



Meeting Name: Town Council Meeting
Meeting Date: August 26, 2025
Prepared By: C. Copeland-Rodriguez, MMC, Town Clerk
Item Title: Request to Approve 2025 Oktoberfest: Catering, Beverages & Ticket Pricing

DISCUSSION:

For the past two years, staff has utilized Schnitzel Haus to provide food services for this event. In addition to arranging food, staff also decorate and serve beverages during the event.

In accordance with the Town's purchasing policy, staff obtained four (4) individual quotes for food services for this year's event based off of approximately 225-250 people. The quotes received are as follows:

1. **Schnitzel Haus** – \$4,620 + \$25 Delivery Fee (Food Only with staff serving)
2. **Traffic Man** – \$4,485 (Catering Food Service)
3. **Made You Hungry** - \$5,800 (Food Only with staff serving)
4. **Old School MFS** – \$9,975 (Food Truck Service)

Please note that the above costs are for food service only. Staff will continue to serve as bartenders and will be responsible for the purchase of alcoholic beverages as well as coordinating and securing entertainment for the event.

Unfortunately, Twisted Trunk Brewery announced its closure in January 2025. Staff did reach out to Tequesta Brewery, but they confirmed that they do not offer kegs for sale. As a result, Chancellor beer will not be available this year. However, staff has identified an alternative German beer available at Total Wine called Hacker Pschorr Weisse, which costs approximately \$209.99 per keg. Alternatively, staff can purchase Miller Lite, which is approximately \$154.99 per keg.

A breakdown of the anticipated beverage and entertainment costs is as follows:

- **Beer (German)** – \$419.98 or **Beer (Domestic)** - \$309.98
- **Wine** – \$203.88
- **Entertainment (Bob Houston)** – \$475
- **Liquor License, Required Insurance, etc.** - \$550

This year, staff is also recommending an increase in the ticket price as well as a maximum attendance cap, as last year's event expenses exceeded revenue, resulting in the Town subsidizing a portion of the costs. Additionally, attendance may have been impacted by a concurrent event in the Jupiter/Abacoa area held around the same time.

For this year, staff has not identified any conflicting events scheduled on the same date. As in previous years, event and ticket sale information will be promoted through an email blast in September, included in the Town's newsletter, and posted on both the Town's website and bulletin board.

RECOMMENDATION:

Staff recommends that the Town Council make a motion to approve Traffic Man for the food service; Miller Lite for the beer to be served; and increasing the ticket price to \$25 per resident and \$30 per non-resident to better offset the costs with a maximum attendance cap of 250 guests.