

Elm Grove Park Beer Garden



**THIRD
SPACE**

BREWING

Milwaukee, WI

Introduction to Third Space Brewing



Who are we?:

We are a local craft brewery owned and operated by two Milwaukee-area natives (one from Elm Grove) with a vision to create a welcoming **third space** for all.

We often say:

You have your home, you have your work, but everyone needs a Third Space.

Our Mission:

We help people discover their Happy Place by delivering the best quality beer experience.



Why We Are Here Today



To Help Make Elm Grove Park Even More Of A Fun & Welcoming “Third Space”

How?

- Offering a pop-up beer garden experience this summer
- Fostering a safe and fun environment
- Providing top notch guest service and excellent beer

Elm Grove Park Beer Garden Proposal



The Beer Garden Will Include:

-  Refrigerated beer service trailer
-  Third Space Brewing 10x10 tent w/beer service set up
-  Fully staffed by a well-trained Third Space Brewing team
-  Small dedicated seating area
-  Third Space beer on tap (brewed in Milwaukee)

*We are licensed by the State DOR and Federal TTB, fully insured, and experienced at providing excellent beer experiences

Elm Grove Park Beer Garden Proposal



June 4 - Oct 1



Fridays 4-9 p.m.
(including Friday Flicks)



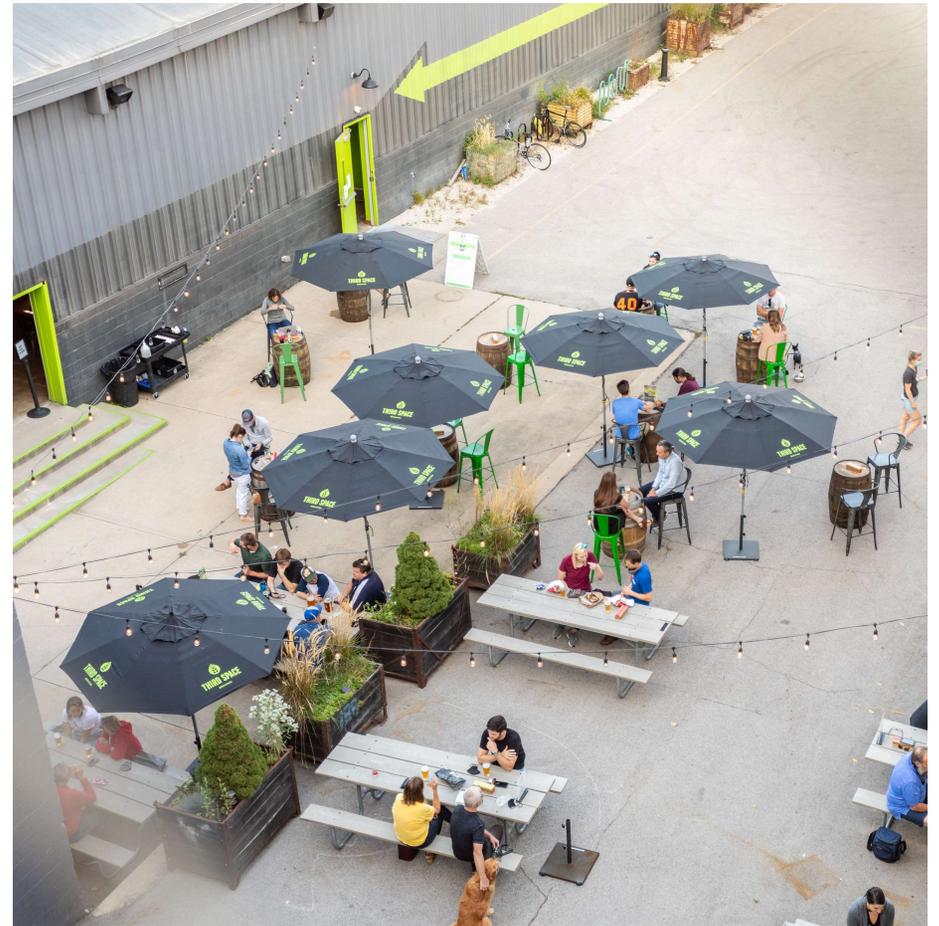
Saturdays 2-9 p.m.



