



**CITY OF WAUKESHA**

**Administration**

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<b>Common Council Item Number: ID#21-2302</b>	<b>Date:</b> 5/17/2021
<b>Submitted By:</b> Ron Grall, Director of Parks, Recreation & Forestry Joanna Adamicki, Special Events Coordinator	<b>City Administrator Approval:</b> Kevin Lahner, City Administrator
<b>Finance Department Review:</b> Bridget Souffrant, Finance Director	<b>City Attorney's Office Review:</b> Brian Running, City Attorney
<b>Subject:</b> Approval and authorization of contract between City of Waukesha and Mob Craft Beer Inc. for beverage services at Cutler Park for the Grown-Up Movie in the Park event, August 19, 2021.	

**Details:**  
Waukesha Parks, Recreation & Forestry is planning a new event, Grown Up Movie in the Park at the Les Paul Performance Center in Cutler Park. The event includes concession service beginning at 5:30 p.m., a DJ playing 70's music and a showing of the movie "Saturday Night Fever" (rated PG). For enhancement of the event, staff is requesting approval of the contract to allow Mob Craft Beer Inc. to sell beverages, including fermented malt beverages, during the event. Proceeds from the sales benefit the movies in the park programming.

**Options & Alternatives:**  
Alternatives include not allowing beverage sales during the event, which could adversely affect attendance and success of the new event.

**Financial Remarks:**  
Movies in the Park events are funded by sponsor dollars. The Monday Night Movies in the Park events have focused on family and children's movies. The Grown-Up Movie in the Park is a new event. Movie series costs include artists, equipment rental, and promotion. Mob Craft Beer Inc. will pay a fee of \$1,000 to be the exclusive beverage vendor the Grown-Up Movie in the Park event. Expenses will be paid out of account 5971-53959 and expected revenues will be deposited to account 5971-48501.

**Executive Action:**  
Recommend approval of contract between City of Waukesha and Mob Craft Beer Inc. and authorize the Mayor to enter into this contract..

**Committee Recommendation:**  
The Parks, Recreation & Forestry Board will consider this item at the May 17, 2021 meeting.

