



Red Arrow Concessionaire Report – Budget Amendment 42

January 23, 2024 | Committee on Parks



2024 Budget Amendment 42

- “Amend the narrative of Agency 900– Department of Parks, Recreation and Culture to include the language as follows: The Department of Parks, Recreation and Culture is requested to submit a report to the County Board of Supervisors for the January 2024 cycle on the status of the concessionaire in Red Arrow Park. The report should present options for public discussion and next steps for Red Arrow Park and evaluate the feasibility of operating in-house concessions similar to South Shore Terrace. Providing skate rentals for all seasons should also be considered in the report.”

2023 Timeline – Red Arrow



- **May 3** – Parks begins allowing roller skating at Red Arrow Park
- **June 16, July 21, August 18** – Summer Spinz special event partnership with Downtown BID
- **Fall 2023** – Starbucks publicly acknowledges end of operations at Red Arrow
- **October 26** – Milwaukee County issues RFP for new tenant
- **November 3** – Budget Amendment 42 requests this report
- **November 31** – Starbucks lease expires
- **December 18** – Notice of intent to award RFP issued



Operating In House Concessions



- Prior to Starbucks leaving the space and before issuing an RFP for a new tenant, Parks looked at the possibility of running an in-house food and beverage operation
- It was determined that outsourcing the concessions operation at Red Arrow was our best option
 - Lack of up-front capital funding to build out a food and beverage space
 - Lack of staff needed to operate in the summer months
 - Parks continues programming the park and using building space for recreational uses while a third party operates the food and beverage
- Parks will continue to program and operate the recreational uses of the park in collaboration with partners (ice skating, roller skating, special events)

Current Status



As of today...

→ Per their Agreement, Starbucks has left the space in an unfinished state, Parks staff have improved the space for use this winter

→ Slice of Ice skating and rentals are happening

Sundays 11a – 6p

Mon-Thur 11a - 8p

Fri-Sat 11a – 10p

→ Negotiating new lease agreement with RFP awardee (Biggby Coffee)



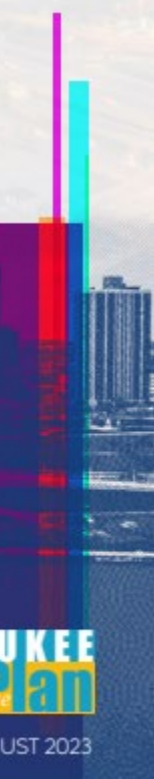
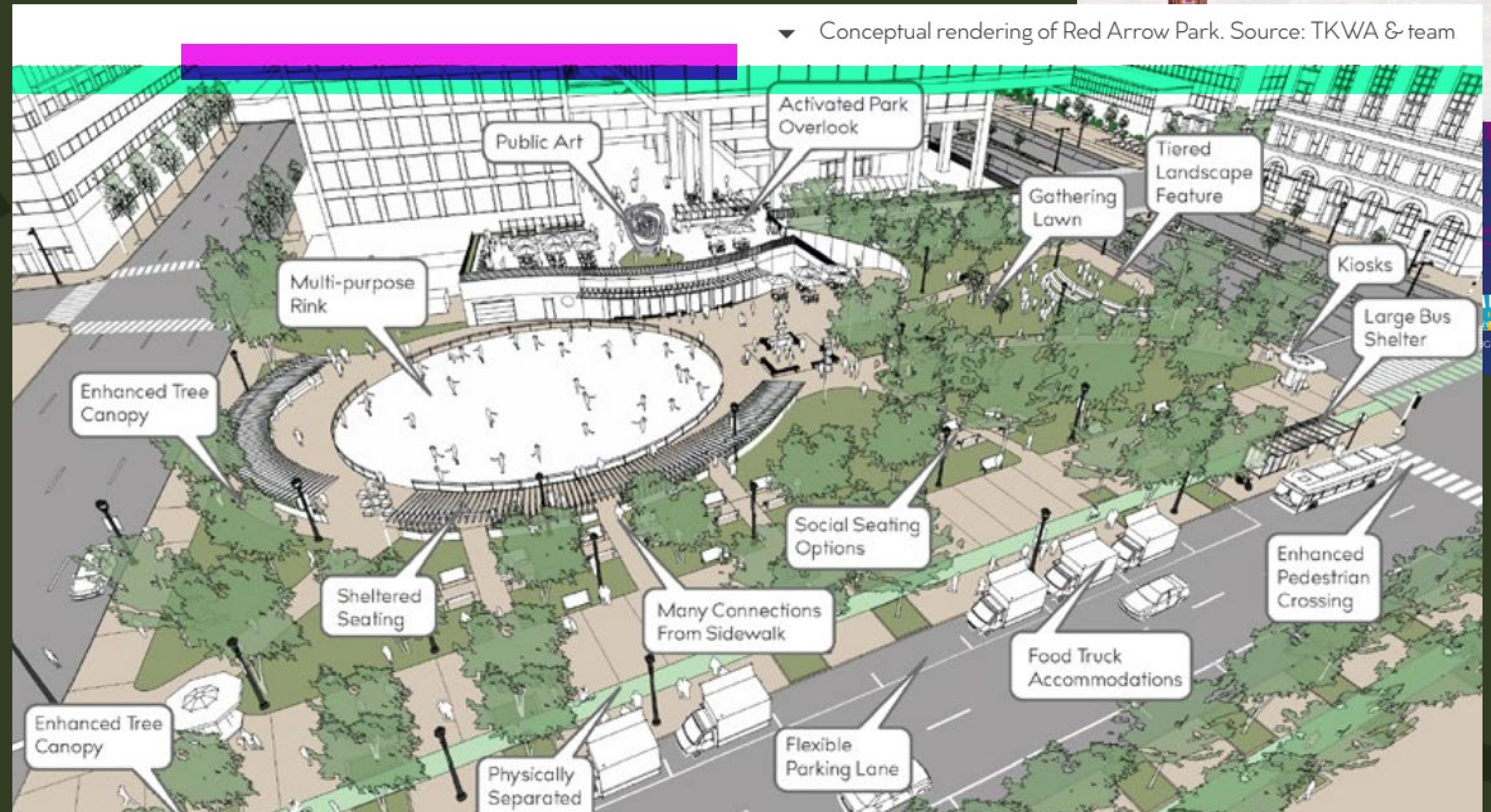
In 2024...



- Slice of Ice will continue through the winter
- Roller skating to continue in the Spring/Summer/Fall with expanded open hours
- New Lease agreement with a concessionaire will be presented to the County Board for consideration
- Republican National Convention will impact park operations in mid-July

Future Plans

- City of Milwaukee's Downtown Plan "Connecting MKE Downtown Plan 2040" identifies improvements to Red Arrow Park as a Catalytic Project
- Skating rink is approaching the end of useful life and needs replacement
- City of Milwaukee providing \$500,000 to aid in future planning (in partnership with Downtown BID)





Questions?



Thank You!