



City of Waukesha
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| Committee: Parks, Recreation & Forestry Board | Date: 5/15/2023 |
| Common Council Item Number: ID#23-6838 | Date: 6/6/2023 |
| Submitted By: Ron Grall, Director and Joanna Adamicki, Special Event Coordinator | City Administrator Approval: Gina Kozlik, Interim City Administrator GK |
| Finance Department Review: Joe Ciurro, Finance Director JC | City Attorney's Office Review: Brian Running, City Attorney BR |
| Subject: To recommend approval of Event Partner Agreements associated with the 2023 City of Waukesha Oktoberfest public event. | |

Details:

Waukesha Parks, Recreation & Forestry Department (WPRF) is working collaboratively with various organizations to provide services for Waukesha Oktoberfest. Written agreements were created with the City Attorney. A variety of community service organizations and area businesses take part in Oktoberfest and assist with filling volunteer needs as well as goods and services needs.

Options & Alternatives:

Staff recommendation is to continue to work cooperatively with the community organizations and businesses to provide the best experience possible to event attendees. Alternatively, if the services are not provided, this would greatly deter from the patron's experience of the event and create an unsuccessful experience.

Financial Remarks:

WPRF receives a portion of sales from each participating organization unless they are providing a service equaling the anticipated income from that vendor. Income is anticipated at approximately \$45,000 with expenses anticipated at approximately \$43,000. Accounts utilized include: Event Sales 5994.46741; Event Sponsorships income 5994.48501; Oktoberfest Expenses 5994.53958.

Executive Recommendation:

Recommend approval of the contracts between City of Waukesha and eight partners and authorize the Mayor to enter into these contracts