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## April Board Cycle

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

Date: March 21, 2019  
To: Theodore Lipscomb, Sr., Chairman, County Board of Supervisors  
From: Guy Smith, CPRP, Executive Director  
Subject: **Request to Enter into a Lease for Concession Services at Bradford Beach - ACTION**

### Issue

Milwaukee County Parks respectfully requests authorization to enter into a lease agreement for Concession Services at Bradford Beach.

### Background

On February 1, 2019, Milwaukee County issued a competitive Request for Proposals to solicit proposals for various concession services in Milwaukee County Parks. CCH Management, LLC, also known as "The Dock", responded to the Management and Operation of Food, Beverage, and Recreation Services at Bradford Beach, meeting all terms and conditions of the process, was awarded the opportunity.

The term if this agreement is five (5) years with three (3) options to extend the term for one (1) additional consecutive year. The vendor has agreed to pay the County \$100,000 over the first five (5) years and an additional \$20,000 in each year of the extensions. In addition, there is a percentage profit-sharing agreement if gross receipts exceed established amounts.

Additionally, The Dock will establish a Park Improvement Fund of \$45,000 in 2019, an additional \$25,000 in 2020, and an additional one percent (1%) of Gross Sales in each year of 2021 to 2025, for the purpose of maintaining and enhancing the Bradford Beach pavilion, beach, parking lot, and/or the beach environs.

The Dock will be required to submit a list and pricing information for the products it intends to sell to the public for approval by Milwaukee County Parks. The Parks Director maintains the right to prohibit the sale or rental of any item that is deemed inappropriate or otherwise. The Dock 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.



Empowering People  
Strengthening Community

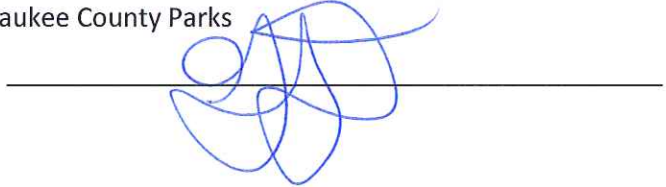


**Recommendation**

The Parks Executive Director respectfully recommends that Milwaukee County Parks be authorized to enter into a lease agreement with CCH Management, LLC, for management and operation of food, beverage, and recreation services at Bradford Beach.

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

Approved By: Guy Smith, CPRP, Executive Director



**Attachments**

- Attachment 1 – Fiscal Note
- Attachment 2 – Resolution
- Attachment 3 – Lease
- Attachment 4 – RFP
- Attachment 5 – RFP Response

**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
- Parks Fiscal Mgt. Analyst, Admin & Fiscal Affairs/DAS