



**CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK**

Tuesday, August 19, 2025

COMMITTEE MEETING NOTICE

AD 04

MORALES, Yusef O, Agent
Puerto Rican Festival of Wisconsin LLC
1554 Whiterock Av
Waukesha, WI 53186

You are requested to attend a hearing which is to be held in the Common Council Chambers, Third Floor, City Hall. The hearing will be held at:

Tuesday, September 02, 2025 at 08:45 AM

Regarding: Your Class B Tavern License and Temporary Public Entertainment Premises Permit Applications Requesting a DJ as agent for "Puerto Rican Festival of Wisconsin LLC" for "Puerto Rican Festival of Wisconsin" at 200 N HARBOR DR.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with
warrants or unpaid fines:**

Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

**Jim Cooney
License Division Manager**

If you have questions regarding this notice, please contact the License Division at (414) 286-2238.

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Date: 07/07/25
Officer: Plumley

City of Milwaukee Police Department
90-5-1.5 Crime Prevention Survey
Tavern Inspection

Name of Premise: Puerto Rican Festival
Address: 200 N Harbor
Phone:

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Yussef O Morales
Home Address: 1554 Whiterock Ave
City State Zip: Waukesha, WI 53186
Phone: 414-574-6099
Email: yussef@prfestivalwisconsin.com
Preferred contact: Phone

Location currently open: ☒ YES ☐ NO

Projected open date: 09/21/25

Day's open: ☒S ☐M ☐T ☐W ☐Th ☐F ☐SA ☐ALL

Hours of Operation: Sun: 11a-9p ☐24 hours ☐Y ☐N

Mon:

Tue:

Wed:

Thu:

Fri:

Sat:

Premise Type: ☐ Tavern/Bar
☐ Restaurant
☒ Other: Festival

Licenses currently held:

Alcohol: ☐ Yes ☐ No Class: #:

Tobacco: ☐ Yes ☐ No #:

Food: ☐ Yes ☐ No #:
 Extended Hours: ☐ Yes ☐ No #:
 Secondhand Dealer: ☐ Yes ☐ No Type: #:
 Other: ☐ Yes ☐ No Type: #:
 Other: ☐ Yes ☐ No Type: #:

Exterior Survey:

1. Is the area around the location clean? ☒ Yes ☐ No
2. What surrounds the location? (Check all the apply)
 - a. ☐ Park
 - b. ☐ School
 - c. ☐ Youth Center
 - d. ☐ Church
 - e. ☐ Tavern(s) If so, how many
 - f. ☐ Residential
 - g. ☒ Other businesses
 - h. ☐ Other:
3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
5. Are exterior windows free of signage ☒ Yes ☐ No
6. Is there a parking lot ☐ Yes ☒ No
7. Is the parking lot clean? ☒ Yes ☐ No
8. Off-Street parking ☐ Yes ☒ No
9. Is the parking lot well lit? ☒ Yes ☐ No
10. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No
 - b. Will this lot have cameras? ☐ Yes ☐ No
11. Are there areas where a person could conceal themselves ☐ Yes ☒ No
12. Is there exterior lighting? ☒ Yes ☐ No. Does it appear to be adequate ☒ Yes ☐ No
13. Exterior Payphone? ☐ Yes ☒ No
14. Are there No Loitering Signs posted? ☒ Yes ☐ No
15. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Camera Survey:

16. Does this location have security cameras? ☒ Yes ☐ No
17. Are they in working order? ☒ Yes ☐ No
18. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. Recorded ☒ Yes ☐ No
19. How long is footage stored for later viewing: 30 days
20. Are there exterior cameras ☒ Yes ☐ No How many: unknown
21. Are there interior cameras ☒ Yes ☐ No How many: unknown
22. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
23. Cameras located in parking lot ☒ Yes ☐ No How many unknown

Interior Survey:

