



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, October 06, 2022

COMMITTEE MEETING NOTICE


AD 14

POLLARD, Haley I, Agent
Revel Group Inc
2246 S Kinnickinnic Av
Milwaukee, WI 53207

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below. The hearing will be held at:

Tuesday, October 18, 2022 at 02:25 PM

The access code is <https://meet.goto.com/763126797>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 763-126-797. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Sidewalk Dining License Renewal Applications as agent for "Revel Group Inc" for "Revel" at 2246 S Kinnickinnic Av. 

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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.



Crite, Yvette

From: License
Sent: Monday, September 26, 2022 2:12 PM
To: Crite, Yvette
Cc: Martin-MGR, Faviola
Subject: FW: Revel bar Music

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Please add

-----Original Message-----

From: .
Sent: Friday, September 23, 2022 10:51 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Subject: Revel bar Music

Here we are again the music is so loud and bass is so far up almost 11 at night and it can be heard

What is being done to stop this? Revel had some police offices had out letters asking what they can do to help and want to have a meeting at their bar, we as citizens let you know to alleviate the problems, and problems that have been happening for a very long time. If they have been told they aren't doing anything about it. They clearly don't care about the neighborhood and the meeting should be at a neutral spot not the bar causing so many problems in the neighborhood.



Crite, Yvette

From: License
Sent: Monday, September 26, 2022 1:10 PM
To: Crite, Yvette
Cc: Martin-MGR, Faviola
Subject: FW: Revel bar Sunday

Importance: High

Follow Up Flag: Follow up

Flag Status: Flagged

Please add. This was just passed on

REDACTED RECORD

Jim Cooney
License Division Manager
City Clerk-License Division
200 E Wells St #105
414-286-2238
www.milwaukee.gov/license

-----Original Message-----

From:
Sent: Sunday, September 25, 2022 4:43 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Subject: Revel bar Sunday

Here we are on a Sunday late afternoon, door is wide open music and bass so mousing blasting and again it's so loud it can be head clearly from front to back of my house. Again I Can almost guarantee you would not tolerate this at your house so why should be in the neighborhood have to tolerate it. Over the past year ' ' complained and brought this to your attention. Please tell me what steps have been made to correct this problem? I really would like to know? Has the bar been made aware of complaints? If so they clearly don't care about the neighborhood and that their music and behavior keeps people from sleeping or living peacefully in their homes. again wonder what you personally would do if this was happening at your house. Or what the owners of the bar would do? Clearly the issues are getting resolved because it keeps happening, you allowed them to continue to operate and yet nothing has changed like they said it would, and now we have blind tiger next door who is also just as loud and last night they both were so loud you couldn't tell who was louder revel or blind tiger oh wait I mean mak and cheese which is now just a full fledged bar club just like revel. I am begging you this is insanity that we have to live with constant music bass blasting through our house, this is not acceptable.



Crite, Yvette

From: License
Sent: Monday, September 26, 2022 1:56 PM
To: Crite, Yvette
Cc: Martin-MGR, Faviola
Subject: FW: Revel bar

Importance: High

Follow Up Flag: Follow up
Flag Status: Flagged

REDACTED RECORD

Can you add this too.

-----Original Message-----

From: >
Sent: Saturday, September 24, 2022 11:07 PM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>; License <LICENSE@milwaukee.gov>
Subject: Revel bar

Here we are again Saturday 11pm music is louder then Friday bass is so high No one should have to put up with this like we have to. This bar doesn't clearly care about its neighbors. Again I would think you or even the people going there wouldn't tolerate the noise in their homes. This is maddening that the city officials let this place disturb the peace like they do. The police aren't policing it. If they are being talked to about it they clearly aren't doing anything to correct it. At this point it's like I'm emailing and complaining to no one. Completely unacceptable that this has been going on for over a year and nothing has changed.

FW: Revel bar

License <LICENSE@milwaukee.gov>

Sat 9/24/2022 11:54 AM

To: Collins, Rolanda <Rolanda.Collins@milwaukee.gov>

Cc: Cooney, Jim <Jim.Cooney@milwaukee.gov>

Please add objection

Have a good day,

Faviola Martin
License Division Assistant Manager
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
(414)286-2238

-----Original Message-----

From: "

Sent: Friday, September 16, 2022 11:11 PM

To: License <LICENSE@milwaukee.gov>;

Subject: Revel bar

Here we are again blasting music and every time the door at revel opens I can here the music like it's in my house. How can a place violate the noise ordnances every weekend and yet nothing happens to correct it. And not allow people who live in this neighborhood to have peaceful sleep. The police are never around. This is maddening to say the least. And to bring it to the attention of the people who can correct it really seems to go to a deaf year. Can someone please explain why this bar is allowed to disturb the peace like this and continue to break noise ordnances over and over again?

