, protein shakes, refreshers, and other light food options. *This space does not include a hood vent.*

Multi-Functional Facility (MFF, K6-1145):

- Space #1- Coffee & Cafe

One (1) Coffee and beverage concept featuring high-quality coffee and espresso beverages, teas, breakfast and lunch items, dessert, and snack options. *This space does not include a hood vent.*

- Space #2- Made to Order Dining

One (1) quick-service concept offering a variety of made-to-order entrées, proteins, sandwiches, and satisfying sides. *This space includes a hood vent.*

- Space #3- Hearty & Quick Service

One (1) Dining concept offering a selection of warm entrées, proteins, vegetables, and satisfying sides, with opportunities for customization and variety. *This space includes a hood vent.*

Catering Operations:

- Multiple catering vendors will be selected to support a wide range of events at KSC, including launches, meetings, celebrations, and special functions, while maintaining high standards in service, staffing, food quality, equipment, and presentation.

3. Food Services Objectives

To support a successful, customer-focused, and financially sustainable Kennedy Food Services Program, each proposal shall address how it will meet the following objectives:

- a. Operate during approved hours:

- i. Breakfast & lunch vendors: 7:00 a.m.–2:00 p.m.
 - ii. Lunch-only vendors: 10:30 a.m.–2:00 p.m.
 - iii. Changes to operating hours require Exchange approval
- b. Provide courteous, professional, and timely customer service, including a process for receiving, tracking, and responding to customer feedback and complaints.
- c. Meet operational performance standards established by the Exchange, including food quality, cleanliness, service speed, operating hours, and overall contract performance.
- d. Maintain competitive pricing and high-quality products including a minimum of two (2) complete value priced meal options (entree plus one side) priced at least fifteen percent (15%) below the average price of vendor's complete meal offerings.
- e. Maintain documented food safety procedures, including employee training, temperature monitoring, allergen awareness, and compliance with Hazard Analysis Critical Control Point (HACCP) principles and applicable health regulations. Adhere to the latest FDA Food Code.
- f. Offer fresh, high-quality, nutritionally balanced menu options, including vegetarian, vegan, gluten-free, and other healthier choices, with menu variety through rotating specials and limited-time offerings.
- g. Keep all food service and kitchen areas clean, sanitary, safe, and compliant with all safety regulations, including the latest FDA Food Code standards.
- h. In addition to our designated catering vendors, each food services vendor will be expected to offer catering options for official events, meetings, and special functions at KSC. Catering offerings may include items from the regular menu or separate catering menu offerings approved by the Exchange.
- i. Offer customer-focused innovations, such as online ordering, mobile payment options, grab-and-go offerings, and other technologies that enhance the customer experience.

- j. Employ trained professional staff skilled in food safety, sanitation, hospitality, and food service operations. Requiring at least one Food Manager on duty and Food Safety Handler Certifications for staff while operating.
- k. Support sustainability through environmentally responsible practices, including waste reduction, eco-friendly packaging, and sourcing locally when practical.
- l. Maintain attractive, organized, and welcoming dining spaces.
- m. Maintain adequate staffing, production capacity, inventory, and point-of-sale resources to support peak meal periods, minimize customer wait times, effectively manage customer queues, and meet mission-related surges.
- n. Follow industry best practices for food storage, inventory management, quality assurance, equipment maintenance, and overall food service operations.
- o. Maintain all required licenses, permits, certifications, insurance, and Kennedy Space Center security, access, identification, and badging requirements for personnel and deliveries.
- p. Keep the Exchange informed of menu and pricing changes, promotions, operational changes and other food program activities.
- q. Provide monthly sales and performance reports, including total sales, top-selling menu items, and average ticket wait times.
- r. Exercise reasonable care of Exchange provided facilities and equipment and promptly report maintenance issues within 24 hours of awareness.
- s. Cooperate with the Exchange during contract start-up, transition, and ongoing operations, including the ability to modify menus, staffing, operating hours, and production capacity to support mission requirements, launches, conferences, special events, and other Exchange-directed operational needs. Public Health must approve all kitchen equipment, modifications to infrastructure, as well as changes to menu.

4. Concession Agreement Information

The proposed Concession Agreement is included as Attachment A. The Exchange may negotiate additional details with vendors before award.

The purpose of this RFP is to encourage innovative food service solutions that allow concessioners to operate profitably while meeting KSC's food service needs.

All services will be performed at KSC. If the KSC population changes, vendors may adjust their operations or service units with approval from the Exchange.

Vendors are expected to manage and operate their food services operation for the benefit of the KSC workforce and visitors. While this is a commercial business opportunity, profitability must always be balanced with meeting KSC's food service requirements.

5. NASA Exchange support:

- a. Provide vendor access and use of the designated space at [assigned food court area] to prepare, sell and serve meals.
- b. To furnish to Concessionaire, at no charge, the following services (as funded by NASA):
 - i. Utilities: power, water, and natural gas
 - ii. Facility operations & maintenance (O&M): HVAC, fire protection and systems, water/wastewater, electrical, structural facility elements, and elevators
 - iii. Telephone service: local and long distance for business use
 - iv. Required NASA training: safety, environmental, fire/life safety
 - v. Pest control & Extermination: routine interior and exterior
 - vi. Emergency services: medical, security, fire protection
 - vii. Mail services: weekday U.S. and interoffice mail pickup and delivery
 - viii. Inspections: safety, sanitation, environmental, fire/life safety
 - ix. O&M of grease traps in food services areas
 - x. Existing equipment: provided as-is with no warranty; CONCESSIONAIRE uses at its own risk
 - xi. Security and badging: background checks and access support per 42 U.S.C. 13041
 - xii. Used cooking oil disposal: container and disposal system provided
 - xiii. Janitorial services, including:
 - (1) Weekday restroom cleaning

- (2) Weekday dust mop, vacuum, damp mop, and trash disposal of dining and serving areas
- (3) Weekly entryway glass cleaning
- (4) Quarterly low dusting, waxing floors and shampooing carpet including entry rugs
- (5) Annual high dusting
- (6) Window cleaning every two years

6. Concession Agreement Term

The expected performance period is two years (Jan 1, 2027– Dec 31, 2028) with three (3) one (1) year options to extend. The Exchange may consider proposals requesting a longer base period and may adjust the minimum period before award. The performance period may also be extended as described in Attachment A, Article VI. 6.1(a)(b).

7. Commission:

A monthly commission fee based upon 5% of the total monthly gross receipts by the fifteenth (15th) day of the following month to the Exchange. This rate is negotiable and can be reviewed and approved by the Exchange.

8. Labor Standards:

The McNamara-O'Hara Services Contract Act applies to this agreement. All service employees must be paid at least the required wages and fringe benefits listed in the attached wage determination.

9. Proposal Preparation:

- a. The Exchange will not pay any costs for preparing or submitting proposals. Offerors must follow all proposal preparation instructions detailed in Section 10 of this RFP.
- b. The Exchange may award a concession agreement without discussion, so each proposal should include the Offeror's best terms.
- c. Only the Exchange Operations Manager is authorized to make commitments on behalf of the Exchange.

10. Proposal Submission Requirements:

- a. Applicants should carefully read all sections of this RFP and all attachments.

- b. Applicants must prepare a complete proposal package that includes all required documents. Applicants must submit a separate proposal for each space they wish to operate. Each proposal must include the following sections:

i. Experience and qualifications:

- (1) Company overview and years in business
- (2) Name, address, phone, and email
- (3) Experience operating similar food service programs
- (4) Contact information for individuals authorized to negotiate and sign agreement

ii. Menu, Pricing, & Customer Services:

- (1) Sample breakfast and/or lunch menus (as applicable)
- (2) Sample catering options
- (3) Proposed pricing including value priced menu offerings
- (4) Description of menu variety and rotating specials
- (5) Nutritional options (vegetarian, vegan, gluten-free, healthier choices)
- (6) Process for handling customer feedback and complaints
- (7) Marketing and promotional ideas
- (8) Customer focused innovations (online ordering, grab-and-go, mobile payment, etc.)

iii. Operational Plan:

- (1) Operating plan
- (2) Staffing plan
- (3) Approach to meeting the objectives outlined in section 3. Food Service objectives
- (4) Food safety program and sanitation procedures
- (5) Procedures for inventory management
- (6) Equipment maintenance plan
- (7) Sustainability practices
- (8) Peak period service plan and mission surge capability
- (9) The design plan for the set up space including branding and layout.

iv. Additional to be included:

- (1) Business licenses
- (2) Proof of insurance
- (3) Food service licenses/certifications