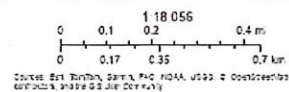
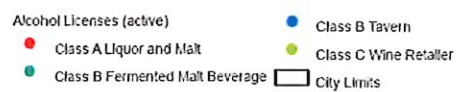
24. What is the planned capacity
25. What is the minimum number of employees That will be on premise
26. Is the storeowner willing to be a standing complainant regarding loitering? ☐ Yes ☐ No
- a. If yes have them fill out the standing complaint form and give them two of the commercial signs ☐ Yes ☐ No
27. Is the interior of the location neat and clean? ☒ Yes ☐ No
28. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
29. Is there a lockable area that separates employees from customers? ☒ Yes ☐ No
30. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
31. Does the owner know how to contact their police district directly? ☒ Yes ☐ No
- a. Did you provide a district contact guide to the owner? ☐ Yes ☒ No

Security

32. How many security personnel are going to be employed:
33. How will they be deployed: Interior Exterior
34. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☒ Fri ☒ Sat ☒ Sun
35. Will the security be managed by business ☒ or contracted ☐
36. Will they be armed ☐ Yes ☒ No
37. What type of security measures to be used:
- ☒ Wandering/metal detector
 - ☐ ID Scanner
 - ☐ Dress Code
 - ☐ Cover Charge
 - ☐ Age restriction
 - ☐ Other Checking Id's

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Puerto Rican Fest will be occupying Summerfest Grounds North Section E.. Surveillance cameras are owned and operated by Summerfest/MWF.



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	26		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MAJOR GOOLSBY'S, INC.	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		8/16/2025, 7:00 PM	1
2	The Char-Grill, Inc	Charcoal Grill & Rotisserie BLD #31	Jeffrey Marsh, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License		8/30/2025, 7:00 PM	1
3	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/6/2025, 7:00 PM	1
4	SRW ACQUISITION, LLC	HARBOR HOUSE	CHRISTIAN M DAMIANO, Agt	550 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
5	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	CHRISTIAN M DAMIANO, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2025, 7:00 PM	1
6	BARTOLOTTA CATERING-PIER WI LLC	BARTOLOTTA CATERING - PIER WI	CHRISTIAN M DAMIANO, Agt	500 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
7	GO GROCER MKE, INC.	GO GROCER MKE	Edgar Rivera, Agt	415 E MENOMONEE ST	Class A Malt & Class A Liquor License		9/18/2025, 7:00 PM	1
8	Skylight Music Theatre Corp.	Skylight Music Theatre	Susan L Varela, Agt	158 N Broadway	Class B Tavern License		9/25/2025, 7:00 PM	1
9	Woori Corp	Kanpai	Jongsoo Kim, Agt	408 E Chicago ST	Class B Tavern License	99	10/20/2025, 7:00 PM	1
10	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2025, 6:00 PM	1
11	ALRBAR LLC	The Copper Turtle Brewery & Taverne	Jonathon A Stanley, Agt	153 N MILWAUKEE ST	Class B Tavern License		12/25/2025, 6:00 PM	1
12	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2026, 6:00 PM	1
13	ELECTRIC LIME MILWAUKEE LLC	Electric Lime	Jessica J Orr, Agt	811-813 N JEFFERSON ST	Class B Tavern License	99	2/18/2026, 6:00 PM	1
14	Saz's Festival LLC	Saz's Dockside BBQ	Stephanie L Sazama-Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		3/14/2026, 7:00 PM	1
15	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2026, 7:00 PM	1
16	Maders German Restaurant Inc.	Maders	Benjamin T Stilp, Agt	200 N Harbor DR Area Q #6	Class B Fermented Malt Beverage Retailer's License		3/31/2026, 7:00 PM	1

