



Legislation Text

File #: 77613, **Version:** 1

Fiscal Note

The proposed resolution authorizes a three-year agreement that may be renewed for two additional one-year periods, with Madison Home Brewers and Tasters Guild, Ltd. at Olin Park Boat Launch. The agreement will set forth the terms and conditions upon which the City will allow Madison Home Brewers and Tasters Guild, Ltd. to close and use the Olin Park Boat Launch for the production of the Great Taste of the Midwest event. In addition to the special event fees established during the application and review process, Madison Home Brewers and Tasters Guild, Ltd. will pay the City up to \$50,000 over the lifetime of the agreement (\$10,000 annually). These revenues will be recognized in the Parks Division Operating Budget.

Title

Authorizing the Mayor and the City Clerk to enter into a contract with Madison Home Brewers and Tasters Guild, Ltd., for the use and closure of the Olin Park boat launch and surrounding area during the Great Taste of the Midwest Event from 2023 through 2025, with the possibility of two successive one-year renewal terms.

Body

WHEREAS, the Great Taste of the Midwest ("Event") is an annual event, occurring on the second Saturday in August, organized by the Madison Home Brewers and Tasters Guild, Ltd. ("MHTG"), and is the second longest running craft beer festival in North America, bringing over 190 breweries and brewpubs, over 1400 different beers and local food vendors to Olin Park and Park in Madison; and,

WHEREAS, the Event is a premier festival in the United States and a signature Madison festival that is enjoyed by the local community, and that attracts tourism and economic development to Madison, with portions of the proceeds going to local charities; and,

WHEREAS, in 2016, MHTG entered into a boat launch closure and use agreement with the City that allowed MHTG to close and use the Olin Park boat launch area (the "Boat Launch Area") for the Event to allow for improved Event operations, accommodate increased attendance at the Event to satisfy Event demand, and significantly improve traffic management and pedestrian safety in the Olin-Turville Park area on the day of the Event; and,

WHEREAS, MHTG's use and closure of the Boat Launch Area in the summers from 2016 to 2022 achieved the stated objectives and both MHTG and the City are interested in entering into a new agreement to allow the use and closure of the Boat Launch Area for the next five annual Events; and,

WHEREAS, MHTG has expressed an interest in allowing watercrafts to use the piers and boat launch portion of the Boat Launch Area as part of the Event. Under Madison General Ordinances Section 8.188, in order to allow any watercrafts to use the boat launch during the Event the City and MHTG are required to enter into a boat launch use agreement.

NOW, THEREFORE, BE IT RESOLVED that the Mayor and City Clerk are authorized to execute an Agreement with Madison Home Brewers and Tasters Guild, Ltd., for the use and closure of the Olin Park boat launch and surrounding areas for the Great Taste of the Midwest event, on terms consistent with the Olin Park Boat Launch Closure and Use Agreement attached and incorporated hereto, in a format that is approved by the City Attorney.