REDACTED RECORD

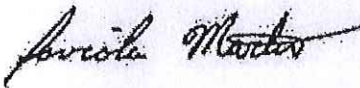
REDACTED RECORD

Cox, Andrew

From: License
Sent: Wednesday, August 3, 2022 11:35 AM
To: Cox, Andrew
Cc: Cooney, Jim
Subject: FW: Enough is enough

Please add

Have a good day,



Faviola Martin
License Division Coordinator
City Clerk - License Division
200 E. Wells St. Rm. 105
Milwaukee, WI 53202
Office: 414-286-2238



From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Friday, July 29, 2022 12:09 PM
To: License <LICENSE@milwaukee.gov>
Subject: Fw: Enough is enough

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
Terri.Williams@milwaukee.gov

You may use our Click for Action online system to report city service requests:

Sign up for Aldermanic District 14 monthly e-newsletter and other updates at https://city.milwaukee.gov/enotify_milwaukee.gov/district14

REDACTED RECORD

From: [REDACTED]
Sent: Sunday, May 15, 2022 6:04 PM
To: Dimitrijević, Marina <Marina@milwaukee.gov>
Subject: Enough is enough

Hello, yet again Revel bar is at it again. For months I have dealt with bass radiating [REDACTED], fights outside, screaming, people parking on street, people sitting in their cars blasting music with so much bass [REDACTED]. It just continues to get worse and for what it seems nothing reported has an effect. Why are there laws and ordinances if the city won't endorse them, [REDACTED] police, [REDACTED] times and they never show up. As [REDACTED] above the night club. The bass is at such a level that it's felt, heard as [REDACTED] blasting the music. Friday night went [REDACTED] early had a race Sat. So to race [REDACTED]. Something that doesn't happen much these days because of this club and it's patrons, funny how this bar seems to run on its own rules. Your team suggests call the police to report. That's a joke when you wait and wait and don't get answered or they call back and say sorry we are busy. Since the license board and district 14 allowed this bar to continue to operate with all the complaints you would think the team that makes sure these issues don't persist, but yet days they are open the music bass is such [REDACTED] wear ear plugs and turn on sound machines. As [REDACTED] said before [REDACTED] have already moved [REDACTED] room to one further away to help. But this is ridiculous. Why is nothing done about this? If I emailed or called everytime there is an issue I'd run out of time to live can't have [REDACTED] because of how loud this place is. I have complained enough. Again why do these complaints go unaddressed, unresolved? Who does need to be called or emailed so this bar knows about noise ordinances? Now it's Sunday and it's super nice out there doors are open and the music is so loud [REDACTED] watch a movie or read a book because the volume they keep the music at radiates though [REDACTED]. Front room all the way to back door. [REDACTED] have my [REDACTED] open. Funny I do wonder what you as the alderperson would do if this was your house. Or what the people who police this neighborhood would do if they had this happening at their homes. What would you do? And moving [REDACTED] isn't an option. But it seem like only one if this is just allowed and the laws don't matter any more. People have a right to live peacefully [REDACTED] and it's not happening around revel bar. So what are the things that district 16 and the police force policing this area going to do? I need answers and a solution. [REDACTED] tired of not [REDACTED] and having wearing ear plugs

REDACTED RECORD

Roman, Carmen

From: Cooney, Jim
Sent: Tuesday, August 16, 2022 2:14 PM
To: Roman, Carmen
Cc: Martin-MGR, Faviola
Subject: FW: list for liquor license meeting for Revel Bar

Please add

From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Tuesday, August 16, 2022 2:13 PM
To: Ada Duffey <ada@adaduffey.com>; Cooney, Jim <Jim.Cooney@milwaukee.gov>; Martin-MGR, Faviola <Faviola.Martin@milwaukee.gov>
Subject: Re: list for liquor license meeting for Revel Bar

Yea, definitely. Licensing is copied here.



Marina Dimitrijevic
Alderwoman | 14th District

She/Her/Hers/Elle

Hablo Español

p: (414) 286-3769
e: marina@milwaukee.gov

200 E. Wells Street, Room 205

From: Marina Dimitrijevic
Sent: Tuesday, August 16, 2022 11:24 AM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Subject: list for liquor license meeting for Revel Bar

Hello Alderwoman Dimitrijevic,
We spoke at the South Shore pavilion.
Could I please get on a list to be informed about when the Revel Bar liquor license comes up again? 2246 S. Kinnickinnic Ave.
Last year I had contacted the Licensing office and asked to be on the list to be notified about the hearing. I only found out about it from a neighbor.