17	Saz's Festival, LLC	Saz's Summerfest	Stephanie L Sazama-Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		4/4/2026, 7:00 PM	1
18	MWF, LLC	SUMMERFEST	Zachary B Hasenstein, Agt	100-200 N HARBOR DR	Class B Tavern License		4/11/2026, 7:00 PM	1
19	Valentine Coffee Roasters Third Ward LLC	Valentine Coffee	ROBBIN V KASHEVARO F, Agt	189 N Milwaukee ST	Class B Tavern License		4/16/2026, 7:00 PM	1
20	Mader's German Restaurant, Inc	Johnsonville Sausage Garden	Benjamin T Stilp, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License		5/13/2026, 7:00 PM	1
21	Hungry Sailor, Inc	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	649 E Erie ST	Class B Tavern License	300	5/29/2026, 7:00 PM	1
22	Feu de Mer, LLC	Brisa Do Mar Mediterraneo Restaurant	Shannon M Rowell, Agt	509 E Erie ST	Class B Tavern License		4/21/2026, 7:00 PM	1
23	RILEY'S SANDWICH COMPANY LLC	Riley's Social House	John M Ludwig, Agt	411 E MENOMONEE ST	Class B Tavern License		6/19/2026, 7:00 PM	1
24	The Loft on Broadway, LLC	The Loft on Broadway	MEI LYN NELSON, Agt	177 N BROADWAY 3rd Floor	Class B Tavern License		7/13/2026, 7:00 PM	1
25	HTWA - Catalano Square	HTWA - Catalano Square	JAMES K PLAISTED, Agt	138 N Broadway	Class B Tavern License		7/28/2026, 7:00 PM	1
26	German Fest Milwaukee, Inc	German Fest	Eric M Radue, Agt	200 N Harbor DR	Class B Tavern License		7/15/2026, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Tuesday, August 19, 2025



Notice of Public Hearing

CURRENT OCCUPANT
300 N VAN BUREN ST
MILWAUKEE, WI 53202-5923

MORALES, Yusef O, Agent
Puerto Rican Festival of Wisconsin at 200 N HARBOR DR
Class B Tavern License and Temporary Public Entertainment Premises Applications Requesting a
DJ

Tuesday, September 02, 2025 at 8:45 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/2/2025 at 8:45 AM in the Common Council Chambers, Third Floor, City Hall. This is a public hearing. Those wishing to provide oral testimony are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
 - a. Include only information relating to the above license application.
 - b. Include only information you have personally witnessed or seen.
 - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
 - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.
Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☐ Dining Room
☐ Self Service Laundry ☐ Massage Establishment ☐ Filling Station
☒ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:

Festival - Sunday, Sept 21 2025

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: 18 years

2. Business Operations

- a. Proposed Opening Date: 9/21/25
- b. Is this premise under construction? ☒ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☐ No ☒ Yes
- d. Is this premises currently licensed? ☐ No ☒ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☐ No ☒ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☐ No ☒ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☐ No ☒ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: Summerfest Grounds

3. Litter & Noise

- a. How are grounds kept clean? ☐ Sweep ☐ Pressure Wash ☐ Pick Up Litter ☒ Other: Summerfest grounds
- b. How often will grounds be cleaned? ☐ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☒ Other: ↓
- c. Grounds cleaned by: ☐ Licensee ☐ Building Owner ☐ Employees ☐ Hired Maintenance ☒ Other: _____
- d. How are noise issues prevented and/or addressed? ☐ Security ☐ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☒ Other: Summerfest grounds
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: PA system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 0 Locations: _____
Outside: 50 Locations: throughout the grounds
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Summerfest security
- d. How many restrooms are on the premises? 3 sections
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: Summerfest

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? _____ and describe the parking security plan: Controlled by Summerfest
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Summerfest
- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? _____ and answer the following:
What are their responsibilities? Summerfest
Describe equipment used _____
List their License Number (s) _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? _____ and list locations: Summerfest
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Summerfest Grounds

