

**CITY OF WAUKESHA****Administration**

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Committee: Parks, Recreation & Forestry Board	Date: 3/19/2018
Common Council Item Number: #18-0443	Date: 4/5/2018
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 2018 Tribute Tuesday Concert Series.	

Details:

For the fourth 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 \$12,000 and will be paid out of account 5971-53959. Expected revenues to account 5971-48501 are \$12,000.

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 approved the agreement at the March 19, 2018 meeting.

