

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 29, 2021

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: Authorization to grant waivers to various special event organizers for events that impede access to Lincoln Memorial Drive on various dates in 2022

File Type: Action Report

REQUEST

Requesting authorization to grant waivers to special event organizers for events that impede access to Lincoln Memorial Drive on various dates in 2022.

POLICY

Milwaukee County Ordinance 47.031(5) requires any event sponsor who wishes to conduct an event that impedes access to Lincoln Memorial Drive (LMD) to petition the Milwaukee County Board of Supervisors through the Committee on Parks, Energy and Environment, for a waiver if their event does not conform to one or more conditions or restrictions listed in Chapter 47.031 (1) to (4).

Milwaukee County Code of General Ordinances:	47.031 (1) through (5)
--	------------------------

BACKGROUND

To date, five event organizers have applied for Parks special event permits that would impede access to Lincoln Memorial Drive (LMD) on various dates in 2022. A list of those events is attached. These events have brought thousands of participants and visitors to Milwaukee that increase exposure and contribute directly to our local economy.

Event organizers are required to pay all Parks fees required for closing LMD and permitting to host its event on park property. They must also apply for and receive permits from the City of Milwaukee as necessary. Discussions with lakefront stakeholders will occur and every effort will be made to minimize business interruption along the routes. McKinley Marina tenants, Sailing Center members, Milwaukee Yacht Club members, and other lakefront partners will have access during all closures. Access to lakefront venues will be coordinated with the Milwaukee County Sheriff's Office as well as the Milwaukee Police Department.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

- 1A: Reflect the full diversity of the County at every level of County government
- 2A: Determine what, where, and how we deliver services to advance health equity
- 3B: Enhance the County's fiscal health and sustainability

FISCAL EFFECT

All event revenues and expenses have been budgeted for.


VIRTUAL MEETING INVITES

Jeffrey Orłowski, Interim Director of Recreation and Business Services, Parks
James Tarantino, Interim Deputy Director, Parks

PREPARED BY:

Jeffrey Orłowski, Interim Director of Recreation and Business Services, Parks

APPROVED BY:

Guy Smith, Parks Executive Director 

ATTACHMENTS:

2022 Lincoln Memorial Drive Special Event Closure Requests

- cc: David Crowley, County Executive
- Mary Jo Meyers, Chief of Staff, County Executive's Office
- Sheldon Wasserman, Parks, Energy & Environment Chair, Supervisor District 3
- Steven Shea, Parks, Energy & Environment Committee Vice-Chair, Supervisor District 8
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
- Sylvia Ortiz-Velez, Parks, Energy & Environment Committee Member, Supervisor District 12
- Liz Sumner, Parks, Energy & Environment Committee Member, Supervisor District 1
- Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Manager, Office of the County Clerk
- Aaron Hertzberg, Director, Department of Administrative Services
- Joseph Lamers, Fiscal & Budget Director, DAS
- Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS
- Pamela Bryant, Capital Finance Manager, Comptroller's Office

Justin Rodriguez, Capital Finance Analyst, Comptroller's Office

Kelsey Evans, Committee Coordinator, Office of the County Clerk

Ciara Miller, Research & Policy Analyst, Office of the Comptroller

Anthony Rux, Budget & Management Analyst, DAS-PSB