

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 28, 2023

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

From: Guy Smith, Executive Director Milwaukee County Parks

Subject: Red Arrow Concessionaire Report – Parks Response to 2024 Budget Amendment 42

File Type: Informational Report

REQUEST

This report is for informational purposes only, there is no request at this time. This report is a response to 2024 Adopted Budget Amendment 42.

POLICY

The 2024 Adopted budget included the passage of amendment number 42 which contained the following:

“Amend the narrative of Agency 900 – Department of Parks, Recreation and Culture to include the language as follows: The Department of Parks, Recreation and Culture is requested to submit a report to the County Board of Supervisors for the January 2024 cycle on the status of the concessionaire in Red Arrow Park. The report should present options for public discussion and next steps for Red Arrow Park and evaluate the feasibility of operating in-house concessions similar to South Shore Terrace. Providing skate rentals for all seasons should also be considered in the report.”

Wisconsin State Statutes:	
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	2024
Specific Adopted Budget Amendment:	42
Specific Adopted Capital Project:	

BACKGROUND

Prior to the 2024 Budget process in which the Amendment was approved, Milwaukee County Parks was made aware that our long-time concessionaire at Red Arrow Park (Starbucks) exercised their intent to cease operations at the end of November 2023. Parks proactively worked with DAS-Procurement to develop and issue an RFP to seek a new concessionaire to operate the building within the park. As a result of the RFP released on October 26, 2023,

Parks did receive a few responses from interested parties, and at the time that this report was submitted these confidential submissions are being evaluated and scored by an RFP panel.

Per the contract with our previous concessionaire, all items and equipment were removed from the building at the time they ceased operation. Parks determined that a substantial amount of capital investment in the space would be needed and that staffing another large concession site would pose a challenge for both acquiring kitchen equipment and recruiting adequate staff. Parks has committed to operating a small concessions operation over the 2023-24 winter season.

Parks is also supportive of year-round skating at Red Arrow and is interested in finding a way to offer roller skate rentals either through a third party or internally. Should Parks pursue this internally, it would require additional costs as well as storage for skates and maintenance equipment. This is all pending the outcome of the RFP process.

Related File No's:	
Associated File No's (Including Transfer Packets):	
Previous Action Date(s):	

ALIGNMENT TO STRATEGIC PLAN

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

- 2A: Determine what, where, and how we deliver services to advance health equity
- 2C: Apply a racial equity lens to all decisions
- 3B: Enhance the County's fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

All concessionaire service and programming seeks to provide great service for all our visitors and constituents and strives to advance health and equity in our Parks.

VIRTUAL MEETING INVITES

PREPARED BY:

Jeffrey Orłowski, Director of Recreation and Business Services, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks *Guy Smith*

CC: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Sheldon A. Wasserman, Supervisor District 3, Comm on Parks & Culture Chair
Steven Shea, Supervisor District 8, Comm on Parks & Culture Vice Chair
Felesia A. Martin, Supervisor District 7, Comm on Parks & Culture Member
Juan Miguel Martinez, Supervisor District 12, Comm on Parks & Culture Member
Steve F. Taylor, Supervisor District 17, Comm on Parks & Culture Member
Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
Janelle M. Jensen, Legislative Services Division Mgr, 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
Allyson R. Smith, Committee Coordinator, Office of the County Clerk
Ciara Miller, Research & Policy Analyst, Office of the Comptroller
Anthony Rux, Budget & Management Analyst, DAS-PSB