

THE BKM GROUP

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# Biergarten at Olbrich Park

## 2021 Annual Review



# 2021 Season and Hours

## Normal operations:

- Opened April 12
- Closed October 17

## 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 40 part-time seasonal jobs, with very little turnover.

One part-time seasonal social media manager.

One full-time year-round General Manager position.

Three members of the ownership group

Mike Bare

Erik Kesting

Travis Mueller





# 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)

Porchlight (sauerkraut)

## 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, Tyrenena, 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, 5,962 likes





# 2021 Community Impact

NeuroDiversity Autism Camp (jointly with Karben4)	Benefit Night and art sales	\$1,380.52
Humane Society	Benefit Night	\$2,200
Badger Area Zookeepers Association (benefit for rhinos)	Benefit Night, Raffle, Merchandise	\$2,532
Madison Parks Foundation	Benefit Night	\$2,508
Free Bikes for Kids	Hosted Board Meeting	\$57
Humane Society (jointly with Karben4)	Benefit Night	\$658.87
Canopy Center	Auction Donations	\$40
Nehemia (Juneteenth celebration jointly with Delta)	Benefit Night	\$3,070
Community Shares	Benefit Night	\$2,300
Capital East Youth Soccer Club	Benefit Night	\$1,100
Second Harvest	Benefit Night	\$2,300
Madison Reading Project	Benefit Night	\$1,500
Ash Tree Benefit (jointly with Eastmorland Neighborhood Association)	Benefit Night	1,634
Sustain Dane	Benefit Night	\$1,555
Ex Libris Library Event	Auction Donations	\$80
Friends of Pinney Library	Benefit Night	\$900

**= \$23,815.39**

# 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
2021 Use Fee	\$27,000
2021 Vendor Permit	\$900
Capital Improvements	\$47,500+
<b>Total Financial Benefit to Taxpayers</b>	<b>\$157,450</b>



## 2021 Notes

**We welcomed dogs in 2021. This had been the number one complaint from customers, and we are pleased to accommodate them!**

**COVID-19 precautions ensured a safe 2020 and 2021 season, most practices to continue.**

## 2022 Plans

**This will be year six of our seven-year agreement with the City. We look forward to initial discussions with Parks Division leadership about an agreement beyond year seven.**



Thank You!  
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