

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 28, 2023

To: Marcelia Nicholson, Chairwoman, Milwaukee County Board of Supervisors

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: Authorization to grant waivers to various special event organizers for events that impede access to Lincoln Memorial Drive on various dates in 2024

File Type: Action Report

REQUEST

Requesting authorization to grant waivers to special event organizers for events that impede access to Lincoln Memorial Drive on various dates in 2024.

POLICY

Milwaukee County Ordinance 47.031(5) requires any event sponsor who wishes to conduct an event that impedes access to Lincoln Memorial Drive (LMD) to petition the Milwaukee County Board of Supervisors through the Committee on Parks, Energy and Environment, for a waiver if their event does not conform to one or more conditions or restrictions listed in Chapter 47.031 (1) to (4).

Milwaukee County Code of General Ordinances:	47.031 (1) through (5)
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BACKGROUND

To date, six event organizers have applied for Parks special event permits that would impede access to Lincoln Memorial Drive (LMD) on various dates in 2024. A list of those events is attached. These events have brought thousands of participants and visitors to Milwaukee that increase exposure and contribute directly to our local economy.

Event organizers are to pay all Parks fees required for closing LMD and permitting to host its event on park property. They must also apply for and receive permits from the City of Milwaukee as necessary. Discussions with lakefront stakeholders will occur and every effort will be made to minimize business interruption along the routes. McKinley Marina tenants, Sailing Center members, Milwaukee Yacht Club members, and other lakefront partners will have access during all closures. Access to lakefront venues will be coordinated with the Milwaukee County Sheriff's Office as well as the Milwaukee Police Department.

ALIGNMENT TO STRATEGIC PLAN

Describe how the item aligns to the objectives in the [strategic plan](#):

- 1A: Reflect the full diversity of the County at every level of County government
- 2A: Determine what, where, and how we deliver services to advance health equity
- 3B: Enhance the County's fiscal health and sustainability

FISCAL EFFECT

All event revenues and expenses have been budgeted for.

VIRTUAL MEETING INVITES

Jeffrey Orlowski, Director of Recreation and Business Services, Parks

PREPARED BY:

Andrea Wallace, Assistant Director of Recreation and Business Services, Parks

APPROVED BY:

Guy Smith, Executive Director Milwaukee County Parks



ATTACHMENTS:

Fiscal Note

Resolution

2024 Lincoln Memorial Drive Special Event Closure Requests

CC:

- David Crowley, County Executive
- Mary Jo Meyers, Chief of Staff, County Executive's Office
- Sheldon A. Wasserman, Supervisor District 3, Comm on Parks & Culture Chair
- Steven Shea, Supervisor District 8, Comm on Parks & Culture Vice Chair
- Felesia A. Martin, Supervisor District 7, Comm on Parks & Culture Member
- Juan Miguel Martinez, Supervisor District 12, Comm on Parks & Culture Member
- Steve F. Taylor, Supervisor District 17, Comm on Parks & Culture Member
- Kelly Bablitch, Chief of Staff, Milwaukee County Board of Supervisors
- Janelle M. Jensen, Legislative Services Division Mgr, Office of the County Clerk
- Aaron Hertzberg, Director, Department of Administrative Services
- Joseph Lamers, Fiscal & Budget Director, DAS
- Vince Masterson, Fiscal & Strategic Asset Coordinator, DAS
- Pamela Bryant, Capital Finance Manager, Comptroller's Office
- Justin Rodriguez, Capital Finance Analyst, Comptroller's Office
- Allyson R. Smith, Committee Coordinator, Office of the County Clerk
- Ciara Miller, Research & Policy Analyst, Office of the Comptroller
- Anthony Rux, Budget & Management Analyst, DAS-PSB