Tuesdays for Tuesday
Tunes 4-9 p.m.



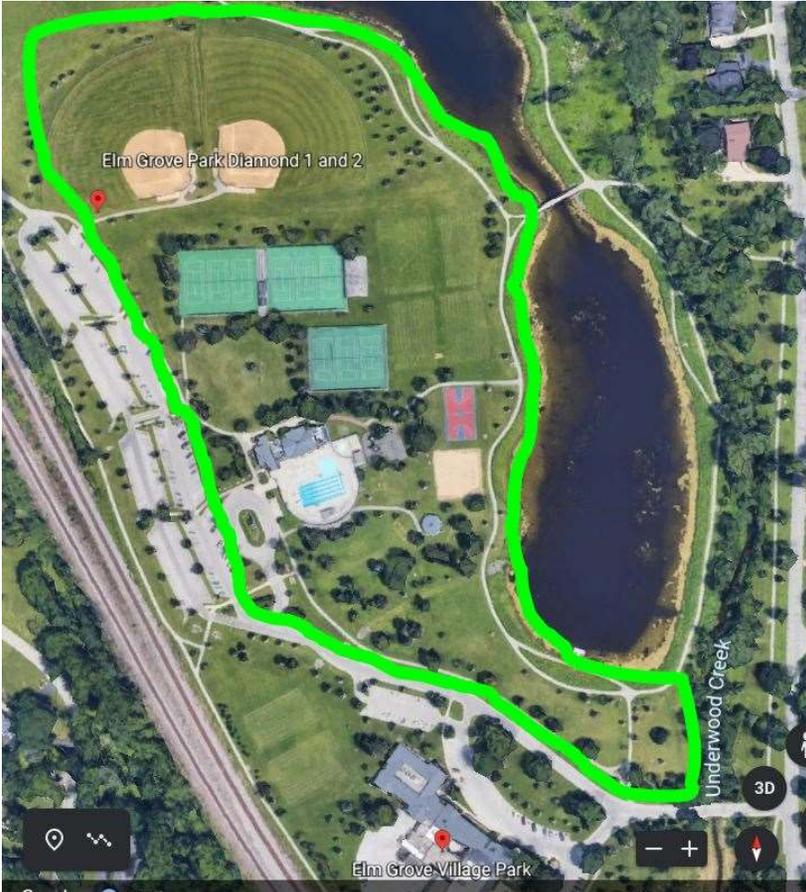
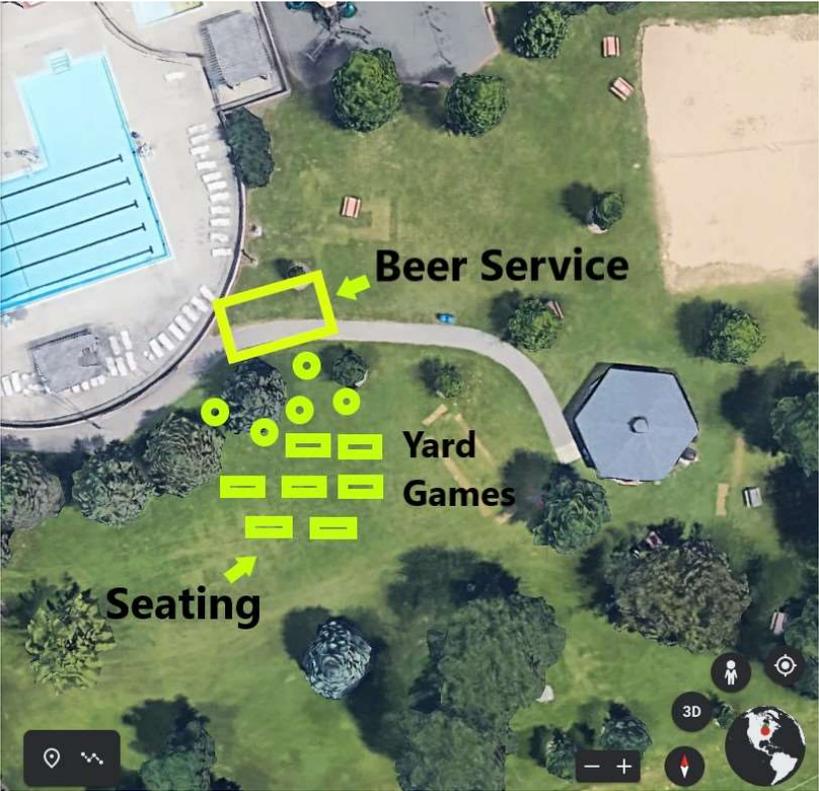
Sunday July 4



