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## March Board Cycle

**Milwaukee County Parks**

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: February 19, 2021  
To: Marcelia Nicholson, Chairwoman, County Board of Supervisors  
From: Guy Smith, Executive Director, Milwaukee County Parks  
Subject: Food Truck Events in Milwaukee County Parks **(INFO)**

### Issue

Milwaukee County Parks 2021 operating budget was amended to include a request that the Department host at least two events focused around food trucks (Amendment #1A026). The amendment requested a report back to the County Board in the March cycle on planning efforts and revenue estimates for this project. This report is responsive to the Board's amendment and request for information.

### Background

Parks' 2021 operating budget was amended to include the following:

“The Department of Parks, Recreation, and Culture (DPRC) shall coordinate and organize a food truck event during at least two weekends in summer 2021. At least two of these events shall occur in a parking lot near Bradford Beach or McKinley Marina. This amendment does not supersede the ability of the Milwaukee County Parks Director from holding food truck events at other locations throughout the Milwaukee County Parks system in 2021. Food truck vendors shall prioritize new and ethnically diverse food offerings that do not compete with current Milwaukee County partners or vendors at the Lakefront. Operation of the events shall conform to all public health guidelines and Milwaukee County guidance on the COVID-19 pandemic. DPRC shall provide a report back to the Milwaukee County Board of Supervisors by the March 2021 cycle with an update on the planning process and an estimate of potential revenues generated through the event.”



## Update

Parks is planning to coordinate two food truck events in the summer of 2021 pending approvals and guidance from public health experts pertaining to the COVID-19 pandemic. Assuming that these events can be held safely, one event would be planned for a weekend in July and another for a weekend in August, likely on both Saturday and Sunday from 11 am – 6 pm. The plan is to hold the event in the green space adjacent to the west end of the McKinley Marina parking lot near Lincoln Memorial Drive. At this location the food trucks can be staged on the hard surface and patrons can gather on the nearby lawn while maintaining physical distancing of patrons and vendors. The goal is to coordinate 6 -10 vendors with Parks staff selling beverages at these events. Parks will supply a limited number of picnic tables as well as portable restrooms. The fee per food vendor will be \$125 per weekend. Vendors will be required to adhere to COVID safety plans pending future conversations with the County’s re-opening steering committee.

Potential revenues from both weekends will be approximately \$2,000 from food vendor fees and \$2,000 from beverage sales in total for both 2-day events. After expenses, net revenues could be estimated at \$1,000.

Regarding the operating parameters listed in the budget amendment for these events, one challenge we will have is the request to prioritize “new” food offerings that also “do not directly compete” with our partners. Parks will need to work with all of these partners including the Bartolotta Restaurant Group, Moosa’s, Gift of Wings and the Dock at Bradford to ensure that there is alignment, and this would be a value add for all involved. Additionally, Parks has had high-level conversations regarding supporting food trucks through our vendor permitting process with a particular focus on racial equity throughout the parks system and the County’s mission of becoming the healthiest county in Wisconsin through achieving racial equity. More work is needed in this area, but initial discussions have focused on how entrepreneurs can start small businesses and build wealth if they are successful in operating food trucks. One way that Parks can help is through education and support through the local permitting processes. Ideally, Parks could support its desire to support small and minority-owned businesses by leveraging the requested food truck events.

## Recommendation

This item is for informational purposes and no action is required.

Prepared by: Joe Mrozinski, Assistant Director of Business Services, Milwaukee County Parks

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

## Attachments

- None



**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
- 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

