



# Madison Parks Division

210 Martin Luther King, Jr. Blvd., Room 104  
Madison, WI 53703  
608-266-4711 • [cityofmadison.com/parks](http://cityofmadison.com/parks)



## **Background Information – Biergarten at Olbrich Park**

Over the past several years, Parks has had success with placemaking initiatives, many of which would not have been possible without public-private partnerships that facilitate repairs to aging and underutilized buildings and managing of programs that could not have happened just by Parks. Examples of these initiatives include Wingra and Brittingham boat rentals and camps, Let's Eat Out food cart nights, special events such as Ride the Drive and Central Park Sessions, the Mendota and Camp Randall Rowing Clubs historic boathouses, and Breese Stevens Field.

This spring we identified Olbrich and Marshall as two locations with underutilized facilities that could potentially benefit from placemaking through public-private partnerships. At Olbrich the RFP panel determined that combining boat rentals and biergarten food/beverage concessions would create a strong partnership and environment for new uses and extending the stay in the park for current users. The success of restaurants and biergartens in other city parks across the country opened the door for it to be considered here in Madison. The proposal is for a relaxed family-friendly atmosphere that offers more access to the lake for boat rentals, provides a more welcoming environment for people to enjoy shoreline vistas with a well maintained picnic area and food/beverage offering, as well as have investment in the building and fostering an atmosphere of positive active public space.

If these proposals do go forward, both entities will be held to high standards and have agreements/contracts specifying goals, operations, reporting procedures. The agreements/contracts will require at minimum approval from the Parks Commission, the Board of Estimates and the Common Council. In the case of the biergarten, it will also require a license to be issued by the ALRC.

Information, including at least the majority of public comments posted to Legistar (as of January 31, 2017), can be found at on the City's Legistar site, including:

- [Legistar #44842](#) - Public Hearing - New License BKM Group LLC • dba Olbrich Biergarten 3527 Atwood Ave • Agent: Erik Kesting • Estimated Capacity: 300 Class B Beer, Class C Wine • 70% alcohol, 30% food Aldermanic District 15 (Alder Ahrens) • Police Sector 610
- [Legistar #45397](#) - BKM Operational Plan for a Biergarten Proposal at Olbrich Park Beach
- [Parks Commission Calendar 2016](#) – See the December Agenda and Minutes for consideration of item #45397.