

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: June 24, 2026

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

From: Guy Smith, Executive Director for Milwaukee County Parks

Subject: Authorization to enter into a Lease and Vendor Permit with ABC Estabrook Inc. for the operation of the Estabrook Park Beer Garden

File Type: Action Item

REQUEST

From the Executive Director of Milwaukee County Parks requesting authorization to enter into a Lease and Vendor Permit with ABC Estabrook Inc. for the operation of the Estabrook Park Beer Garden.

POLICY

§ 59.17(2)(b)3., Wis. Stats., states that the “county board may continue to exercise the authority under s. 59.52(6) with regard to land that is zoned as a park...”. In the law of property, authority over “land” include authority over all rights appurtenant to the land.

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

BACKGROUND

The proposed agreement continues Milwaukee County’s longstanding partnership with the operator of the Estabrook Park Beer Garden, one of the County’s signature concession operations. Following a competitive Request for Proposals process in 2012, the Vendor was selected to provide beer garden concession services and initially operated under a one-year Vendor Permit Agreement. In 2013, the Milwaukee County Board of Supervisors authorized the Department of Parks to enter into a longer-term agreement with the Vendor, which included both operation of the concession and investment in renovations and improvements to the beer garden facility. The original seven-year term was subsequently extended through two renewal periods, with the current agreement scheduled to expire on November 30, 2026.

The proposed long-term agreement will provide operational continuity while allowing the Vendor to move forward with additional renovations, additions, and capital

improvements to the beer garden building prior to the expiration of the current term. Entering into a new agreement at this time supports continued private investment in County assets, enhances the visitor experience at Estabrook Park, and ensures the successful operation of a popular recreational amenity for Milwaukee County residents and visitors. The agreement reflects the mutual desire of both parties to maintain a productive partnership and facilitate future improvements that will benefit the public for years to come.

Related File No's:	13-352
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](#):

- 1A: Reflect the full diversity of the County at every level of County government
- 1B: Create and nurture an inclusive culture across County government – the Estabrook Beer Garden fosters social cohesion and brings activation to a park that was previously under-utilized.
- 1C: Increase the number of County contracts awarded to minority and women-owned businesses
- 2A: Determine what, where, and how we deliver services to advance health equity
- 2B: Break down silos across County government to maximize access to and quality of services offered
- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3B: Enhance the County’s fiscal health and sustainability – the Estabrook Beer Garden generates revenue for the Parks Department that helps support operations in other areas.
- 3C: Dismantle barriers to diverse and inclusive communities

FISCAL EFFECT

None as revenue associated with the Estabrook Beer Garden is included in the 2026 budget. Revenue generated from this agreement will support Parks in meeting its annual revenue goals in future operating budgets.

TERMS

The proposed agreement establishes an initial seven-year term commencing on the effective date, with the option for one additional three-year renewal term upon mutual written agreement of the parties. To exercise the renewal option, the Vendor must provide written notice to Milwaukee County at least one year before the expiration of the current term. In consideration for the permit, the Vendor will pay the County a sales commission of 20 percent of gross alcoholic beverage revenue and 10 percent of gross food and non-alcoholic beverage revenue, with payments due on a biweekly basis following each defined sales period. Additionally, the Vendor will pay a flat monthly utility fee of \$900 while the beer garden is in operation, with utility charges subject to annual review based on actual usage. As part of the agreement, the Vendor also

commits to investing a minimum of \$50,000 in capital improvements and maintenance to the beer garden building, supporting the long-term preservation and enhancement of the County-owned facility.

VIRTUAL MEETING INVITES

Hans Weissgerber III, Managing Director, hw3@hbmilwaukee.com

PREPARED BY:

Robert Senglaub, Contracts Manager, Milwaukee County Parks

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks 

ATTACHMENTS:

Resolution

Fiscal Note

Lease and Vendor Permit

PowerPoint

CC:

David Crowley, County Executive

Mary Jo Meyers, Chief of Staff, County Executive's Office

Sheldon Wasserman, Committee on Parks & Culture Chairperson

Anne O'Connor, Committee on Parks & Culture Vice Chairperson

Priscilla Coggs-Jones, Committee on Parks & Culture Member

Jack Eckblad, Committee on Parks & Culture Member

Felesia Martin, Committee on Parks & Culture Member

Juan Miguel Martinez, Committee on Parks & Culture Member

Steve Taylor, Committee 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

Nick Sinram, 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

Anthony Rux, Budget & Management Analyst, DAS-PSB

Sandy Saltzstein, Research and Policy Analyst