



CITY OF WAUKESHA

Administration

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<p>Committee: Parks, Recreation & Forestry Board</p>	<p>Date: 4/17/2017</p>
<p>Common Council Item Number: ID#17-0625</p>	<p>Date: 5/2/2017</p>
<p>Submitted By: Ron Grall, WPRF Director /Joanna Adamicki, Special Events Coordinator</p>	<p>City Administrator Approval: Kevin Lahner, City Administrator KL</p>
<p>Finance Department Review: Rich Abbott, Finance Director RA</p>	<p>City Attorney's Office Review: Brian Running, City Attorney BR</p>
<p>Subject: Allow sales, consumption, and possession of fermented malt beverages (i.e. beer) and wine for the beer garden events to be held at Rivers Crossing Park, Thursday, August 17 and Friday, August 18, 2017, 5:00 p.m. to 9 p.m. and Saturday, August 19 and Sunday, August 20, 2017, 11:00 a.m. to 9:00 p.m. and Bethesda Park, Thursday, August 24 and Friday, August 25, 5:00 p.m. to 9:00 p.m. and Saturday, August 26 and Sunday, August 27, 2017, 11:00 a.m. to 9:00 p.m. Alcohol-beverage sales will be conducted by City officials or employees to comply with Wis Stats 125.06(6).</p>	
<p>Details: As a promotion for the Waukesha Oktoberfest celebration taking place September 22 & 23, 2017, staff is requesting to allow for sales, consumption, and possession of fermented malt beverages (i.e. beer) and wine to support the proposed neighborhood beer gardens in Rivers Crossing Park, August 17 through August 20, 2017 and Bethesda Park, August 24 through August 27, 2017. Each site will offer music, food, and beer and be operated with WPRF staff. In addition, staff is planning to host a "Unity in the Community" event in each neighborhood during the beer garden to include a variety of City departments for community outreach.</p>	
<p>Options & Alternatives: Alternatives include not providing for the sale of beer and wine at the event which could adversely affect the event and the ability to cover the costs of the event.</p>	
<p>Financial Remarks: Without allowing the sale of beer and wine at the events, the events may not be financially viable. Special Event New revenue account 5990.46838; expense account 5990.53958 will be utilized. Expenses are estimated to be \$18,900. Revenues are estimated to be \$23,600. This first-time event is heavily dependent upon good weather. Measures to help minimize both staffing and product losses have been taken into account should attendance fall short.</p>	
<p>Executive Recommendation: Motion to allow sales, consumption, and possession of fermented malt beverages (i.e. beer) and wine for the beer garden events to be held at Rivers Crossing Park, Thursday, August 17 and Friday, August 18, 2017, 5:00 p.m. to 9 p.m. and Saturday, August 19 and Sunday, August 20, 2017, 11:00 a.m. to 9:00 p.m. and Bethesda Park, Thursday, August 24 and Friday, August 25, 5:00 p.m. to 9:00 p.m. and Saturday, August 26 and Sunday, August 27, 2017, 11:00 a.m. to 9:00 p.m. Alcohol-beverage sales will be conducted by City officials or employees to comply with Wis Stats 125.06(6)</p>	
<p>Committee Recommendation: Parks, Recreation & Forestry Board unanimously approved the motion at the April 17, 2017 regular meeting.</p>	

