

I have lived on Madison's east side in Heritage Heights since 1981 and I am opposed to the Olbrich Biergarten. I am troubled by many aspects of this proposal but this letter will focus on the fiscal impacts.

Olbrich Park is prime lakefront property with a unique city view. If BKM receives an alcohol license, this User Agreement will grant them, for seven years, the exclusive right to sell beer in a park where alcohol is banned without a permit. This agreement does not fairly compensate the City for this privilege, the unique siting, or the profit potential. The City should receive a portion of profits and/or the user fee should be substantially increased.

Please consider BKM's lack of service industry experience a real risk. Their lack of knowledge regarding the responsibilities of an alcohol licensee has been demonstrated twice before the ALRC --they did not even understand the proper demarcation of a licensed premise and the legal implications of this for the Biergarten and the park users. Their inexperience, coupled with the limited reserves of a small and newly minted investor group, does not bode well for a successful venture.

There will be increased costs for the city that have not been acknowledged: the three-hour parking limit will require rigorous enforcement; city staff will likely be required to supply and maintain the off-premise bathrooms in the beach house (which will now be in use until 10 pm); and, given the capacity and nature of the project, more police calls can be expected. Note that Biergarten staff will only be able to remove intoxicated patrons from the premises--it will require police to remove them from the park. BKM has neither provided a security plan nor indicated they will hire security staff.

An impetus for this project was to generate private investment in an "underutilized" park facility. The City has not maintained this beach house for many years and water quality at this beach is often poor. BKM plans minimal investments in the beach house and I recently learned the City will pay \$17,500, one-half of the cost, for an electrical upgrade solely required for the Biergarten. This project will not substantively improve either the beach house or the beach. The costs of the proposed 2017 improvements should be detailed as line items and staff should specify which expenditures are solely for the business operation. This proposal should also outline the specific capital improvements planned for 2018-2020, again noting those that are only required for the Biergarten operations.

Finally, the User Agreement should be modified to a two-year trial period with possible renewal, subject to renegotiation, for an additional two years. Thank you for considering these matters.

Sincerely,  
Beth Godfrey

  
Madison, WI 53714