



June Board Cycle

Milwaukee County Parks

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: May 21, 2021

To: Marcelia Nicholson, Chairwoman, County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: **Request to Enter into a Lease for Jet Ski and/or other Aquatic Entertainment and Concession Services at Bender Park - ACTION**

Issue

Milwaukee County Parks respectfully requests authorization to enter into a lease agreement for Jet Ski and/or other Aquatic Entertainment and Concession Services with Wake Zone, LLC, at Bender Park.

Background

On March 12, 2021, Milwaukee County issued a competitive Request for Proposals to solicit proposals for Jet Ski and/or other Aquatic Entertainment and Concession Services at Bender Park. Wake Zone, LLC, responded to the Request for Proposals and meeting all terms and conditions of the process, was awarded the opportunity.

The term of this agreement is five (5) years with **two (2)** options to extend the term for one (1) additional consecutive year. The vendor has agreed to pay the County \$23,000 over the first five (5) years (start date in July 2021) and an additional \$5,000 in each year of the extensions. Additionally, there is a percentage profit-sharing agreement of gross receipts for all years.

Wake Zone, LLC, will be required to submit a list and pricing information for the products it intends to sell to the public for approval by Milwaukee County Parks. The Parks Director maintains the right to prohibit the sale or rental of any item that is deemed inappropriate or otherwise. Wake Zone, LLC, is required to maintain customer service as a top priority and provide employees who are neat in appearance, professional, friendly, and courteous to customers and the general public. The concession is a fair-weather operation open daily, weather permitting.

Recommendation



The Parks Executive Director respectfully recommends that Milwaukee County Parks be authorized to enter into a lease agreement with Wake Zone, LLC, for management and operation of food and beverage services at Bender Park.

Prepared By: Erica Goblet, Contracts Manager, Milwaukee County Parks

Approved By: Guy Smith, Executive Director, Milwaukee County Parks *Guy Smith*

Attachments

- Resolution
- Fiscal Note
- Lease
- RFP

Copy

- 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, County Board
- 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
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Anthony Rux, Budget & Management Analyst, DAS-PSB

