



# WEST ALLIS BEER GARDEN

Liberty Heights Summer 2026

# AGENDA

Topics to cover

- Value to the Community
- Beer Garden Details
- Role of the City
- Giving Back
- Building for the Future

# Value to the Community

## The power of beer gardens as third spaces

### **Builds community**

- Provides a vibrant community gathering space for residents and families to connect

### **Family friendly offering**

- Our operation and our programming are intentionally family friendly to encourage patrons of all ages to have fun responsibly

### **Brings awareness to park**

- Brings more people into the park to enjoy all it has to offer and encourages engagement with other community amenities

### **Benefit to the City of West Allis**

- Builds goodwill for the City



**THIRD SPACE**

BREWING



# Why Third Space

Trust in us as your community partner

## Proven track record with Elm Grove Beer Garden

- We have successfully and safely operated a similar beer garden in the Elm Grove Village Park for the last 5 years (and counting!)
- 5 years of sustained growth in Elm Grove including improvements to the beer garden logistics and programming, while increasing customer visits each year
- Elm Grove Beer Garden was named by residents as a favorite village and park amenity in a recent village survey

## We have a large customer base + social following to tap into

- Social media
  - Facebook: 24,000 across pages
  - Instagram: 21,000 across pages
- 100,000+ customers serviced over time across retail locations



**THIRD SPACE**

BREWING



# WEST ALLIS BEER GARDEN DETAILS

## Logistics

### Location in the park - use of pavilion is necessary

- Option 1: Outdoor service
  - Small service table/area on covered portion of outdoor pavilion with a refrigerated beer trailer
- Option 2: Indoor service
  - Serve out of kitchenette in pavilion + an indoor kegerator. Beer trailer used for cold beer storage

### What a pop-up entails

- Leaving Third Space beer trailer onsite/in the same spot for the duration of the season
- Dedicated and ideally lockable power outlet
- Additional storage - outdoor lockable storage box or shelving within pavilion/kitchen
- Signage in the park to advertise the beer garden
- Space for food trucks and live music



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# WEST ALLIS BEER GARDEN DETAILS

## Proposed programming + products

### Programming

- Food trucks
  - Most Fridays + Saturdays with the exception of food truck Fridays
- Live music
  - Most Fridays + Saturdays 6-8pm

### Products

- Alcoholic
  - Third Space tap beer, canned wine, canned cocktails, hard seltzer
- Non-alcoholic
  - Water, gatorade, juice, soda
- Limited pre-packaged snack menu
- Limited brewery merchandise



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# PREFERRED SERVICE AREA WITHIN PARK



# WHY LIBERTY HEIGHTS

## Proximity to residential neighborhood

- Walkable for local residents to come enjoy

## Proximity to playground

- Parents have the ability to supervise children while visiting the beer garden

## Ample power outlets

- Necessary for beer trailer, musicians, etc

## Location within West Allis

- Liberty Heights is centrally located without being too close to other local breweries

## Covered seating area under pavilion

- This helps immensely with not having to close due to rain/poor weather



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# WEST ALLIS BEER GARDEN TIMEFRAME

## Year 1 Season + Hours

### Season

- June 5-August 29
- 26 dates - Fridays and Saturdays

### Hours

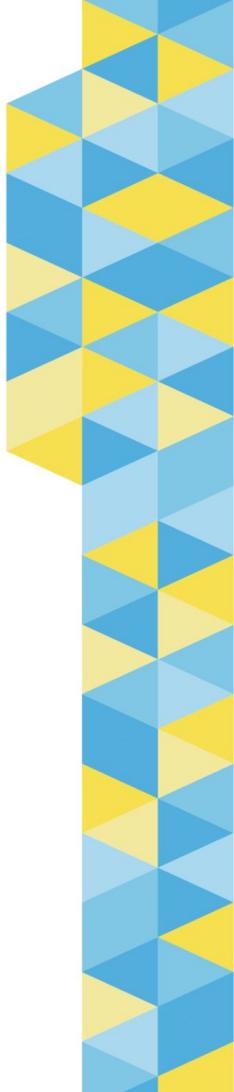
- Fridays
  - 4-9pm
- Saturdays
  - 3-9pm

### Room for growth

- In Elm Grove we began with 2 days/week over 3 months - we have grown to a 6 days/week + 6 month operation
- Over time we would ideally like to expand the operation at Liberty Heights as well



**THIRD SPACE**  
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# ROLE OF THE CITY OF WEST ALLIS

## Support and Promotion

### Promotional assistance

- City of West Allis promotion + marketing
  - Ideas: Facebook, Instagram, email blasts, direct mail campaigns, press releases
- We are ultimately seeking a partner who is excited about our presence and wants to promote this operation as a partnership

### Garbage/bathroom assistance

- Garbage pick-up
  - Third Space staff will be responsible for garbage sweeps/putting garbage in receptacles but will need the city to pick up garbage nightly
- Bathrooms
  - Access during beer garden operation
  - Daily cleaning and stocking of bathrooms

# ROLE OF THE CITY OF WEST ALLIS

## Permitting & Licenses

### State Brewery Permit

- The City Council will need to approve our Full Service Retail Outlet Permit that will then be submitted to the state Department of Revenue. This permit allows us to sell alcoholic beverages in the park under our State of WI Brewery License.

### City Permits

- We will need the City's help in facilitating any additional city permits or licenses that may be required to operate the beer garden and to host live music and food trucks

# Giving Back

Third Space would like to donate/invest a portion of revenue

## Options

- Directly to the City of West Allis
- Liberty Heights Neighborhood Association
- Local nonprofits based in West Allis

## Why?

- Third Space would like to donate/invest so that this money can be used in the further development of the park, beer garden and the community

We look forward to discussing this further with the City to determine where we can have the best impact.

# BUILDING FOR THE FUTURE

## What we'd like to work towards

### Contract between TSB + City of West Allis

- Minimum 3 year commitment
  - We'd like to partner with a municipality that wants to commit to and build something together over a multi-year period

### Why 3 years?

- 3 years allows us to more confidently invest in infrastructure such as the beer trailer, storage, tables, staff, promotion, etc. - leading to a better beer garden experience
- A multi-year commitment allows us to work ahead on items like a layered marketing plan and longer term investments
- Building the partnership over time with Third Space as your partner will benefit the City/Park as well - customer comfortability with our brand and presence in the park will make it easier to build repeat clientele



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BREWING





**THANK YOU!**