



Lease And Vendor Permit with ABC Estabrook

July 14, 2026

Robert Senglaub, Contracts Manager



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.



Background:



- In 2012, following a competitive Request for Proposals (RFP) process, the Vendor was selected to provide beer garden concession services.
- The Vendor 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.
- Vendor investment in renovations and improvements to the beer garden facility.
- The original agreement had a seven-year term.
- The agreement was subsequently extended through two renewal periods.
- The current agreement is scheduled to expire on November 30, 2026.



Since 2012, ABC Estabrook has generated \$2,127,625 million in commission revenue to Milwaukee County Parks

Future:

- Provides operational continuity for the Estabrook Park Beer Garden.
- Allows the Vendor to complete additional renovations and capital improvements before the current agreement expires.
- Supports continued private investment in County assets.
- Enhances the visitor experience at Estabrook Park.
- Ensures the continued operation of a popular recreational amenity.
- Reflects a strong partnership between Milwaukee County and the Vendor.
- Facilitates future improvements that will provide long-term public benefits.



Terms:

- Establishes an initial seven-year term beginning on the effective date.
- Includes one additional three-year renewal option upon mutual written agreement.
- Requires payment of:
 - 20% commission on gross alcoholic beverage sales.
 - 10% commission on gross food and non-alcoholic beverage sales.
- \$900 monthly utility fee during the operating season.
- Utility fee is subject to annual review based on actual usage.
- Requires the Vendor to invest a minimum of \$50,000 in capital improvements and maintenance to the beer garden.
- Supports the long-term preservation and enhancement of the County-owned facility.



Questions?





Thank You!