6. Percentage of Sales (must total 100%)

Alcohol <u>80</u> %	Food Cigarettes, Electronic Vape Devices, Tobacco Products <u>0</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>20</u> % Describe: <u>Tickets</u>
Pawnbroker Activity _____ %			

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- ☐ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☒ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☐ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ Number of Rooms: _____
☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- ☐ Liquor Store ☐ Corner Store ☐ Supermarket ☐ Convenience Store
- ☐ Gas Station ☐ Amusement/Phonograph Distributor ☐ Recycling, Salvage or Towing
- ☐ Used Car Dealer ☐ Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) ☐ Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- ☐ Occupancy Permit ☐ Cigarette, Tobacco, Electronic Vape Products ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity _____ (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):

☐ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop

☒ Other: Describe: Summerfest Grounds - North - section E

b. Describe Location: ☐ Major Thoroughfare ☐ Secondary Street ☐ Other: Summerfest

c. Nearest Major Cross Street: Summerfest Street

d. Describe Building: ☐ Free Standing Building ☐ Strip Mall ☒ Other: Outdoor festival

e. Describe Premises Structure: ☐ Single Story ☐ Multi-Story - # of Stories Other: Outdoor festival

f. Describe Surrounding Area: ☐ Commercial ☐ Residential ☐ Industrial ☒ Other: Festival Grounds

g. Building Owner Name: MKE World festival Phone Number: (414) 270-6416

Building Owner Address: 639 E. Summerfest Place

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11 am	7 pm	8,000	All	None
Monday					
Tuesday					
Wednesday					
Thursday					
Friday	10 am	7 pm	set up Day		
Saturday	10 am	7 pm	0 set up	0	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday

Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)

C. Ma
Signature of Sole Proprietor, Partner, or 20% or more Shareholder
(If there are no 20% or more shareholders,
Corporate Officer-print name/title and sign)

Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Legal Entity Name: Puerto Rican festival of Wisconsin LLC.

Premise Address: 200 N. Harbor Dr Milwaukee, WI 53202

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☐ No ☒ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☐ Lease

b) Who owns the fixtures (for example, coolers, etc.)? _____

c) Are you purchasing the stock and/or fixtures? ☐ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ _____

e) Total amount paid for goodwill of the business \$ _____

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☐ No ☐ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins Sep 20 Ends Sep 21

b) Monthly rental \$ Contract amount - \$24,000 + % Percentage of liquor

c) Do you have an option to renew the lease? ☒ No ☐ Yes

d) Does your lease allow for assignment to another party without the consent of the owner? ☒ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? _____

Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? ☒ No ☐ Yes If yes, explain _____
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☐ No ☐ Yes

If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan
☐ If a restaurant, copy of the menu



TEMPORARY PUBLIC ENTERTAINMENT PREMISES LICENSE APPLICATION

Office of the City Clerk License Division, 200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

Date of Request: <u>6/22/25</u>		Aldermanic District #: <u>4</u>	
LICENSEE INFORMATION			
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): <u>Yusset Morales</u> <u>Puerto Rican Festival of Wisconsin LLC</u>			
Corporation or LLC Name: (if applicable) <u>Puerto Rican Festival of Wisconsin</u>			
Business/Trade Name: <u>Puerto Rican Festival of Wisconsin LLC</u>		Business Phone: <u>(414) 574-6090</u>	
Business Address: (include zip code) <u>200 N. Harbor Dr. Milwaukee, WI 53202</u>			
Mailing Address: (if different from business address) <u>1554 Whiterock Ave Waukesha, WI 53186</u>			
Email Address: <u>Yusset @ PRFestivalWisconsin.com</u>			
EVENT INFORMATION			
Event Name: <u>Puerto Rican Festival of Wisconsin - 12th Year</u>			
Event Address: <u>Henry Maier festival Park</u>			
TYPES OF ENTERTAINMENT BEING REQUESTED (check all that apply)			
<input checked="" type="checkbox"/> Disc Jockey	<input type="checkbox"/> Bands	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Theatrical Performance
<input type="checkbox"/> Karaoke	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Motion Picture (movie by admission)
<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Special Event Campground
<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	
<input type="checkbox"/> Other: _____			
Will sound amplification equipment be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe: <u>PA System</u>			
REQUESTED DATES & HOURS – MUST BE CONSECUTIVE DATES			
If the dates are not consecutive, then separate applications must be filed.			
Date: <u>9/21/25</u>	Start Time: <u>11am</u>	End Time: <u>8pm</u>	
Date: _____	Start Time: _____	End Time: _____	
Date: _____	Start Time: _____	End Time: _____	
Date: _____	Start Time: _____	End Time: _____	
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; and 12:00am Friday & Saturday.			

