



# Ferch's Beachside Grill Lease and Vendor Permit

March 4, 2025



# Request:

From the Executive Director of Milwaukee County Parks, requesting authorization to enter into a Lease and Vendor Permit with Ferch's Beachside LLC for concessions operations at Grant Park Pavilion

# Background:

- Ferch's Beachside, LLC is a family-owned business of the Ferchoff family. The family has a substantial and highly successful track record as a restaurant operator in several Milwaukee County locations for more than 37 years.
- More importantly, Ferch's Beachside has demonstrated year after year its ability to run a top-notch and consistently successful business at Grant Park as the concessions' vendor since 2015.
- Ferch's wrapped up its 10<sup>th</sup> season this past year and reached an all-time revenue in excess of \$420,000.
- Over the course of the past 10 years, approximately \$255,000 in rent has been paid to the County
- In August 2024, Milwaukee County Parks issued a Request for Proposal in August 2024, and Ferch's Beachside LLC responded to the RFP to continue operations at Grant Beach. Ferch's Beachside was selected as the winner of the RFP based on their submission.

# Terms:



- 5-year initial term
- 2 two-year renewal options and 1 final one year renewal term (totaling 5 years)
- Roof replacement, bathroom renovation and exterior painting funded upfront by the Vendor which is to be completed by December 31, 2025. This total investment will come as a commission credit until value is recovered by vendor.
- In lieu of rent, the Vendor shall pay the County a commission in an amount equal to fifteen percent (15%) of all Gross Receipts on sales of alcoholic beverages, and ten percent (10%) of Gross Receipts on all other sales (the "Commission").
- \$50,000 dollars of capital improvements during the renewal term.



# Recommendation:

The Parks Director recommends that Parks be authorized to execute a Lease and Vendor Permit with Ferch's Beachside LLC for a term of five (5) years with an optional five (5) year renewal that is broken down by a two 2-year renewal terms and one final 1 year renewal term, for a concession's operation at Grant Park Beach Pavilion.





Questions?



Thank You!