Thank you,

Begin forwarded message:

From: "Pfeiffer, Eric" <epfeif@milwaukee.gov>
Date: March 7, 2022 at 8:33:59 AM CST
To: "Dimitrijevic, Marina" <Marina@milwaukee.gov>, "Ward, Michael" <mward@milwaukee.gov>, "Garcia, Fabian" <fgarci@milwaukee.gov>, "Williams, Terri" <Terri.Williams@milwaukee.gov>
Subject: Re: Revel Bar

Alderwoman,

There was an incident there very early this morning involving an off-duty Milwaukee Police Officer and the tavern's bouncer. Unfortunately, the officer was injured during incident and was taken to a local hospital. The bouncer was arrested and the department will be seeking charges against him. The Revel management was very cooperative as the investigation into the matter continues. Thank you.

Captain Eric Pfeiffer
Milwaukee Police Department
Commanding Officer- District Six
epfeif@milwaukee.gov
Office- (414) 935-7260
Cell- (414) 406-6393



From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Monday, March 7, 2022 6:16 AM
To: Pfeiffer, Eric <epfeif@milwaukee.gov>; Ward, Michael <mward@milwaukee.gov>; Garcia, Fabian <fgarci@milwaukee.gov>; Williams, Terri <Terri.Williams@milwaukee.gov>
Subject: Revel Bar

Was there an incident there last night on kk ?

~Marina

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#?client_id=1000167

Sign up for my Aldermanic District 14 monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify>



Marina Dimitrijevic
Alderwoman | 14th District

She/Her/Hers/Ella

Hablo Español

p: [\(414\) 286-3769](tel:(414)286-3769)

e: marina@milwaukee.gov

[200 E Wells Street, Room 205](https://www.milwaukee.gov/200-E-Wells-Street-Room-205)

[Milwaukee, WI 53202](https://www.milwaukee.gov/Milwaukee-WI-53202)

[milwaukee.gov/district14](https://www.milwaukee.gov/district14)

MILWAUKEE POLICE DEPARTMENT LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 08/24/22
LICENSE TYPE: Class B Tavern
NEW:
RENEWAL:

No. 341672
Application Date: 08/23/22

License Location: 2246 S Kinnickinnic Av
Business Name: Revel Bar

Licensee/Applicant: POLLARD, Haley I
(Last Name, First Name, MI)
Date of Birth: 09/04/1995

Home Address: 1900 E. Euclid Avenue
City: Milwaukee State: WI Zip Code: 53207
Home Phone: 414-322-7603

This report is written by Police Officer Corstan D. COURT, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 07/20/2016 the applicant was charged in Milwaukee County with Possess/Alcohol Beverage (adult).

Charge: Possess/Alcohol Beverage (Adult)
Finding: Guilty
Sentence: Forfeiture
Date: 07/27/2016
Case: 2016FO000630

- =====
2. **Paresha S RAND-PRATT (30% shareholder) has an open warrant with the Milwaukee County Sheriff for Operating While Revoked due to Alcohol.**
- =====

3. On 03/06/22 at 8:33pm, Milwaukee Police were dispatched to 2246 S. Kinnickinnic Avenue for a battery complaint. Investigation revealed that a security guard asked a subject to leave the tavern because he was intoxicated and when the subject refused, the security guard tried to physically remove the subject which caused a physical fight. The subject was transported to

the hospital and the security guard was arrested. The applicant arrived on scene and was very cooperative with police.

4. On 09/14/21 at 11:30pm, Milwaukee Police were dispatched to 2246 S. Kinnickinnic Avenue for a noise complaint. Investigation revealed that the music was at a reasonable level outside until the front door was opened. The applicant stated that she would have the "DJ" turn down the music and come up with a solution to keep the noise level acceptable. The applicant was very cooperative.
5. On 03/12/22 at 11:29pm, Milwaukee Police conducted a license premise check at 2246 S. Kinnickinnic Avenue. No violations were observed and the applicant was very cooperative.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220650166

OtherEvent #: 22-LP-0240

Incident

2246 S KINNICKINNIC AV MILWAUKEE, WISCONSIN 53207

Incident Date/Time:: 03/06/2022 20:33:02
CAD Number:: 220651520
District:: 6
Beat:: 640
Reporting Area:: 5809

Business Agent (1)

POLLARD, HALEY IRENE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 09/04/1995
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-322-7603
Phone 1 Type:: Phone
Address:: 1900 E EUCLID AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207

Licensed Persons Involved (1)

WALKER, TERRANCE BRYANT

Person Involvement:: SECURITY
DOB:: 11/01/1985
Sex:: MALE
Race:: BLACK/AFRICAN AMERICAN
Address:: 4216 W LLOYD ST
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53208

Licensed Premise Data (1)

REVEL BAR

Phone 1 Number:: (414)-885-1516
Phone 1 Type:: Phone
Address:: 2246 S KINNICKINNIC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220650166

OtherEvent #: 22-LP-0240

Licensee or Manager was on premises at time of violation/incident: No

Narrative (1)

INITIAL INVESTIGATION

Bunkelman, Joel A 022601

03/07/2022

This report is written by P.O. Joel BUNKELMAN, assigned to District 6, Late Power shift, squad 6468.