Elm Grove Park Beer Garden Proposal



Location, Location, Location



Return of The Beer Garden

-  Historically beer gardens were *THE* public gathering place for Milwaukee-area residents; and they are again!
-  In the Covid environment – people are looking for fun, yet safe, outdoor activities – especially beer gardens.
-  Third Space is a top beer garden seller.



Benefits To Elm Grove



Bring more residents into the park and give them a memorable experience



Maximize the potential in your existing programming (Tunes, Flicks, 4th of July)



Enhance the park's service to the community as an attractive public gathering space



Raise Revenue For Future Park Projects & Local Organizations

Why Third Space?

Our brand and beer line-up are a perfect fit for the Beer Garden experience

- Flavorful yet balanced beers

Third Space is popular in Elm Grove

- On tap in the Village
- Successful past partnership: Elm Grove Oktoberfest
- One of the fastest growing breweries in WI (10th largest in 2020 according to MBJ)
- Award winning beers and brewery

Elm Grove is in our blood

- Co-Founders have strong connections to Elm Grove



More About Third Space Brewing



- Opened in 2016 in Milwaukee's Menomonee River Valley
- Known for flavorful yet balanced beers like Happy Place Midwest Pale Ale
- Local & National Accolades
 - 4 Great American Beer Festival Medals in 3 Years (2017-2019)
 - Voted Best Microbrewery in Milwaukee 3 years in a row (2017-2019)
 - 50 Fastest Growing Craft Breweries in U.S. in 2018
 - Thrillist – 32 Hottest Breweries in America Right Now (2019)
 - USA Today: “The most popular beer at all 30 MLB ballparks” included Happy Place for Milwaukee (2021)



Economics & Approvals



Economics

- Third Space pays a special event fee for each day of the beer garden (note Third Space will not use the Pavilion, it will remain available for private rentals)
- Third Space works with a local non-profit or the Elm Grove Foundation to run July 4 and donates a percentage of sales from the event to the chosen partner.

Permits & Approvals

- Third Space will obtain State DOR Approval for Secondary Retail Premises
 - Third Space will obtain Village Operator's License
 - Village Approval
- 

Questions?



Can we partner together to make Elm Grove Park even more of a





VILLAGE OF ELM GROVE

13600 Juneau Blvd.

Elm Grove WI 53122

Phone 262-782-6700 Fax 262-782-8714

FOR PROFIT, PERSONAL, OR BUSINESS

PARK ACTIVITY PERMIT APPLICATION

This application must be filed with the Village Clerk at least sixty days prior to the scheduled date of the activity.

Has the proposed activity been permitted in a previous year? (circle one): Yes (No) (if "yes", please request a re-issuance form)

Name/type of activity:

Third Space Brewing Beer Garden

Date(s) of activity: see attached Times of activity: see attached

Name of Organization (list contact information for all partners, officers and directors if the organization is a partnership or corporation. Attach another sheet if necessary): see attached.

Address: 1505 W. St. Paul Ave City: Milwaukee State: WI Zip: 53233

Contact Person (Day/Dates of activity):

Andy Gehl

Address: 4363 N. Alpine Ave City: Shorewood State: WI Zip: 53211

E-Mail: andy@thirdspacebrewing.com Home Phone: 414-909-2337 Cell Phone: 773-837-6332

Site plan information. Attach a detailed map/diagram of the activity location or identify desired location. i.e. tennis courts, soccer fields. State parking accommodations (on and off site)

Beer Garden service area between pool and pavilion. Service to extent to tennis courts and basketball court. See map

Estimated attendance for the activity: 50-150+ on specific dates

Will there be outdoor music at the event? Yes X No X Amplified noise may be allowed weekdays 7:30 a.m. - 9:00 p.m. and weekends 7:30 a.m. - 11:00 p.m. Please indicate what type you expect to use.

