

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

**A RESOLUTION**

WHEREAS, Ferch's Beachside, LLC (Ferch's), is a family-owned business of the Ferchoff family, and for the past ten years, Ferch's has operated the concessions operations at the Grant Park (the Park) Beach Pavilion; and

WHEREAS, Ferch's generated approximately \$255,000 in rental revenue for the Department of Parks, Recreation, and Culture (DPRC) operating budget over the term of the previous Lease, and also made \$110,000 worth of capital improvements to the facility; and

WHEREAS, DPRC issued a Request for Proposals (RFP) in August 2024, for food and beverage concessions at the Park Beach Pavilion; and

WHEREAS, Ferch's submitted a response to the RFP to continue operations specific to the Park; and

WHEREAS, DPRC negotiated a Lease and Vendor Permit with Ferch's as a result of their proposal; and

WHEREAS, the term of the Lease and Vendor Permit is an initial five-year term, with an optional five-year renewal, which is broken down into two two-year renewal terms, and one final one-year renewal term; and

WHEREAS, in lieu of rent, Ferch's shall pay Milwaukee County a commission in an amount equal to 15 percent of all gross receipts on sales of alcoholic beverages, and ten percent of gross receipts on all other sales (the Commission); and

WHEREAS, Ferch's will reimburse DPRC for actual utility costs; and

WHEREAS, Ferch's commits to completing capital improvements to the Park Beach Pavilion, such as roof replacement, bathroom renovations, and exterior painting, which is to be funded by Ferch's and to be completed by December 31, 2025; and

WHEREAS, Ferch's will make an additional \$50,000 worth of capital improvements during the renewal terms, broken down to no less than \$20,000 in capital improvements for the first two-year renewal term, no less than \$20,000 in capital improvements for the second two-year renewal term, and no less than \$10,000 in capital improvements for the final one-year renewal term; and

WHEREAS, Ferch's will receive a Commissions credit for the value of the work completed on the roof replacement, bathroom renovations, and exterior painting; and

WHEREAS, the Director, DPRC, recommends that DPRC be authorized to execute a Lease and Vendor Permit with Ferch's for a term of five years, with an optional five-year renewal, which is broken down by two two-year renewal terms, and one final one-year renewal term, for concessions operations at the Park Beach Pavilion; and

WHEREAS, the Committee on Parks and Culture, at its meeting of March 4, 2025, recommended adoption of File No. 25-173 (vote 7-0); and

WHEREAS, the Committee on Finance, at its meeting of March 17, 2025, recommended adoption of File No. 25-173 (vote 6-0); now, therefore,

BE IT RESOLVED, the Milwaukee County Board of Supervisors (County Board) hereby approves of the Department of Parks, Recreation, and Culture (DPRC) entering into a Lease and Vendor Permit Agreement (the Agreement) for the operation of concessions at Grant Park Beach Pavilion; and

BE IT FURTHER RESOLVED, the County Board hereby authorizes DPRC, Department of Administrative Services, Office of Corporation Counsel, and any other Department that may be necessary, to execute and record all documents, and perform all actions as required, to execute the Draft Agreement attached to this file; and

BE IT FURTHER RESOLVED, the County Executive and County Clerk are authorized to execute any required documents regarding the execution of the Agreement.

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