On Sunday, March 6th, 2022, I responded to a battery call at Revel Bar. This establishment is located at 2246 S Kinnickinnic AV in the City and County of Milwaukee.

Upon my arrival I observed a b/m later identified as *Christopher E MCCRAY (b/m 3-14-96)* standing outside the bar bleeding from his face. Multiple witnesses stated that the security guard for the bar punched MCCRAY in the face. The security guard was identified as *Terrence B WALKER Jr. (b/m 11-1-85)*.

After speaking with other witnesses it was determined that MCCRAY was intoxicated at the bar and was asked to leave the bar by WALKER. MCCRAY was not leaving upon request and WALKER attempted to physically remove MCCRAY from the bar. A fight between the two then broke out.

MCCRAY was transported to the hospital for medical treatment and WALKER was arrested at the scene for substantial battery. CIB took over the investigation. For more detailed information please refer to the original battery report attached to this same case number and other supplemental reports filed.

The agent for the bar, *Haley I POLLARD (w/f 9-4-95)* arrived on scene after the incident took place. She was very cooperative with law enforcement and gave access to all the video footage from the security cameras at the bar.

This concludes this report.

Officer (2)

Reporting Officer:	Bunkelman, Joel A (022601)	03/07/2022 01:32:00
Section: (Work Location):	64	
Approving Officer:	Gonzalez, Christine L (018644)	03/07/2022 02:36:56
Section: (Work Location):	63	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220650166

OtherEvent #: 22-LP-0240

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 212580002

OtherEvent #: 21-LP-1771

Incident

2246 S KINNICKINNIC AV MILWAUKEE, WISCONSIN 53207

Incident Date/Time:: 09/14/2021 23:30:10
CAD Number:: 212572388
District:: 6
Beat:: 640
Reporting Area:: 5809

Business Agent (1)

GILL, JOSEPH WILLIAM

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 03/22/1989
Sex:: MALE
Race:: WHITE
Phone 1 Number:: (414)-899-1760
Phone 1 Type:: Phone
Address:: 6556 W REVERE PL
City:: WEST ALLIS
State:: WISCONSIN
Zip Code:: 53219

Licensed Persons Involved (1)

POLLARD, HALEY IRENE

Person Involvement:: Manager
DOB:: 09/04/1995
Sex:: FEMALE
Race:: WHITE
Address:: 1900 E EUCLID AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207

Licensed Premise Data (1)

REVEL BAR

Phone 1 Number:: (414)-885-1516
Phone 1 Type:: Phone
Address:: 2246 S KINNICKINNIC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (if not explain in narrative): No

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #: 212580002

OtherEvent #: 21-LP-1771

Licensee or Manager was on premises at time of violation/incident::

No

Narrative (1)

INITIAL INVESTIGATION

Bunkelman, Joel A 022601

09/15/2021

This report is written by P.O. Joel BUNKELMAN, assigned to District 6, Late Power shift, squad 6468.

On Wednesday, September 15th, 2021, I was dispatched to a "Noise Nuisance" complaint at Revel Bar. This location is located at 2246 S Kinnickinnic AV in the city and county of Milwaukee.

Upon arrival I spoke with Haley I POLLARD (w/f 9-4-95) who is the manager for the establishment. I advised her that a citizen called in a complaint stating the music coming from the bar was too loud. I spoke with POLLARD outside of the bar. The music outside the seemed to be at a reasonable level until the front door was opened. When the door was open the music would be at a higher level outside. POLLARD stated that she would have the DJ turn down the music. She also stated that she would try to come up with a solution to try and keep the noise at an acceptable level when the door was open.

POLLARD was very cooperative and supplied all requested licenses.

The caller only gave a first name of "Andy" along with a phone number. I attempted to make contact with the caller but received no answer upon callback.

This concludes this report

Officer (2)

Reporting Officer:	Bunkelman, Joel A (022601)	09/15/2021 02:17:00
Section: (Work Location):	64	
Approving Officer:	Raden, Chad M (010032)	09/15/2021 10:50:13
Section: (Work Location):	27	

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220710151

OtherEvent #: 22-LP-0278

Incident

2246 S KINNICKINNIC AV MILWAUKEE, WISCONSIN 53207

Incident Date/Time:: 03/12/2022 23:29:00
CAD Number:: 220711613
District:: 6
Beat:: 640
Reporting Area:: 5809

Business Agent (1)

POLLARD, HALEY IRENE

Person Involvement: (Must choose Agent
AGENT from drop down):
DOB:: 09/04/1995
Sex:: FEMALE
Race:: WHITE
Phone 1 Number:: (414)-322-7603
Phone 1 Type:: Phone
Address:: 1900 E EUCLID AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207

