

**COUNTY OF MILWAUKEE
INTEROFFICE COMMUNICATION**

DATE: November 13, 2019

TO: Theodore Lipscomb, Sr., Chairman, Milwaukee County Board of Supervisors

FROM: Donna Brown-Martin, Director, Department of Transportation

SUBJECT: C Concourse Concession Development

POLICY

Information report provided at the request of the Chairman of the Transportation, Public Works and Transit Committee.

BACKGROUND

As a result of the opening of the Starbucks and Cousins on the C Concourse by HMS Host, the adjacent food and beverage location operated by SSP has suffered in sales. SSP was due for a midterm investment of a food and beverage location and both parties agreed that this site would benefit from reinvestment. The airport approached SSP with the idea of developing the concept as a Milwaukee County Parks beer garden. The airport discussed this concept with the Parks Department and sought input during the site development process. The Milwaukee County Parks Department has been successful in reintroducing beer gardens to the community and the airport thought this would be a unique way to leverage the popularity of the beer gardens with an airport-based beer garden while also promoting the Parks Department as well.

Working with our food and beverage vendor SSP, we developed the concept of the Baron's Beer Garden honoring Milwaukee's historic and iconic legacy of brewing beer. Branding of the site also includes the iconic Parks Department oak leaf design and will feature information about Milwaukee County Parks and parks events. In addition to functioning like a beer garden, this location will also serve food throughout the day.

We believe that this is the first of its kind example of cross promoting a municipal or county-based program like parks at an airport. The goal of this location is to provide the look and feel of a Parks based beer garden, albeit inside an airport, for those traveling to and from Milwaukee.

RECOMMENDATION

Informational report only.

Prepared by: Brian Dranzik, Airport Director

Approved by: 

Donna Brown-Martin, Director
Department of Transportation