



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: 4/17/2017
Common Council Item Number: 17-0633	Date: 5/2/2017
Submitted By: Ron Grall, Director of Parks, Recreation & Forestry Karen Richards, WPRF SPARS Coordinator	City Administrator Approval: Kevin Lahner, City Administrator KL
Finance Department Review: Rich Abbott, Finance Director RA	City Attorney's Office Review: Brian Running, City Attorney BR
Subject: Approval and authorization of contract between City of Waukesha and The Park Foundation of Waukesha, Inc. for Beverage Services at Cutler Park for the 2017 Tribute Tuesday Concert Series.	

Details:
 For the third year, Waukesha Parks, Recreation & Forestry is planning the Tribute Tuesday Concert Series at the Les Paul Performance Center in Cutler Park. The concerts feature a tribute band and take place on the second Tuesday of June, July, August, and September. For enhancement of the event, staff is requesting approval of the contract to allow The Park Foundation of Waukesha to sell beverages, including fermented malt beverages and wine, during the concerts. Proceeds from the sales benefit the Park Foundation, which in turn benefits City of Waukesha parks.

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

Financial Remarks:
 Tribute Tuesday concerts are funded by sponsor dollars. Using proceeds from last year Tribute Tuesday concerts, The Park Foundation of Waukesha, Inc. is sponsoring one of the concerts. Proceeds from the beverage sales benefit the Park Foundation, which in turn, benefits City of Waukesha parks. The cost of the concert series is anticipated to be \$12,500 and will be paid out of account 5990-53947.

Executive Recommendation:
 Recommend approval of contract between City of Waukesha and Park Foundation of Waukesha and authorize the Mayor and City Clerk to enter into this contract.

Committee Recommendation:
 The Parks, Recreation & Forestry Board unanimously approved this contract on April 17, 2017.