Office Use: Filed: _____ Initials: _____ App# _____ Late CC Mgr: ☐ Yes Initials _____ ☐ N/a Pd: _____

DNS: ☐ N/A ☐ Approved _____ CC: ☐ Approved ☐ Denied _____ Issued: _____ Initials: _____

EVENT AREA(S)Where will entertainment take place? ☐ Indoors ☒ Outdoors ☐ Both Indoors & Outdoors*Office Use*

If entertainment will be indoors, contact Neighborhood Services (see information sheet for details).

Will you be putting up any tents that are 600 sq. ft. or larger?

☒ NO ☐ YES

Will you be putting up any temporary construction, such as a stage?


☒ NO ☐ YESIf "Indoors"
or "Yes"
Q to DNS ☐

If you answered "yes" to either/both questions, contact Neighborhood Services (see information sheet for details).

Check all that apply for the area(s) on the premises where the entertainment will take place. At least one box must be checked.

☐ I own ☒ I lease ☒ I will obtain a special event permit ☐ I have permission from a special event organization**APPLICANTS FILING AFTER THE FILING DEADLINE - READ AND INITIAL**

I am filing this permit application after the filing deadline established for the date(s) of the event for which the permit is being sought, and therefore:

X YM I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; andX YM I understand that there is a possibility that my permit may not be approved due to the untimely filing of my application.**ALL APPLICANTS - READ AND INITIAL**YM I understand that the filing of an application does not constitute authorization to hold any event, that the event for which the permit is sought cannot be held unless and until a valid temporary public entertainment permit and certificate of authorization have been issued, and that the permit and certificate cannot be issued unless and until the permit fee has been paid and the application has been approved. I further understand that temporary public entertainment permits and certificates of authorization are required to be posted in a conspicuous place in the premises for the duration of the event.**SIGNATURE**

Signature of Sole Proprietor; a Partner;
or if a Corporation or LLC, the Agent must sign**Office Use Only**

Current Plan of Operation:

PUERTO RICAN FESTIVAL 2025

SUNDAY, SEPTEMBER 21ST

NOTES:

