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(ITEM) From the Director, Department of Parks, Recreation, and Culture, requesting authorization to execute a Vendor Permit Agreement with Ferch’s Beachside, LLC, for a five-year term with an optional five-year extension for a concession operation at Grant Park Beach House, by recommending adoption of the following:

A RESOLUTION

WHEREAS, the Department of Parks, Recreation, and Culture (DPRC) issued a Request for Proposals (RFP) in September 2014 for food and beverages; and

WHEREAS, Ferch’s Beachside, LLC, responded to the RFP for operations specific to Grant Park; and

WHEREAS, DPRC negotiated a Vendor Permit Agreement with Ferch’s Beachside, LLC, (Vendor) as a result of their proposal; and

WHEREAS, the term of the Vendor Permit is five years with an optional five-year renewal term; and

WHEREAS, the Vendor has agreed to compensate DPRC 15% of gross receipts for alcoholic beverage sales and 10% of gross receipts for all other sales; and

WHEREAS, the Vendor has committed to a minimum of \$90,000 in improvements to the Grant Park Beach House and surrounding area; and

WHEREAS, the Vendor will reimburse DPRC for actual utility costs; now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors hereby authorizes and directs the Department of Parks, Recreation, and Culture to execute a Vendor Permit Agreement with Ferch’s Beachside, LLC, for a five-year term with an optional five-year renewal term for a concession operation at Grant Park Beach House.