



City of Waukesha
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Committee: Parks, Recreation & Forestry Board	Date: 5/19/2025
Common Council Item Number: ID#	Date: 6/3/2025
Submitted By: Ron Grall, Director; Joanna Adamicki, Special Event Coordinator	City Administrator Approval: Anthony Brown, City Administrator Click here to enter text.
Finance Department Review: Joe Ciurro, Finance Director Click here to enter text.	City Attorney's Office Review: Brian Running, City Attorney Click here to enter text.
Subject: To recommend approval of Event Partner Agreements associated with the 2025 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, a two-day festival taking place in Frame Park, Friday, September 19, 5 to 10 pm and Saturday, September 20, noon to 10 pm. 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 including: Rotary Club and Cuppa Tosa.

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 the ten Oktoberfest providers and authorize the Mayor to enter into these contracts.