

COUNTY OF MILWAUKEE
Inter-Office Communication

Date: December 4, 2023

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

From: Guy Smith, Executive Director, Milwaukee County Parks

Subject: From the Executive Director of Parks asking for passive review of an amendment to the Event Sponsorship Agreement with Harley Davidson, Inc. executed in 2023

File Type: Passive Review

REQUEST

From the Executive Director of Parks asking for passive review of an amendment to the Event Sponsorship Agreement with Harley Davidson, Inc. executed in 2023 to: a) increase the fees for the 2024 Harley Davidson Event from \$99,999 to \$169,999 to offset loss of revenue to Milwaukee County Parks because the footprint for the 2024 Event will encompass acreage that Milwaukee County would have used to garner parking revenue for the concurrent 2024 Milwaukee Air & Water Show; and b) to acknowledge a potential collateral increase in Additional revenue, estimated at \$20,000, from permit fees and utility reimbursements associated with the 2024 Harley Davidson Event.

POLICY

Implementation of Wisconsin Statutes 59.21(31) with regard to purchase of professional service agreements (under the Milwaukee General ordinance Chapter 56) requires County Board review to award the initial agreement, or amendment(s) to the original agreement, when the total contractual fee exceeds \$100,000 but is less than \$300,000.

Wisconsin State Statutes:	59.21(31)
Milwaukee County Code of General Ordinances:	
Specific Adopted Budget:	
Specific Adopted Budget Amendment:	
Specific Adopted Capital Project:	

BACKGROUND

In January of 2023 Parks contracted with Harley Davidson, Inc. (“H-D”) to sponsor H-D’s 120th anniversary event at Veteran’s Par, located at 1010 N. Lincoln Memorial Drive, Milwaukee.

The amended is required because the 2024 H-D 121st anniversary event is concurrent with the scheduled 2024 Milwaukee Air & Water Show. Milwaukee County generates revenue from parking fees during the Air & Water Show. The 2024 H-D event footprint overlaps with the Veteran’s Park areas used for parking during the Air & Water Show and will preclude Parks from generating parking revenue during the Air & Water Show in 2024.

H-D has agreed to an offset amount of \$70,000 in 2024 to make up for the loss of parking revenue. This increases the contract from \$99,999 to \$169,999. There is also an anticipated Additional revenue of an estimated \$20,000, from fees for Lincoln Memorial Drive closure and utility reimbursements, which would bring the total in fees and reimbursements to an anticipated \$189,999. Subsequently, the 2024 Event Sponsorship Agreement requires a passive review to amend the H-D Event Sponsorship agreement for 2024.

Related File No’s:	
Associated File No’s (Including Transfer Packets):	
Previous Action Date(s):	

ALIGNMENT TO STRATEGIC PLAN

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

- 2C: Apply a racial equity lens to all decisions
- 3A: Invest “upstream” to address root causes of health disparities
- 3B: Enhance the County’s fiscal health and sustainability
- 3C: Dismantle barriers to diverse and inclusive communities

3B: The summer events are the premier public participation events in Milwaukee County, and the County generates considerable revenue from fees and parking for its operating budget.

FISCAL EFFECT

Together with fees and reimbursements, County anticipates total revenue from the Harley Davidson 121st anniversary event in 2024 to offset the loss of parking revenue generated during the 2024 Milwaukee Air & Water Show.

TERMS

H-D is solely responsible for all fees, costs, payments, and other expenses incurred in the performance of H-D’s obligations under the Event Sponsorship Agreement. H-D shall be responsible for all utility charges, and hook-ups to County infrastructure require permit fees.

VIRTUAL MEETING INVITES

- Jeremy.Lucas@milwaukeecountyparks.com
- Jeffrey.Orlowsky@milwaukeecountyparks.com

PREPARED BY:

Saji Villoth, Parks Contract Services Manager

APPROVED BY:

Guy Smith, Parks Executive Director



ATTACHMENTS:

- Fiscal Note
- 2023 Event Sponsorship Agreement

cc: David Crowley, County Executive
Mary Jo Meyers, Chief of Staff, County Executive's Office
Sheldon A. Wasserman, Supervisor District 3, PEEC Chair
Steven Shea, Supervisor District 8, PEEC Vice Chair
Felesia A. Martin, Supervisor District 7, PEEC Member
Juan Miguel Martinez, Supervisor District 12, PEEC Member
Steve F. Taylor, Supervisor District 17, PEEC 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