200 N. Harbor

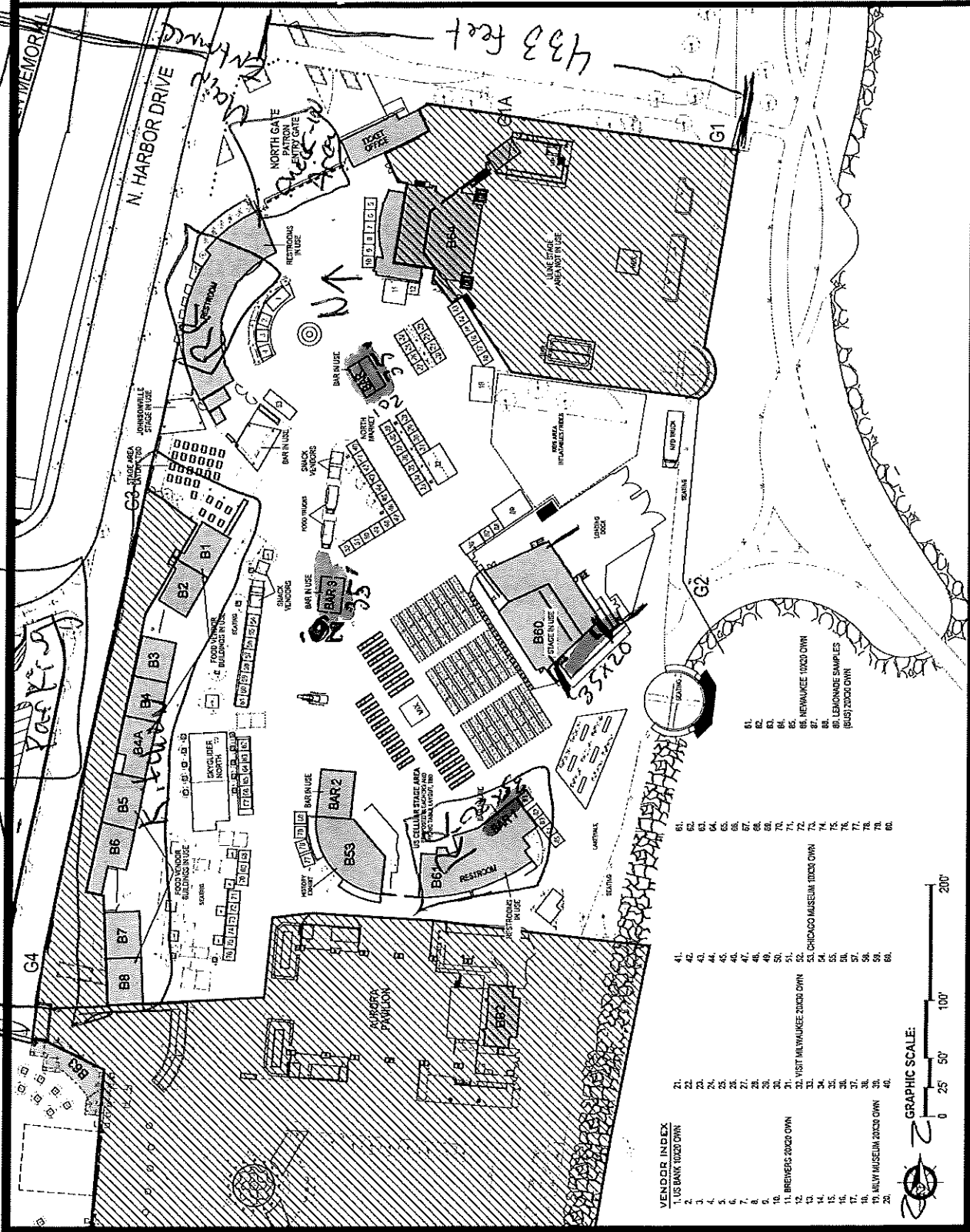
Puerto Rican
Festival of
Wisconsin LLC.