Licensed Premise Data (1)

REVEL BAR

Phone 1 Number:: (414)-885-1516
Phone 1 Type:: Phone
Address:: 2246 S KINNICKINNIC AV
City:: MILWAUKEE
State:: WISCONSIN
Zip Code:: 53207
License Type:: Alcohol
Licensee Notification Was Made:: No
Business Was Cited For Violation:: No
Licensee was cooperative: (If not explain in narrative): Yes
Licensee or Manager was on premises at time of violation/incident:: No

Narrative (1)

TAVERN CHECK

Heeg, Frank J 029196

03/12/2022

This report is written by P.O. Frank HEEG, assigned to District 6, Late Power shift, squad 6468.

Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:220710151

OtherEvent #: 22-LP-0278

On Saturday, March 12th, 2022, at 11:29 PM, I conducted a standard Tavern Check at Revel Bar. This establishment is located at 2246 S Kinnickinnic Av in the City and County of Milwaukee.

Upon arrival I spoke with the agent, Haley I POLLARD (W/F 9-4-95), who was also the bartender for the evening. She was very cooperative with law enforcement and no violations were observed at this time.

This concludes this report.

Officer (2)		
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Reporting Officer:	Heeg, Frank J (029196)	03/12/2022 23:39:00
Section: (Work Location):	64	
Approving Officer:	Enk, Jason J (015473)	03/19/2022 18:15:51
Section: (Work Location):	62	

August 24, 2022

Haley Pollard, Agent
Revel Group, Inc.
2246 S Kinnickinnic Ave
Milwaukee, WI 53207

Milwaukee County Licensing Committee
City Hall, Room 105
200 E. Wells Street
Milwaukee, WI 53202

Re: Written Course of Action – 2246 S Kinnickinnic Ave

Dear Licensing Committee,

Please accept this letter as my written course of action in anticipation of a Notice for a Licensing Hearing regarding the renewal licensing applications for a Class B Tavern, Cigarette and Tobacco, and Public Entertainment Premises licenses, and Sidewalk Dining Facility Permit for our establishment located at 2246 S Kinnickinnic Ave (the “Premises”).

As you may be aware, I have been the agent for the Premises for nearly one year. I have always realized that as a member of the community and agent of this business, we owe it to the community and the City of Milwaukee to ensure that we are doing our best to promote the safety of all and orderliness of the Premises. We do not condone, encourage, nor will we allow crime and violence to be permitted at the Premises. It is our full intention to continue to work with the City of Milwaukee officials and community stakeholders to put forth best efforts that aid in preventing and deterring criminal or suspicious activity around the Premises.

This letter will set forth our planned course of action for remedying the circumstances and incidents that have been identified through complaints. If I can provide any further information or documentation, or if I can answer any questions, please feel free to contact me via phone at 414-885-1516 or email me personally at haleypollard@revelbarbayview.com.

I. Security

Several measures have been taken to heighten both internal and external security at the Premises, including hiring additional security personnel, eliminating live entertainment on weeknights, and limiting our overall hours of operation.

We have made it top priority to hire and train additional security personnel to help with newly designed security measures that we have set forth in the enclosed Security Personnel Training Guide. These security personnel oversee observation and the inspection of patrons as they enter and exit the Premises. The security personnel at the front entrance of the Premises are responsible for checking IDs to ensure the legality of the patrons’ presence on the Premises, performing pat downs upon entry, and utilizing a security wand as an additional safety measure. They are also responsible for patrolling the interior and exterior of the Premises throughout our hours of operation. Additional security is placed on weekends, as well as after 9:00 PM on weeknights within our hours of operation.

Prior to the dissolution of our neighborhood Tavern Squad, we were involved in discussions regarding the purchase of ID Scanners to help ensure the legality of the IDs presented to security at the Premises. We have completed a cost analysis for this purchase but have not yet made a decision regarding whether to move forward, as the sudden dissolution of our Tavern Squad ceased the surrounding discussion. We are, of course, willing to revisit this subject at the request of the Committee.

Since our most recent Licensing Hearing, we have updated our surveillance system to a high-definition camera system. This heightened surveillance system has created new channels of security to monitor the Premises. The upgraded system allows myself, the employees, and the security personnel to view both inside and outside of the Premises for suspicious and criminal activity. Further, we intend to work with Milwaukee County Police Department, District 6 to provide the police department with footage as necessary to review any instances that occur on or around the Premises.

In addition to these newly implemented security measures, we remain open to discussions with the Milwaukee Police Department, as well as the surrounding community members, as to what we can do to help deter criminal activity at the Premises. We are open to any additional feedback that will help protect my employees, the community members, and the patrons who come into the Premises.

