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## March Board Cycle

**Milwaukee County Parks**  
9480 Watertown Plank Rd.  
Wauwatosa, WI 53226  
(414) 257-PARK

Date: February 6, 2019  
To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors  
From: Guy Smith, CPRP, Parks Director  
Subject: **Update on Paddleboat Rental Concession Services at the Lakefront (INFORMATION)**

### Background

Since 2013, Funtime LLC d/b/a Wheel Fun Rentals (Wheel Fun) has operated a concession for the rental of paddleboats and related items at Veterans' Lagoon on the lakefront pursuant to a vendor permit dated June 4, 2013. This vendor permit with extensions ends March 30, 2020. Wheel Fun has approached Milwaukee County Parks to discuss a large investment it would like to make in special paddleboats for its operations at Veterans' Lagoon. Wheel Fun also requested a new long-term agreement in order to realize its return on such 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 \$118,750 over the first five (5) years and an additional \$24,500 in year six (6) and \$25,750 in year seven (7), if renewed. In addition, there is a percentage profit-sharing agreement if gross receipts exceed established amounts.

Wheel Fun will have a small rental kiosk near the lagoon in Veterans Park. Wheel Fun will be responsible for utility hookups and monthly payments.

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 the Milwaukee County Parks. The Parks 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

No action requested. Informational item unless further action is required.

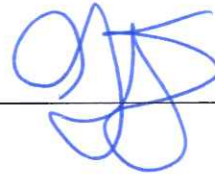


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Prepared By: Erica Hayden, Contracts Manager, Milwaukee County Parks

Approved By: Guy Smith, CPRP, Parks Director



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#### Attachments

- Attachment 1 – Vendor Permit
- Attachment 2 – Paddleboat Presentation

#### Copy

- Chris Abele, County Executive
- Raisa Koltun, Chief of Staff, County Executive's Office
- Jason Haas, Parks, Energy & Environment Chair, Supervisor District 14
- Sheldon Wasserman, Parks, Energy & Environment Vice-Chair, Supervisor District 3
- Marcelia Nicholson, Parks, Energy & Environment Committee Member, Supervisor District 5
- Felesia Martin, Parks, Energy & Environment Committee Member, Supervisor District 7
- Steven Shea, Parks, Energy & Environment Committee Member, Supervisor District 8
- Kelly Bablitch, Chief of Staff, County Board of Supervisors
- Kelsey Evans, Committee Coordinator, Office of the County Clerk
- Emily Peterson, Research & Policy Analyst, Office of the Comptroller
- Jeremy Lucas, Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS



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