



May Board Cycle

Milwaukee County Parks

9480 Watertown Plank Rd.

Wauwatosa, WI 53226

(414) 257-PARK

Date: April 16, 2020
To: Chairperson, County Board of Supervisors
From: Jen Francis, Interim Executive Director, Milwaukee County Parks
Subject: **Vendor Permit with Funtime LLC d/b/a Wheel Fun Rentals for Bicycle Concessions at Veterans Park (ACTION)**

Issue

Authorization to enter a Vendor Permit with Funtime LLC d/b/a Wheel Fun Rentals (Wheel Fun) for the rental of bicycles, surreys, skates, and related products at Veterans Park.

Background

Since 2016, Wheel Fun has operated a concession for the rental of bicycles, surreys, skates, and related products at Veterans Park pursuant to a vendor permit dated March 21, 2016. This vendor permit with extensions ends March 30, 2021. Wheel Fun has approached Milwaukee County Parks to discuss a large investment it would like to make in the facility and surrounding area to improve the overall experience of its customers. Wheel Fun also requested a new long-term agreement in order to realize its return on such an investment.

The term of this agreement is five (5) years with two (2) options to extend the term for one (1) additional consecutive year. The vendor has agreed to pay the County \$155,000 over the first five (5) years and an additional \$31,000 in year six (6) and seven (7), if renewed. In addition, there is a percentage profit-sharing agreement if gross receipts exceed established amounts. Wheel Fun will also contribute one hundred dollars a month during its operating months to offset utility expenses.

Wheel Fun will be required to submit a list and pricing information for the products it intends to rent or sell to the public for approval by Milwaukee County Parks. Parks' Executive Director maintains the right to prohibit the sale or rental of any item that is deemed inappropriate or otherwise. Wheel Fun is required to maintain customer service as a top priority and provide employees who are neat in appearance, professional, friendly, and courteous to customers and the general public. The concession is a fair-weather operation open daily, weather permitting.



Recommendation

Parks' Interim Executive Director recommends approval of this vendor permit agreement with Wheel Fun for the operation of concessions for bicycles, surreys, skates, and related products at Veterans Park on the lakefront.

Prepared By: Erica Hayden, Contracts Manager, Milwaukee County Parks

Approved By: Jen Francis, Interim Executive Director, Milwaukee County Parks



Attachments

- Attachment 1 – Resolution
- Attachment 2 – Fiscal Note
- Attachment 2 – Agreement w/ Exhibit

Copy

- David Crowley, County Executive Elect
- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive's Office
- Parks, Energy & Environment Chair
- Parks, Energy & Environment Committee Members
- Chief of Staff, County Board of Supervisors
- Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller

