



CHRIS ABELE, MILWAUKEE COUNTY EXECUTIVE
JOHN DARGLE, JR., DIRECTOR OF PARKS, RECREATION AND CULTURE

Contact: Joe Mrozinski
Asst. Chief of Recreation & Business Operations
(414) 257-5180
Joseph.Mrozinski@milwaukeecountywi.gov

For immediate release

County Executive Abele to Celebrate Grand Opening of Ferch’s Beachside Grille at Grant Park, June 9

Milwaukee, WI (June 2, 2016) – County Executive Chris Abele, County Supervisor David L. Sartori, South Milwaukee Mayor Erik Brooks, and Parks Director John Dargle, Jr. will join Jeff, Betty and Dale Ferchoff in a ribbon-cutting and keg-tapping ceremony to celebrate the grand opening of Ferch’s Beachside Grille, Thursday, June 9 at 3:30 p.m. The public is invited to share in the tapping with free beer and lemonade, while supplies last, and to enjoy music by Rock’in Randy “Almost Live” Entertainment. The new concessions area is located in the renovated beach house in Grant Park, 100 E. Hawthorne Ave.

“I’d like to thank Jeff, Betty, and Dale Ferchoff for their commitment to improving not only the quality of the beach house, but also the quality of the experience residents and visitors will have when visiting Grant Beach,” Abele said. “This renewal is yet another example of a successful public-private partnership.”

To convert the beach house to a concessions area, the Ferchoffs invested more than \$120,000. Renovation included installation of a full commercial kitchen, air conditioning, electrical upgrades, and windows for order pickups. Landscaping, painting, and refinishing work were also completed.

A variety of amenities and activities will surround Ferch’s Beachside Grille. Available for rent will be beach chairs and umbrellas, kayaks, and paddle boards. Adding to the sand-volleyball leagues begun by Cities & Sports Social Club in 2015, the Ferchoffs will bring ping pong, beach games, musical entertainment, and special events to the beach. The beachside area will also be available to rent for private parties.

-more-

ADDRESS
9480 Watertown Plank Road
Wauwatosa, WI 53226-3560

PHONE/FAX
ph: **414 / 257 PARK** (7275)
fax: 414 / 257 6466



EMAIL
parks@milwaukeecountywi.gov

WEBSITE
countyparks.com

“My son Jeff played a role in the revitalization at Bradford Beach, and now he’ll be drawing on that experience to bring new life to Grant Beach,” Betty Ferchoff said. “Our Lakefront is growing!”

The menu at Ferch’s Beachside Grille will include hamburgers, fries, and malts, as well as frozen custard and fountain treats. A selection of craft beers and wine will also be available for purchase.

Ferch’s Beachside Grille will be open seven days a week from 11 a.m.-9 p.m. After Labor Day, hours will be modified.

The Ferchoff’s first restaurant, Ferch's Malt Shoppe, opened its doors in Greendale in 1987.

For details, visit ferchs.com.

###