

# 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

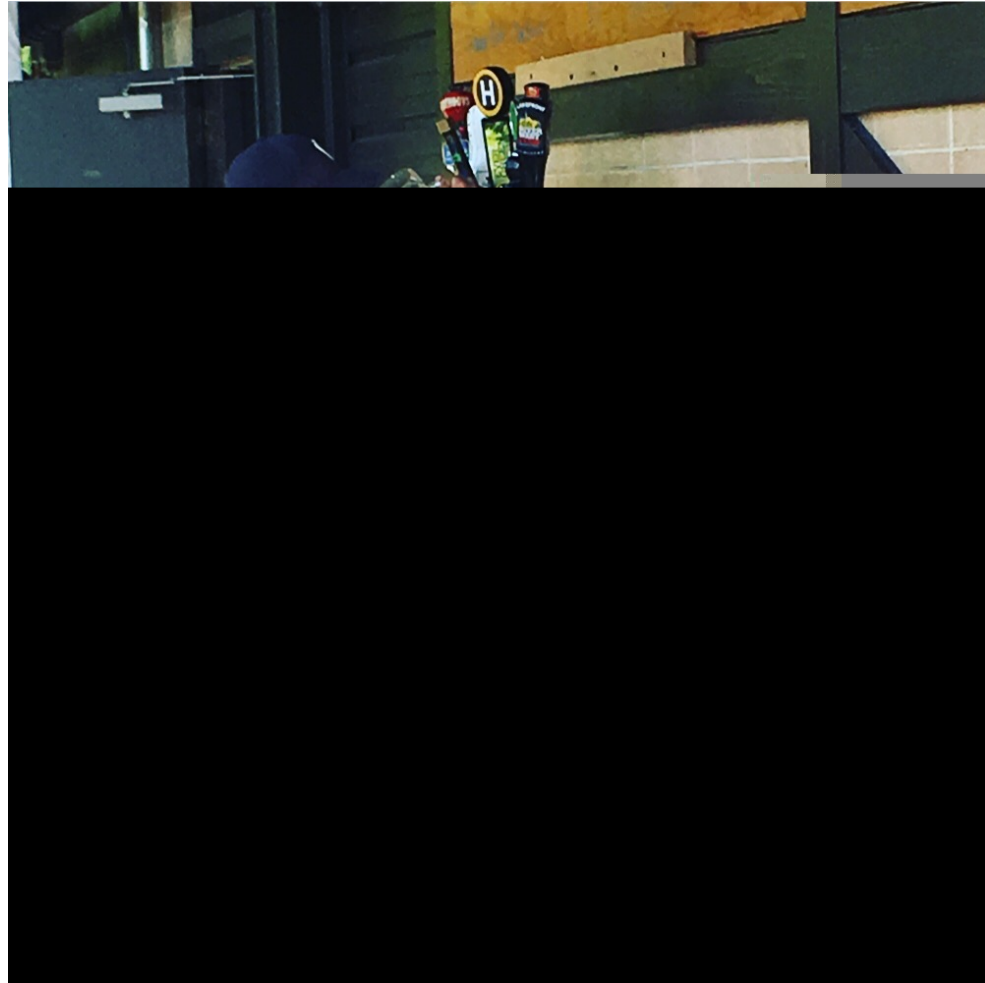
Friday 3 - 10pm

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+
<b>Total Financial Benefit to Taxpayers</b>	<b>\$130,450</b>

# 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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