

Biergarten at Olbrich Park 2020 Annual Review

2020 Season and Hours

Curbside orders May 13 to June 1.

Normal operations:

- Opened June 4
- Closed October 11

Operating Hours:

Monday	4 - 10pm
Tuesday	4 - 10pm
Wednesday	4 - 10pm
Thursday	4 - 10pm
Friday	3 - 10pm
Saturday	12 - 10pm
Sunday	12 - 10pm

Staff

**More than 20 part-time seasonal jobs, with very little turnover.
One full-time year-round General Manager position.**



Food and Drink Vendors

Wisconsin Food:

Underground Meats (bratwurst)

Clasen's European Bakery (bread, giant pretzels, and more)

Banzo (hummus plate)

Farmer John's Cheese (fresh cheese curds)

Wisconsin Drinks:

Nicolet Water

Sprecher Root Beer

Gentry's Hard Cider

Press Hard Seltzer

Breweries: Karben4, One Barrel, Ale Asylum, New Glarus, Door County Brewing, Lakefront Brewery, New Glarus Brewing Company, Capital, 3 Sheeps, Hinterland, Third Space, Delta, Pearl Street, Driftless, and more



Complaints?

**None reported to us via
Madison Police Department,
Parks or other City staff,
Alder,
or neighborhood associations.**

COVID-19

ZERO contacts about exposure tracing

ZERO cases among staff

We thank our staff and customers for creating a safe and comfortable atmosphere and complying with all public health guidelines and our additional precautions.

Reception

Top “Beer Garden” in Madison on Yelp

Finalist for *Madison Magazine’s* “Best of Madison” in several categories

4.6/5 stars on Google

4.8/5 stars on Facebook, 5,052 likes

2020 Community Impact

Schenk School PTO	T-Shirt and Gift Card	\$40
Pinney Library Gala	T-Shirt and Gift Card	\$40
Canopy Center	T-Shirt and Gift Card	\$40
UW School of Business Graduate Student Association	Gift Card	\$20
Madison Parks Foundation (equity programming)	Benefit Night	\$1,402
Mentoring Positives	Benefit Night and Salsa Sales	\$583
Second Harvest Food Bank	Benefit Night	\$1,046
Nehemiah	Benefit Night	\$1,499
Community Shares	Benefit Night	\$650
Capital East Soccer Club	Benefit Night	\$1,000
"Ex Libris" event for Madison Public Library	Silent Auction	\$250
Badger Chapter of the American Zoological Society	Benefit Night	\$1,072

= \$7,642

Benefit to Taxpayers

2017 Use Fee	\$12,350
2017 Vendor Permit	\$900
2018 Use Fee	\$18,500
2018 Vendor Permit	\$900
2019 Use Fee	\$23,500
2019 Vendor Permit	\$900
2020 Use Fee	\$25,000
2020 Vendor Permit	\$900
Capital Improvements	\$47,500+
Total Financial Benefit to Taxpayers	\$130,450

2021 Changes

We look forward to welcoming dogs this season. This has been the number one complaint from customers, and we are looking forward to solving it!

We plan to experiment with offering other Wisconsin-based craft beverages allowed by our licensing and agreements, including hard lemonade, hard tea, and hard kombucha.

Continue COVID-19 precautions that ensured a safe 2020 season.

Thank You!

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