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
- Generates additional funds for the park and community

THIRD SPACE
BREWING

Why Third Space

Trust in us as your community partner

Who is Third Space Brewing?

- Locally owned and operated craft brewery founded by two long-time friends, Andy Gehl & Kevin Wright in 2016.
- Main brewery and tap room located in Milwaukee's Menomonee River Valley. We operate a seasonal beer garden in the Elm Grove Village Park May through October (opened 2021) and a second tap room and restaurant, the Third Space Innovation Brewhouse in Menomonee Falls (opened 2024).
- We distribute craft beer and other beverages throughout the state of Wisconsin and are a top 5 producing craft brand in the state of Wisconsin.

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

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 comprehensive outdoor recreation plan survey

Our West Allis Beer Garden Team

- **Event Manager Kara Olds** - has operated our Elm Grove Beer Garden since 2021
- **Lead Bartender Jack Bowdren -** Jack is an experienced bar and restaurant manager who led our day-to day operations in Elm Grove in 2025
- **Third Space Tap Room Manager John Wynne -** Experienced bar and restaurant manager who oversees our Milwaukee tap room and beer garden staff

THIRD SPACE
BREWING

ELM GROVE CORP SURVEY RESULTS

17. What Village recreational programs or events have you and/or your family attended or participated in? (select all that apply)

Beer Garden #1 most used Rec Program/Event in the Village

ELM GROVE CORP SURVEY RESULTS

Beer Garden 2nd most used park amenity behind walking paths (60% of residents said they use the beer garden more than any other amenity

9. Please select the Village Park facilities or amenities you or your family currently use most often? (select upto 3 options below)

ELM GROVE BEER GARDEN TESTIMONIALS*

- “I love this and hope it continues”
- “So glad you’re here!!!!!!”
- “Great addition! Hope it returns next summer!”
- “Thanks for creating a safe and fun experience!”
- “A great addition to our community. Thank you!”
- “Bring it back. We loved it!”
- “Thank you for this wonderful addition to our summer. Please continue in future years!”

*2021 survey of Elm Grove Beer Garden customers conducted by Third Space Brewing after first year

ELM GROVE BEER GARDEN PHOTO EXAMPLES

WEST ALLIS BEER GARDEN DETAILS

Logistics

What a pop-up entails

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

Service Model Options

- Preferred Service Model: Concession Window Service
  - Serve out of kitchenette in pavilion
  - 2 indoor kegerators + a refrigerator (we will provide)
  - Refrigerated beer trailer kept outside for backup keg storage
- Alternative Service Model: Outdoor Service
  - Small service table/area on covered portion of outdoor pavilion
  - Serve directly from beer trailer

THIRD SPACE
BREWING

AERIAL/SATELLITE VIEW

PROPOSED SERVICE AREA + TABLE CONFIGURATION

PROPOSED SERVICE AREA + TABLE CONFIGURATION

Cont.

Items of note

- Beer trailer location would remain the same regardless of indoor or outdoor service
  - Beer trailer could move one pillar to the right, but this is the side of the pavilion the trailer would need to be on based on accessibility for drop-off and power needs
- Tables under pavilion will need to be reconfigured in any situation where we are serving under the covered area - based on our measurements this would be the best option
- If the indoor service model is chosen tables will not need to be reconfigured at all
- Based on our measurements, 6 additional picnic tables could fit directly outside of the pavilion, for a total of 12 tables. Based on our experience, additional seating beyond the existing 6 picnic tables, will be required.

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BREWING

WEST ALLIS BEER GARDEN DETAILS

Proposed programming + products

Programming

- Food trucks
  - Most Fridays + Saturdays
  - Will obtain required City permits
- Live music
  - Most Fridays + Saturdays 6-8pm
  - Live music usually entails solo/duo artists with a guitar - not full bands
  - Will obtain public entertainment license

Products

- Alcoholic
  - Third Space tap beer, rotating West Allis breweries tap line, canned wine, canned ready to drink cocktails, canned hard seltzer
- Non-alcoholic
  - Water, gatorade, juice, soda
- Limited pre-packaged snack menu

THIRD SPACE
BREWING

THIRD SPACE
BREWING

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

Park Infrastructure

- Indoor service area and ample power outlets for beer trailer, musicians, etc

Great Park Amenities

- Beautiful playground, tennis/softball/volleyball, open spaces, and great new pavillion

Covered Seating Area

- This helps immensely to provide shade and shelter in case of poor weather

THIRD SPACE
BREWING

WEST ALLIS BEER GARDEN TIMEFRAME

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 like to work with West Allis to expand the operation at Liberty Heights as well

THIRD SPACE
BREWING

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, signage
- We are 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/recycling nightly
- Bathrooms
  - Access during beer garden operation
  - Daily cleaning and stocking of bathrooms

THIRD SPACE
BREWING

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

THIRD SPACE
BREWING

Giving Back

Use Fees/Revenue Share and Community Giving

Use Fees/Revenue Share

- Third Space proposes a tiered daily use fee for use of the park facilities that will help generate funds for park/neighborhood or future beer garden improvements.
- The tiered structure will protect Third Space from losing money on slow days or rain outs while providing additional funds to the City when Third Space revenue increases

Community Giving

- Third Space would also like to work with local nonprofits on community spotlight nights and other opportunities to raise funds and awareness for local organizations

Community Amenity

- While the Use Fees will generate extra funds for Park/Program development, the main benefit to the City and Neighborhood will be offering a popular amenity to your residents and drawing more residents into one of your greatest parks.

THIRD SPACE
BREWING

BUILDING FOR THE FUTURE

Building a Lasting Partnership

Contract between TSB + City of West Allis

- Third Space would like a long-term contract (at least 3 years) to protect the investment and efforts we will put in to develop the beer garden.
- However, we are willing to work with the City on a option to terminate or modify the contract after the first year if you determine it is not a good fit for the community or changes are required.

Third Space Investments

- Third Space is likely to invest $35,000+ in equipment and supplies to open the beer garden in addition to investments in ongoing expenses and marketing infrastructure to support the long-term development of the beer garden.
- Third Space asks for abatement of 2026 Use Fees if the contract is terminated after year 1 to help make up for the lost investment.

City Investments

- City investments will be minimal - will include staff time to service garbage and bathrooms, electricity, and reallocation of additional picnic tables to the park as well as marketing resources to promote the new amenity.

THIRD SPACE BREWING
Milwaukee, WI

QUESTIONS?

THIRD SPACE BREWING
Milwaukee, WI

THANK YOU!