

# Biergarten at Olbrich Park 2019 Annual Review

# Season and Hours

- Opened April 26
- Closed October 13

## Operating Hours:

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

# Staff

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



# Food and Drink Vendors

## Wisconsin Food:

- Underground Meats (bratwurst)
- Clasen's European Bakery (bread and giant pretzels)
- Banzo (hummus plate)
- Farmer John's Cheese (fresh cheese curds)
- Porchlight (obatz cheese dip)

## Wisconsin Drinks:

- Nicolet Water
- Sprecher Root Beer
- Gentry's Cider

Breweries: Karben4, One Barrel, Ale Asylum, Next Door, Wisconsin Brewing Company, Door County Brewing, Lakefront Brewery, New Glarus Brewing Company, Central Waters, Tiletown Brewing, Port Huron Brewing Company, 3 Sheeps, Hinterland, and more



# Park Safety and Cleanliness Improved

No graffiti

Less litter, including alcohol and tobacco litter

Positive activity

Before



After



Complaints?

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

# Reception

**Top “Beer Garden” in Madison on Yelp**

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

**Kid Friendly**

**Bar with a View**

**Olbrich Park for Best Park**

**4.6/5 stars on Google**

**4.7/5 stars on Facebook, 4,232 likes**

# 2019 Community Impact

Schenk School PTO	T-Shirt and Gift Card	\$40
Lowell School Community Organization	T-Shirt and Gift Card	\$40
Whitehorse Middle School PTO	Benefit Night	\$450
Visit Madison Partner Spotlight	T-Shirts and Drinks Tokens	\$42
Madison Parks Foundation	Benefit Night	\$200
Clean Lakes Alliance	Benefit Night	\$350
Boys and Girls Club (via Fiskars)	T-Shirt and Gift Card	\$40
Rape Crisis Center	T-Shirt and Gift Card	\$40
Madison Library "Ex Libris" event	T-Shirt and Gift Card	\$40
Circus Space	Benefit Night	\$250
Community Shares	Benefit Night	\$1,300
Second Harvest Food Bank	Benefit Night	\$500
Glendale Neighborhood Association	Benefit Night	\$450
Capital East Soccer Club	Benefit Night	\$1,000
Save Our Park Ash Trees	Benefit Night	\$250
Lake Edge Neighborhood Association	Benefit Night	\$150

**= \$5,142**



## 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
Capital Improvements	\$47,500+
<b>Total Financial Benefit to Taxpayers</b>	<b>\$104,550</b>

# Requested Changes

**We look forward to passage of the ordinance to allow dogs on leash at the Park. We have discussed this with Parks staff and will request a variance from the State and Health Department to allow dogs on leash at the Biergarten. This has been the number one complaint from customers and we are looking forward to solving it!**

Thank You!  
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