II. Dress Code

With the additional security measures being set forth in this plan of action, we have also instituted a new dress code for patrons entering the Premises. Security personnel at the entrance to the Premises have been instructed to refuse entry to any patrons who are displaying gang insignia or paraphernalia, patrons who are not wearing shoes or shirts, as well as to refuse entry to any person wearing ski masks or any other facial coverings other than medical masks for patrons who want to reduce exposure to diseases such as COVID-19. Main entrance security personnel will use their discretion at the time of entry to establish whether the patron is following the established dress code for the Premises.

III. Signage

At the Premises, we will be prominently displaying No Loitering signs visible to patrons from the exterior. This is to inform individuals that they are not to linger around the Premises after leaving. Inside the Premises, we intend to install signage with the District 6 contact page identifying the names and telephone numbers of our District 6 officers and dispatch. Employees and security personnel have been instructed to call District 6 if 911 cannot be reached or is not responsive in an emergency.

IV. Additional Measures

Additionally, we have implemented changes in our hours of operation to include closing completely on Tuesdays, closing at earlier hours on the nights we remain open, and ceasing alcohol service one hour prior to our scheduled closing time every night. The decision to close entirely on what has historically been our busiest night, to limit hours on our days of operation, and to eliminate live entertainment from weeknights has cost us roughly \$400,00.00 in lost revenue over the past year. Obviously, this is a sizeable hit to our business, but we are committed to creating a unified and safe neighborhood for our neighbors and patrons.

We will use this as an opportunity to be proactive in other regards. We have registered to participate in the E-Notify system for email updates regarding the Premises. Further, we will file open records requests for CAD reports relating to the Premises at least every 6 months to review and address any issues in a timely manner, and to adjust our policies and security protocol as needed.

We will continue to work with the department to ensure we can make our community as safe as possible. As always, we continue to invite the input of the Police Department and other stakeholders as it pertains to ensuring a safe and thriving neighborhood for all. It is our sincere hope that the changes we have implemented and plan to implement in the near future are considered as a demonstration of our commitment to our neighbors and the safety of our patrons, staff, and District 6 officers.

If you have any questions or concerns, please feel free to contact me.

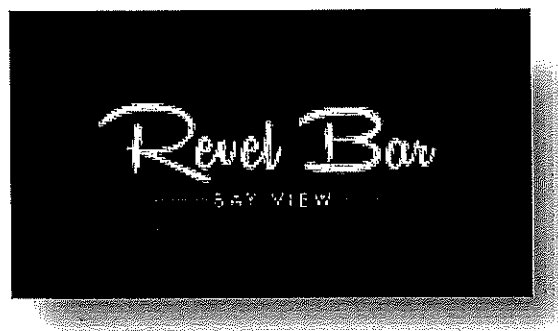
Sincerely,

/s/

Haley Pollard, *Agent for Revel Group, Inc.*

Enclosures.

SECURITY PERSONNEL TRAINING GUIDE



ENTERING/EXITING:

As the security personnel for Revel Bar Bayview, it is your responsibility to ensure that patrons entering and exiting the establishment meet the specific criteria for proper entrance and exit etiquette.

1. ENTRANCE:

- You will first establish whether the patron is complicit with the dress code. You must refuse entry to patrons who are:
 - Wearing any clothing that signifies gang affiliation or displays any gang insignia, as well as any clothing that establishes gang paraphernalia;
 - Wearing any form ski masks, or any other facial covering that obscures their identity
 - This does not include medical masks that help prevent the spread of diseases such as COVID-19.
 - Exceptions for Halloween costumes will be discussed prior to any planned events for that holiday;
 - Not wearing a shirt and/or shoes.

- After the patron has passed the dress code requirements, it is your responsibility to ensure that the patron can legally enter the establishment by requiring proof of identification that shows the patron is 21 years old or older.
- Utilizing a flashlight, you will check the ID to ensure that the patron providing the identification is the person listed on the ID. A current copy of the I.D. checking guide for the U.S. and Canada will be provided at the main entrance, as well as behind the bar.
- Check to make sure that ID is valid and non-expired. Any expired identification provided to the Security Personnel will be removed from the establishment and not allowed to enter without proper form of ID.
- Once the patron has provided proper identification, it is the responsibility of the Entrance/Exit Security Personnel to perform a proper pat-down of the patron, as

well as use the body wand scanner to ensure no weapons are being brought into the establishment.

- You will first perform a wand scanner over the patron's clothes, starting with their right foot and ankle, moving your way up their right leg, to the right side of their body, over their right arm, and passing through the back, and repeating the process on their left side.
- You will then ask the patron to lift their pant legs to check to see they are not concealing any weapons in their shoes or socks.
- Then you will check the waistband of the patron by patting down their waistband to ensure they have no weapons concealed in their waistband.
- You will further pat-down the patron by asking that they lift their arms to the side, properly patting down from their wrists to their armpits, and down the sides of their bodies, all the way to their feet.
- Once you have ensured that no weapons are being brought into the establishment by the patron, they are allowed to enter the establishment.

