

A large outdoor beer garden at Olbrich Park. In the foreground, several children are playing in a wooden sandbox, surrounded by colorful toys like a yellow toy truck and buckets. The sandbox is situated on a grassy area with wooden picnic tables nearby. In the background, many people are seated at long wooden picnic tables, enjoying the view of a large body of water (likely Lake Monona) and trees. The sky is bright and clear.

# Biergarten at Olbrich Park 2018 Annual Review



# Season and Hours

- Opened Saturday, April 29
- Closed Saturday, 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 19 part-time seasonal jobs, with almost no turnover.  
Created one full-time year-round job.**





# 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)
- Slide Food Cart and Kitchen (obatz cheese dip)

## **Wisconsin Drinks:**

- Nicolet Water
- Sprecher Root Beer
- Ciderboys 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 Ahrens,  
or neighborhood associations**



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**

**4.6/5 stars on Facebook, 2,746 likes**





# 2018 Community Impact

4/7/18	Olbrich Botanical Gardens	T-Shirt and Gift Card	\$40
5/5/18	Boys and Girls Club (via Fiskars)	T-Shirt and Gift Card	\$40
5/6/18	Lowell School Community Organization	T-Shirt and Gift Card	\$40
5/10/18	Lowell School Community Organization	Benefit Night	\$250
5/23/18	Ronald McDonald House of Madison	T-Shirt and Gift Card	\$40
5/31/18	Schenk PTO	Benefit Night	\$550
6/18/18	CapEast Soccer Club	Benefit Night	\$300
6/21/18	Save the Park Ash Trees	Benefit Night	\$450
6/26/18	East Side Business Alliance	Benefit Night	\$350
7/19/18	Madison Parks Foundation	Benefit Night	\$500
7/24/18	Community Shares	Benefit Night with Rutabaga	\$1,095.75
8/16/18	Madison Circus Space	Benefit Night	\$450
9/6/18	Lake Edge Neighborhood	Benefit Night	\$200
9/10/18	Glendale Elementary PLT	Benefit Night	\$150
9/12/18	Gio Garden	Benefit Night	\$200
9/18/18	Whitehorse Middle School	Benefit Night	\$100
9/20/18	Glendale Neighborhood Association	Benefit Night	\$150
9/27/18	Lowell Centennial Playground	Benefit Night	\$100
9/29/18	Second Harvest Food Bank	Benefit Night	\$250
10/30/18	Library Ex Libris Event	T-shirt and Gift Card	\$40

**= \$5,326**



# Benefit to Taxpayers

2017 Use Fee	\$12,350
2017 Vendor Permit	\$900
2018 Use Fee	\$18,500
2018 Vendor Permit	\$900
Capital Improvements	\$47,500+
<b>Total Financial Benefit to Taxpayers</b>	<b>\$80,150</b>



# Requested Changes

**Entertainment License?**

**Dogs?**






# Requested Renewal

**Requested renewal per the agreement.**







**Thank You!**  
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