



CITY OF WAUKESHA

Administration

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Common Council Item Number:	Date: 4-17-2018
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Mary Berg, Recreation Services Manager	City Administrator Approval: Kevin Lahner, City Administrator
Finance Department Review: Rich Abbott, Finance Director	City Attorney's Office Review: Brian Running, City Attorney
Subject: Approval of a Resolution authorizing the sale of fermented malt beverages in City parks by City employees and officers.	

Details:
 Waukesha Parks, Recreation & Forestry Department (WPRF) sponsors events and programs in City parks at which the sale of fermented malt beverages is appropriate. Examples of Events include: Oktoberfest, Beer Gardens, Saratoga Complex, JanBoree. Wisconsin Statutes 125.06 (6) provides that no license or permit for the sale of fermented malt beverages is required if the sales take place in a City park, the sales are conducted by employees or officers of the City and the sales are authorized by an ordinance, resolution, rule or regulation enacted by the Council. WPRF has a new opportunity in 2018 as WPRF did not receive any bids on the food and beverage concessions RFP at Saratoga Baseball complex. RFP adjustments were based on research and feedback from our vendors. Note: Research showed most cities are providing concessions in house.

Options & Alternatives:
 Alternatives include limited/not allowing beverage sales at events and programs which could adversely affect attendance, success and viability of the events and programs.

Financial Remarks:
 Anticipated Yearly Revenue: Oktoberfest/Beer Gardens \$87,000 (5994.48501; 5994.46741), JanBoree \$9700 (5920.45820), Saratoga Complex \$22,000 (5990.45825) Anticipated Yearly Expense: Oktoberfest \$81,555 (5994.53958; 5990.51250); JanBoree \$4,000 (5920.52190; 5920.5330; 5990.51250), Saratoga Complex \$14,000 (5990.51250; 5990.53950)

Executive Action:
 Recommend approval of a Resolution authorizing the sale of fermented malt beverages in City parks by City employees and officers.

Committee Recommendation:
 The Parks, Recreation & Forestry Board is considering this resolution on April 16, 2018.

