



City of Waukesha
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Committee: Parks, Recreation & Forestry Board	Date: 5/20/2024
Common Council Item Number: ID# 24-9843	Date: 6/4/2024
Submitted By: Ron Grall, Director; Joanna Adamicki, Special Event Coordinator	City Administrator Approval: Anthony Brown, City Administrator AB
Finance Department Review: Joe Ciurro, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: To recommend approval of Event Partner Agreements associated with the 2024 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, a two day festival taking place in Frame Park, Friday, September 20, 5 to 10 pm and Saturday, September 21, noon to 10 pm. 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 including: 18 Acres, food service; Bo's Schnitzelbunker, food service; Kleines Bayern Gourmet Roasted Nuts, food service; Firstline Forge LLC, blacksmith display and sales; Younger's Woodery, performance chainsaw carver; Public Safety Cadets Post 178, merchandise sales; Waukesha Lions Club, food service; Mama Ducky's Desserts, food sales; Sunrise Rotary, food sales; Waukesha Citizens Police Academy, food sales .

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 Recommendation:

Recommend approval of the contracts between City of Waukesha and the ten Oktoberfest providers and authorize the Mayor to enter into these contracts.