YOU MUST PERFORM EACH OF THE ABOVE-REFERENCED STEPS TO ENSURE SECURITY OF THE PATRONS WITHIN THE ESTABLISHMENT.

ii. **EXIT:**

- When a patron exits the establishment, it is your responsibility to ensure that they are leaving in a respectful manner.
- You must be on the lookout for patrons who exhibit disrespectful etiquette, such as, but not limited to:
 - i. Loud behavior, such as screaming and/or yelling as they leave the establishment.
 - 1. If an exiting patron displays disrespectful behavior, such as yelling and/or screaming, you are instructed to inform the exiting patron that

there are neighbors present, tell them to quietly leave the establishment, and inform them that if the behavior continues, you are authorized to notify the Milwaukee Police Department of potential disorderly conduct of an exiting patron.

ii. Drunken behavior, such as stumbling and slurring of their speech.

1. If you see an exiting patron exhibiting drunken behavior and they attempt to enter their vehicle to drive, it is your responsibility to:

- a. Attempt to halt the patron from driving while potentially intoxicated, and**
- b. If they do not stop from potentially driving while intoxicated, to inform the Milwaukee County Police Department that a patron is attempting to drive a vehicle while intoxicated.**

iii. Aggressive or violent behavior to the establishment's staff or other patrons.

1. Aggressive and violent behavior can include, but is not limited to:

- a. Threatening violence**
- b. Screaming/yelling at staff or other patrons**
- c. Disorderly conduct, or destruction of the establishment's property, as well as patrons' property, or neighboring properties.**

2. Exiting patrons who exhibit aggressive or violent behavior will be given one warning from Security Personnel to leave the establishment and

surrounding areas. If they do not leave, you are authorized to notify the Milwaukee County Police Department.

IT IS YOUR RESPONSIBILITY TO ENSURE THAT EXITING PATRONS LEAVE THE ESTABLISHMENT IN A RESPECTFUL MANNER.

PATROLLING/MONITORING

As the security personnel for Revel Bar Bayview, it is also your responsibility to provide a sense of order for the establishment both inside and out, as well as help deescalate any situation that could potentially turn into a violent or criminal scene.

1. MONITORING:

- As patrons are inside the establishment, you will be responsible for monitoring any suspicious activity. Suspicious activity includes, but is not limited to:
 - i. Display of weapons such as guns or knives/blades.
 - 1. Be vigilant of any patrons who are trying to disclose any weapons, such as patrons who exit the establishment to get something from their vehicle. This could be a sign that they intend to retrieve a weapon from their vehicle. If you suspect a patron of retrieving a weapon from their vehicle, you are authorized to contact Milwaukee Police Department immediately and notify the patron that police have been called.
 - ii. Drug dealing or partaking in drug or illegal substance activities.
 - 1. You must be aware if there are any activities involving drugs or illegal activities, such as dealing drugs, or partaking in drug or illegal substances activities.
 - 2. Signs of drug dealing include exchange of money for drugs, Ziplock baggies of unknown substances being distributed from one patron to another, or any other activity that would signify that drug dealing is occurring.

3. Signs of partaking in drug activities or illegal substance use include smoking marijuana, patrons sitting in their vehicles for extended periods of time, or any other activity that would signify those patrons are partaking in drug activities. Use your discretion when suspected drug or illegal substance use are occurring.
- iii. Aggressive, criminal, or violent behavior – any patron that becomes aggressive or displays signs of violent or criminal behavior will be removed from the establishment immediately, and Milwaukee Police Department will be notified of any violent or criminal behaviors or actions within in the establishment.

2. PATROLLING:

- Monitoring patrons who are entering or exiting the establishment will include walking and patrolling the areas in front of and behind the establishment. This allows you the survey the areas for potential illegal activities, as well as to show that the establishment has security patrolling.
- On nights that the establishment has live entertainment, your responsibilities include patrolling a 50-foot radius of the entrances to ensure that the noise from the establishment does not carry beyond 50 feet. This is important to maintain our good relationship with our neighbors and to ensure that the establishment is not cited for a noise complaint.

3. CROWD CONTROL:

- When patrons are exiting the establishment, it is your responsibility to ensure that they do not loiter in front, on the sides, or behind the establishment.
- If crowds of patrons of 5 or more continue to loiter outside the establishment, you are authorized to notify them that they must keep moving to their next destination or vehicle.
- Inform the patrons that they are on private property and must adhere to the establishment's rules of dispersal once exited from the establishment.

- If crowds of patrons continue to congregate outside the establishment, you must deescalate the situation by notifying the patrons that Milwaukee Police Department have been called, and that they are on their way to break up the crowd and detain any patron who remains loitering at the establishment.

