



MILWAUKEE COUNTY
PARKS



BEER GARDEN™



2015 Concessions Department

Concessions Department

- Manage 40+ locations
 - 7 Golf Course Clubhouses
 - 15 Golf Pro Shops
 - 8 Swimming Pool Concessions
 - 2 Traveling Beer Gardens
 - Boerner Botanical Gardens Concert Series
 - Chill on the Hill Concert Series
 - Sports Complex
 - Red Arrow Ice Rink
 - Wilson Recreation Center
 - Domes
 - South Shore Concessions



Concessions Department

- Nite-Glow Golf
 - Fish Fries
 - Special Events
 - Caterings
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- \$3 Million in Revenue
 - 200+ Seasonal Employees
 - 4 Full Time



Purpose of the Traveling Beer Garden™

- Exposure to Parks
- Create a family friendly activity
- Expose people to Parks they may have not visited
- Diversify our revenue
- Create Partnerships



Criteria for Hosting the Traveling Beer Garden™

- Parking
- ADA Accessibility
- Restroom Facilities
- Proximity to Permanent Beer Gardens as well as Traveling Beer Garden stops
- Friends Groups Support and Invitation
- Success of 2014 Traveling Beer Garden
- Security
- County/City activities in and around the park
- Survey Results

2014 Traveling Beer Garden™ Summary

- Traveling Beer Garden Stops 7
- Pints Sold 28,143
- Liters Sold 4,097
- Gross Sales \$258,000
- Inquires from other cities including Canada 5
- Reported incidents 0
- Enjoyment for everyone Priceless!



Survey Says:

- Great atmosphere. Perfect for families and groups of friends.
- Glad to see the expansion of the Beer Gardens. We want you in Madison too!
- Great concept and great way to promote the county parks.
- It was a fun way to spend nights out in the park. One night we just bought subs and brought them to the park and had that for dinner with some wonderful beer. It's just been a great way to get out. I really think you guys have a wonderful idea and I sure hope it continues next summer. I'm really looking forward to coming back. Also, we enjoyed the band that was at Falk Park!
- We had a blast every single time, they all had a great atmosphere!

2015 Traveling Beer Garden™

- 2 Traveling Beer Gardens running simultaneously
- 16 weeks
- 15 Sites will be visited this year
- Each site has a 12 day stop
- Bean Bag Tournaments, Car Shows, Family Activities
- Live Music – Wednesday, Friday, Saturday
- Additional Food options from Sprecher Restaurant & Pub
- Trademark status of Traveling Beer Garden on March 18, 2015