

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: April 22, 2022
To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors
From: Guy Smith, Executive Director Parks
Subject: Parks 50/50 Raffle
File Type: Informational

REQUEST

Providing an informational report in response to resolution 22-120 on the planning and implementation of a 50/50 raffle and the preliminary fiscal estimates.

POLICY

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

Resolution 22-120 requests the Department of Parks, Recreation and Culture to implement a countywide 50/50 raffle which shall occur at County Park beer gardens and the 2022 lakefront fireworks show.

Related File No's:	22-120
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	3/24/2022

Milwaukee County Parks will partner with the independent non-profit Milwaukee Parks Foundation to implement a pilot 50/50 raffle program in 2022. The Parks Foundation will manage the logistics of the raffle and will develop a plan to fund park improvements depending on the success of the pilot.

In order to conduct a raffle in the State of Wisconsin, the organizer must have a permit that is issued by the State's Department of Administration. This application can take over 6 weeks for approval which means that any raffle event before June may not be feasible depending on the timing of the approval of this plan.

Most County Park events are run by nonprofit organizations who need to do their own fundraising (i.e., the Eastown Association runs Jazz in the Park, the Friends of Lake Park host Music in the Park). These groups are also likely doing their own fundraising at these events, and Parks will need to be intentional about how we partner with them to ensure a collaborative approach.

The following revenue estimate was prepared by the Parks Foundation.

Estimated Revenue

- \$2,500 RAISED AT JUNE JAZZ IN THE PARK (Estimated attendance of 5,000 people, approximately 10% ticket sales)
- \$25,000 RAISED AT JULY 3 FIREWORKS (Estimated attendance of 100,000 people, approximately 5% ticket sales)
- \$1,000 RAISED AUGUST LAKE PARK MUSIC: Estimated attendance of 2000 people, 10% ticket sales
- **Total Max. Revenue from Pilot: \$28,500**

Estimated Expenses

- Supplies: \$500
- Advertisements and signage: \$500
- Staff Cost: 60 hours at \$30/hour: \$1,800
- **Total Expenses for Pilot: \$2,800**

ALIGNMENT TO STRATEGIC PLAN

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

None

FISCAL EFFECT

Future park improvements may be funded if the pilot is successful, otherwise this has no fiscal impact.

TERMS

Estimated to run from June 1, 2022 – August 31, 2022

VIRTUAL MEETING INVITES

Rebecca Stoner, Executive Director of the Milwaukee Parks Foundation
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PREPARED BY:

James Tarantino, Interim Deputy Parks Director

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks 

ATTACHMENTS:

Milwaukee Parks Foundation – 50/50 Pilot Proposal

cc: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Parks, Energy and Environment Committee Members
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