Amplified music

Will alcoholic beverages be served? Yes X No A special permit is required.

Other submittal items:

- Written description of event activities.
Signage submission including the number and type.
Proof of current insurance (to be accepted and approved by the Village Manager or authorized designee.

- ❖ Evidence of mailing to property owners within a 500 foot radius of the event at least three weeks prior to the beginning of activity and at least one week prior to review by the Recreation Committee. A copy of such notice must be furnished to the Village Clerk.
- ❖ Any other information which may be required.

The Village Manager may require specific conditions which require cleanup and/or damage repair of public and private property in the vicinity of the location. A cash deposit may be required as a condition to assure such cleanup and/or damage repair is satisfactorily accomplished within 24 hours.

Fees:

Security Deposit

\$50 for a group over 50 people

Permit Fee

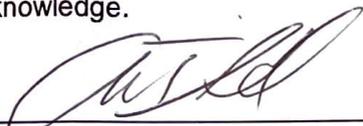
\$10 daily

15% discount if 10 or more days are reserved

30% discount if reserved for a three month season

I/We the undersigned will assume all responsibility for the proper care and utilization of the Village of Elm Grove park area and/or facilities, including all equipment and grounds contained therein, in accordance with the policies and rules of the Village of Elm Grove. Any deposit refunds will be sent within one month of the end of the event. All Village activities (i.e. youth/adult sports, special events) supersede any outside reservation. All attempts will be made to avoid scheduling conflicts. Reservations do not include exclusive use of playgrounds.

I understand the filing of this application does not ensure the issuance of this license and further that additional information may be required. I hereby certify that the foregoing facts are true to the best of my knowledge.



4/23/2021

Applicant Signature

Date

For Department Use Only

Date Fee Received _____

Permit Fee _____ Cash/Check _____

Other Fees _____ Deposit cash/check _____

Total Fees _____ Received by _____

Approved by Village Manager/Village Clerk

Date

Village of Elm Grove

Park Activity Permit Application Supplemental Information

Contact Information:

Main Contact:

Andy Gehl

andy@thirdspacebrewing.com; 414-909-2337; 1505 W. St. Paul Ave. Milwaukee, WI 53233

Other Partners:

Kevin Wright; kevin.wright@thirdspacebrewing.com; 414-909-2337; 1505 W. St. Paul Ave. Milwaukee, WI 53233

Event Dates and Times:

Fridays: Permit requested from 3:00-11:00 to cover set up and take down plus additional time for Friday Flicks

Saturdays: Permit requested from 1:00-10:00 to cover set up and take down.

Tuesdays: Permit requested from 3:00-10:00 to cover set up and take down.

June 4 - Friday

June 5 - Saturday

June 11- Friday Flicks

June 12 - Saturday

June 15- Tunes on Tuesday

June 18 - Friday

June 19 - Saturday

June 25- Friday Flicks

June 26 - Saturday

June 29- Tunes on Tuesday

July 2 - Friday

July 3 - Saturday

July 4: Fourth of July Family Festival (time to be determined by Village plans for event)

July 9- Friday Flicks

July 10 - Saturday

July 16 - Friday

July 17 - Saturday

July 23 - Friday Flicks

July 24 - Saturday

July 27 - Tunes on Tuesday

July 30 - Friday

July 31- Saturday - The Great Elm Grove Campout

August 3 - Tunes on Tuesday

August 6 - Friday
August 7 - Saturday
August 13 - Friday Flicks
August 14 - Saturday
August 20 - Friday
August 21 - Saturday
August 27 - Friday
August 28 - Saturday
Sep 3 - Friday
Sep 4 - Saturday
Sep 5 - Sunday
Sep 6 - Monday Labor Day
Sep 10 - Friday
Sep 11 - Saturday
Sep 17 - Friday
Sep 18 - Saturday
Sep 24 - Friday
Sep 25 - Saturday
Oct 1 - Friday
Oct 2 - Saturday