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From Director, Department of Parks, Recreation, and Culture, requesting retroactive authorization to execute a Lease Agreement with CCH Management, LLC, also known as “The Dock,” for concession services at Bradford Beach, whereby Milwaukee County will receive \$20,000 per year, a commission on sales above \$400,000, and contributions to a park improvement fund for a five-year term effective April 1, 2019, with three one-year renewal options, by recommending adoption of the following:

**A RESOLUTION**

WHEREAS, on February 1, 2019, Milwaukee County (the County) issued a competitive Request for Proposals (RFP) to solicit proposals for various concession services in County parks; and

WHEREAS, CCH Management, LLC, also known as The Dock (The Dock), responded to the Management and Operation of Food, Beverage, and Recreation Services at Bradford Beach RFP, meeting all terms and conditions of the process, and was awarded the opportunity; and

WHEREAS, the term of this Lease Agreement is five years, with three additional, consecutive one-year extensions, upon mutual agreement of the parties; and

WHEREAS, the Department of Parks, Recreation, and Culture (DPRC) will receive \$100,000 during the five-year term, and an additional \$20,000 in each extension year; and

WHEREAS, DPRC will also receive a percentage of gross receipts if sales exceed established amounts; and

WHEREAS, The Dock will be responsible for utility hookups and monthly payments; and

WHEREAS, The Dock will establish a Park Improvement Fund of \$45,000 in 2019, an additional \$25,000 in 2020, and an additional one percent of gross sales in each year of 2021 through 2025, for the purpose of maintaining and enhancing the Bradford Beach pavilion, beach, parking lot, and/or the beach environs; and

WHEREAS, The Dock is required to submit a list and pricing information for the products it intends to sell, and shall maintain customer service as a top priority; and

WHEREAS, the Committee on Parks, Energy, and Environment, at its meeting of April 22, 2019, recommended adoption of File No. 19-343 (vote 5-0); now, therefore,

45 BE IT RESOLVED, the Milwaukee County Board of Supervisors authorizes the  
46 Director, Department of Parks, Recreation, and Culture (DPRC), to execute a Lease  
47 Agreement with CCH Management, LLC, for a term of five years, with three, one-year  
48 extensions, for the management and operation of the food, beverage, and recreation  
49 services at Bradford Beach; and

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51 BE IT FURTHER RESOLVED, the DPRC, the Department of Administrative  
52 Services, the Office of Corporation Counsel, and any other Department that may be  
53 necessary, is authorized to execute and record all documents, and perform actions as  
54 required to execute the Lease Agreement attached to this file; and

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56 BE IT FURTHER RESOLVED, the County Executive and County Clerk are  
57 authorized to execute any required documents regarding the execution of this  
58 resolution.

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