



CITY OF WAUKESHA

Administration

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| Common Council Item Number: # 21-2732 | Date: 9/7/2021 |
| Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Joanna Adamicki, Special Events Coordinator | City Administrator Approval: Kevin Lahner, City Administrator KL |
| Finance Department Review: Bridget Souffrant, Finance Director BS | City Attorney's Office Review: Brian Running, City Attorney BR |
| Subject: To recommend approval of Event Partner Agreements associated with the 2021 City of Waukesha Oktoberfest public event | |

Details:
Waukesha Parks, Recreation & Forestry Department (WPRF) is working collaboratively with various organizations to provide services for Waukesha Oktoberfest. Written agreements were created with the City Attorney. A variety of community service organizations and area businesses take part in Oktoberfest and assist with filling volunteer needs as well as goods and services needs.

Options & Alternatives:
Staff recommendation is to continue to work cooperatively with the community organizations and businesses to provide the best experience possible to event attendees. Alternatively, if the services are not provided, this would greatly deter from the patron's experience of the event and create an unsuccessful experience.

Financial Remarks:
WPRF receives a portion of sales from each participating organization unless they are providing a service equaling the anticipated income from that vendor. Income is anticipated at approximately \$45,000 with expenses anticipated at approximately \$43,000. Accounts utilized include: Event Sales 5994.46741; Event Sponsorships income 5994.48501; Oktoberfest Expenses 5994.53958.

Executive Action:
Recommend approval of the contracts between City of Waukesha and the eight partners and authorize the Mayor to enter into these contracts..

Committee Recommendation:
The Parks, Recreation & Forestry Board will consider this item at the July 26, 2021 meeting.