- (4) HACCP or food safety plan to include kitchen operation flow sheet and food processes (no cook, same day service, complex)
- (5) Three customer references
- (6) Written acknowledgement of all RFP amendments (listing amendment numbers and dates received, or signed amendment copies)

11. List of Attachments

Attachment	Title	Date	# Pages
A	Model Concession Agreement		12
B	Performance Work Statement	7-20-26	12
C	SCA Wage Determination 2015-4555	8-27-26	7
C-1	SCA Wage Determination 2017-0241	8-11-26	2
D	Equipment (property) List		2
E	Kitchen Layouts		5
F	Offeror Questions		3

12. Questions:

Submit Questions (Optional)- Questions regarding this RFP may be submitted in writing to the point of contact listed in this document by the deadline provided (Attachment F). Verbal questions will not be accepted. Questions received after **4:00 PM EST on September 24, 2026**, may not be answered. All responses will be shared publicly as appropriate.

13. Proposal Submission:

- a. Submission Methods:** Proposals must be submitted by the deadline **October 14, 2026 at 4:00 PM EST** using one of the following methods:
 - **Email submission:** Proposals may be submitted via email to: kfsp@mail.nasa.gov. Late submissions cannot be accepted.
 - **NASA Box Secure Upload (Large Files):** If the proposal file size exceeds email transmission or server limits, offerors must submit their proposal files via the official NASA Box secure upload link: <https://nasagov.app.box.com/f/4c7160218d1443e1b70fc42d17bdb3b7>

b. Timeliness and Late Submissions: Late submissions cannot be accepted. For submissions via NASA Box, the official time of receipt shall be the completion timestamp recorded by the NASA Box server. Offerors are strongly cautioned that large files take time to transfer and process; all uploads must be **fully completed** prior to the deadline. Any submission or upload completed after October 14, 2026 at 4:00 PM EST will be considered late.

c. Submission Confirmation:

- **Email Submissions:** Offerors will receive an email confirmation once the proposal has been received. If you do not receive confirmation within 24 hours (or prior to the closing deadline), contact the RFP point of contact.
- **NASA Box Submissions:** Offerors must enter a valid point of contact email address when prompted by the upload portal to receive an automated system receipt confirming file upload.

14. Evaluation Criteria:

The Exchange anticipates awarding multiple agreements resulting from this RFP that represent the best value to the Exchange. The Exchange will evaluate proposals based on the evaluation factors identified below. The Exchange will consider the overall merits of each proposal, including strengths, weaknesses, risks, and benefits of each proposal in determining the proposals that provide the greatest overall value and best meet the objectives of the Food Service Program.

The Exchange will evaluate each proposal based on the following factors: Experience and Qualifications; Menu, Pricing, and Customer Service; and Operational Plan. The Operational Plan is the most important evaluation factor. Both Experience and Qualifications and Menu, Pricing and Customer Service are of equal importance.

The Exchange may identify strengths, weaknesses, and deficiencies in evaluating proposals. Strengths are aspects of a proposal that provide value beyond the minimum requirements or reduce performance risk. Weaknesses are aspects of a proposal that increase the risk of unsuccessful performance.

The Exchange will use an adjectival rating system to evaluate each proposal factor. Ratings will reflect the offeror's understanding of the requirements, proposed approach, likelihood of successful performance, and overall value provided to the Exchange.

Exceptional:

A comprehensive and thorough proposal that demonstrates a clear understanding of the Food Service Program objectives and provides a high likelihood of successfully meeting or exceeding those objectives.

Acceptable:

A sound proposal that demonstrates an understanding of the Food Service Program objectives and provides a reasonable likelihood of successful performance.

Unacceptable:

A proposal that fails to demonstrate an adequate understanding of the Food Service Program objectives, contains significant weaknesses or risks, or would require substantial revision to achieve acceptable performance.

15. Award:

The Exchange may negotiate with any offeror or multiple offerors if it is in the best interest of KSC personnel and visitors.

16. Site Visit

The KSC Exchange representatives have scheduled a site visit at KSC to tour food service facilities on **September 17, 2026 at 1:30 PM EST**. Interested parties must email ksc-kfsp@mail.nasa.gov by **2 p.m. EST on September 14, 2026**, to request attendance. Emails should include each attendee's full name, confirmation of US citizenship, company name, telephone number, and email address. Transportation for the tour will be provided. Detailed instructions and the itinerary will be shared in advance.

All applicants will be notified of the final selection decision once evaluations are complete.