



**City of Waukesha**  
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<b>Committee:</b> Parks, Recreation & Forestry Board	<b>Date:</b> 03/17/25
<b>Common Council Item Number:</b> ID#	<b>Date:</b> 3/18/2025
<b>Submitted By:</b> Ron Grall, Director; Joanna Adamicki, Special Event Coordinator	<b>City Administrator Approval:</b> Anthony Brown, City Administrator <a href="#">Click here to enter text.</a>
<b>Finance Department Review:</b> Joe Ciurro, Finance Director <a href="#">Click here to enter text.</a>	<b>City Attorney's Office Review:</b> Brian Running, City Attorney <a href="#">Click here to enter text.</a>
<b>Subject:</b> Approval and authorization of contract between City of Waukesha and Libertas Institute for the Children's Entrepreneur Market at the Monday Night Movie in the Park on Monday, June 16, 2025.	

**Details:**  
 Waukesha Parks, Recreation & Forestry is planning the Monday Night Movies in the Park series. As part of each movie showing, a pre-movie activity is planned. For the June 16, 2025 movie night, we seek partnership with the Libertas Institute to present the Children's Entrepreneur Market (CEM) from 6:00 until 9:00 p.m. in Cutler Park. The market is managed by CEM and works with children to conduct sales of goods with the intent of teaching them to understand and appreciate the free-market system. Children will manage their booths including set up and tear down, conduct sales of products, and interact with customers. The City will provide space in Cutler Park for CEM to conduct the market and a staff person on site. CEM is being offered in select cities across the country and they will pay a fee to present the market to benefit Monday Night Movies in the Park programming.

**Options & Alternatives:**  
 Alternatives include not allowing the Children's Entrepreneur Market to take place.

**Financial Remarks:**  
 The revenue from this agreement will help support expenses for the event. Monday Night Movies in the Park revenue account, Sponsorships 5972.48501; expense account 5972.53959.

**Executive Recommendation:**  
 Recommend approval of contract between City of Waukesha and Libertas Institute Children's Entrepreneur Market and authorize the Mayor to enter into this contract.