



CITY OF WAUKESHA

Administration

201 Delafield Street, Waukesha, WI 53188
 Tel: 262.524.3701 fax: 262.524.3899
 www.ci.waukesha.wi.us

Committee: Parks, Recreation & Forestry Board	Date: 4/12/2018
Common Council Item Number: 18-0594	Date: 5/1/2018
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Karen Richards, WPRF SPARS Coordinator	City Administrator Approval: Kevin Lahner, City Administrator Click here to enter text.
Finance Department Review: Rich Abbott, Finance Director Click here to enter text.	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: Approval of contract between City of Waukesha and The Park Foundation of Waukesha, Inc. for Beverage Services at Cutler Park for the Carl Zach Cycling Classic Music Program and approval of related temporary class B liquor license application.	

Details:
 In conjunction with the Carl Zach Cycling Classic event on June 24, 2018, live music will be performed at the Les Paul Performance Center in Cutler Park. For enhancement of the event, staff is requesting approval of the contract and related liquor license to allow The Park Foundation of Waukesha to sell beverages, including fermented malt beverages during the concerts. Proceeds from the sales benefit the Park Foundation, which in turn benefit City of Waukesha parks.

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

Financial Remarks:
 The concerts will be funded by sponsor dollars. Proceeds from the beverage sales benefit the Park Foundation, which in turn, benefit City of Waukesha parks. Expenses related to the concerts are anticipated to be \$1,000 and will be paid out of account 5993-53957. Sponsorship revenue account is 5993-48501.

Executive Recommendation:
 Recommend approval of temporary class B liquor license application and contract between City of Waukesha and The Park Foundation of Waukesha, Inc. and authorize the Mayor and City Clerk to enter into this contract.

Committee Recommendation:
 The Parks, Recreation & Forestry Board will vote on this item at the April 16, 2018 meeting.