Gusset Morales
(414) 574-6099

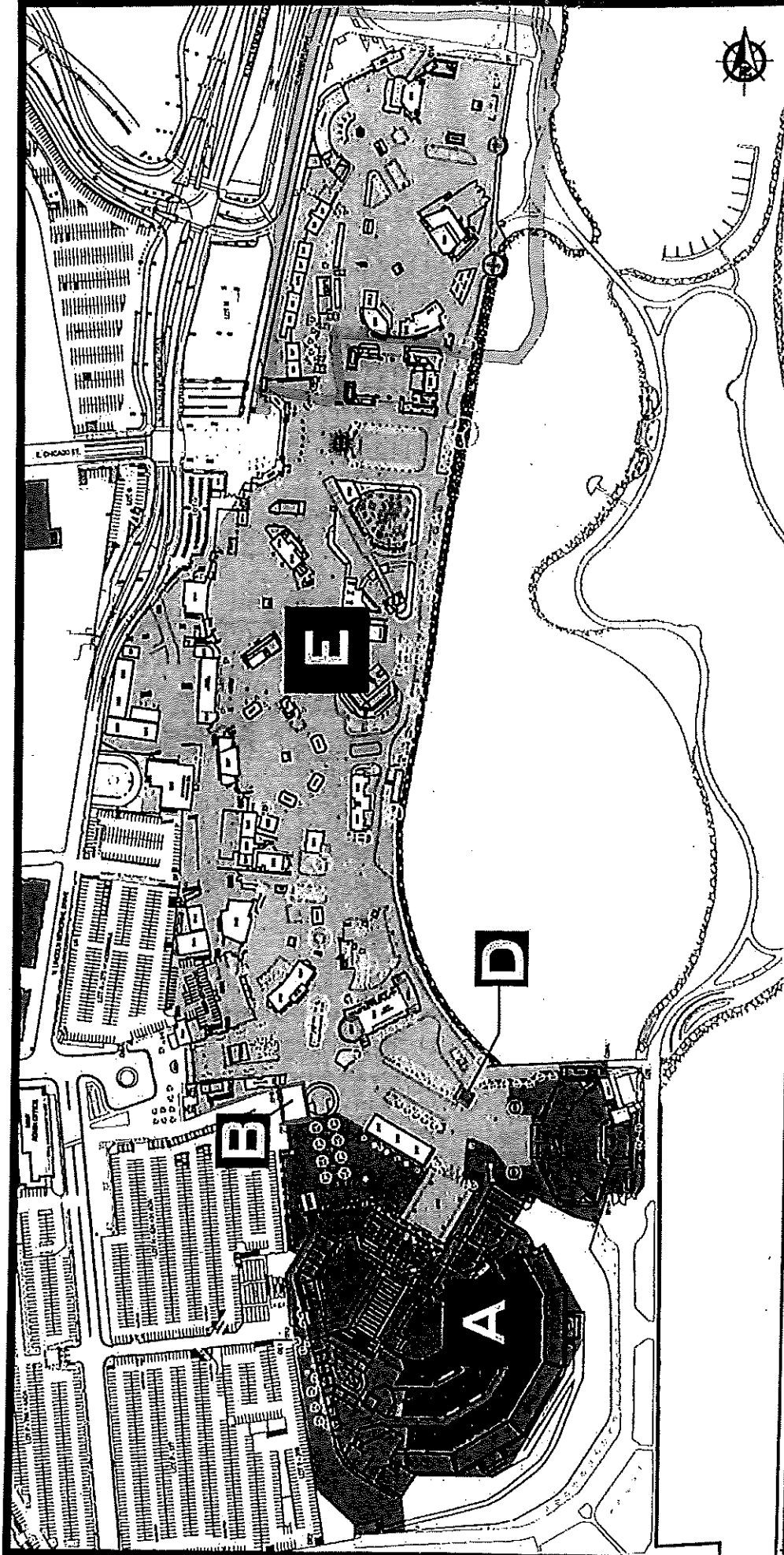
square footage

APX. 272,357

REVISED: 6/27/25



6/27/2025



MILWAUKEE WORLD FESTIVAL
LIQUOR LICENSE MAP
THUR-SUN (8/14-17) OF IRISH FEST 2025
REVISED: 1/13/2025
DRAWING NOT TO SCALE
DRAWN BY: MWFF DESIGN DEPT.
MILWAUKEE WORLD FESTIVAL, INC.
100 N. HARBOR DRIVE
MILWAUKEE, WI 53202

A MWFF, LLC
100 N. HARBOR DRIVE

B MWFF, LLC
EXTENSION

D SAZ'S FESTIVALS, LLC

E Puerto Rican Festival of Wisconsin

Puerto Rican Festival of Wisconsin LLC, 200 N. Harbor

Yusuf Morales - (414) 574-6099

Milwaukee, WI 53202