If you suspect any patron of illegal activity or continued loitering, you are instructed to notify the Milwaukee Police Department immediately upon suspicion of illegal activities.

DO NOT CONFRONT THE PATRON UNLESS EMERGENCY HANDLING OF THE SITUATION IS NECESSARY.

4. DEESCALATING AND CROWD CONTROL:

- If patrons begin to perform disorderly behavior within the establishment, security personnel are instructed and authorized to remove the patron exhibiting this behavior. This behavior can include, but is not limited to:
 - i. Exhibiting signs of drunkenness, such as slurring their speech, or unable to remain balanced.
 - ii. Exhibiting signs of aggression or violence towards staff or other patrons, such as threatening violence or engaging in physical altercations.

IT IS YOUR RESPONSIBILITY TO ENSURE THAT THE PATRONS INSIDE OF THE ESTABLISHMENT ADHERE TO THE RULES AND REGULATIONS SET FORTH ABOVE.

Roman, Carmen

From: Williams, Terri
Sent: Tuesday, September 27, 2022 11:53 AM
To: Hannah Syrjala; Dimitrijevic, Marina
Cc: Jason D. Luczak; License; Cooney, Jim
Subject: Re: Revel Bar Letter
Attachments: Revel Group Inc - Security Personnel Training Guide.pdf; Revel Group Inc - Security Plan.pdf

Hi Hannah,

A recording will be helpful, thank you. We are required to send complaints about licensed establishments to licensing to be added to the file, so to simplify the process, Jim, can you please forward all neighbor complaints about Revel Bar to their counsel? This office has received complaints from residents across the street and nearby primarily about noise and nuisance vehicle activity in front of the location, including several this past weekend.

The police reports will be different, as those will be generated by police calls for a nuisance in addition to or in lieu of sending us or licensing a complaint.

Sincerely,

Terri Williams (she/hers)
Legislative Assistant
Milwaukee Common Council
Alderswoman Marina Dimitrijevic | 14th District
200 East Wells Street
Milwaukee, WI 53202
414.286.3769 | fax 414.286.3456
Terri.Williams@milwaukee.gov

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#client_id=1000167

Sign up for Aldermanic District 14 monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify>

From: Hannah Syrjala <hsyrjala@grglaw.com>
Sent: Tuesday, September 27, 2022 11:09 AM
To: Dimitrijevic, Marina <Marina@milwaukee.gov>
Cc: Williams, Terri <Terri.Williams@milwaukee.gov>; Jason D. Luczak <jluczak@grglaw.com>
Subject: RE: Revel Bar Letter

Some people who received this message don't often get email from hsyrjala@grglaw.com. [Learn why this is important](#)
Marina,

I'm sorry to hear that you cannot attend. I am happy to record the meeting for you so you can see how past complaints are being addressed and so you're aware of any new ones being brought forward. We have worked with Paresha to create a safety plan and security training protocol, both of which I have attached here for your review.

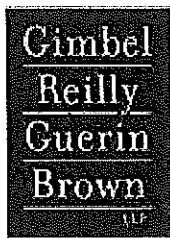
As far as the numerous complaints from surrounding neighbors, if you would please elaborate on when they were received and the nature of the complaints, we'll be glad to review and address them accordingly. I am awaiting a response to an open records request for any and all incidents at or near the premises in the past 12 months, and we

have been in contact with Officer Ward from MPD District 6 to ensure that Paresha is doing everything she can to stay informed of any issues that arise, and to work together with police, her security team, and employees to mitigate further incidents.

Please do not hesitate to let me know if you have any questions. I've also copied Attorney Jason Luczak on this email if you have any questions you'd like to direct to him.

Thank you,

Hannah Syrjala
Legal Assistant
Gimbel, Reilly, Guerin & Brown LLP
330 East Kilbourn Avenue, Suite 1170
Milwaukee, Wisconsin 53202
T. 414-224-8740
F. 414-271-7680
hsyrjala@grgblaw.com
www.grgblaw.com



From: Dimitrijevic, Marina <Marina@milwaukee.gov>
Sent: Tuesday, September 27, 2022 10:33 AM
To: Hannah Syrjala <hsyrjala@grgblaw.com>
Cc: Williams, Terri <Terri.Williams@milwaukee.gov>
Subject: Re: Revel Bar Letter

We are just being notified if this meeting for tonight and cannot attend. We have received numerous complaints from surrounding neighbors as well.

~Marina

You may use our Click for Action online system to report city service requests: https://iframe.publicstuff.com/#?client_id=1000167

Sign up for my Aldermanic District 14 monthly e-newsletter and other updates at <https://city.milwaukee.gov/enotify>



Marina Dimitrijevic
Alderwoman | 14th District
Chairwoman, Finance and Personnel Committee
She/Her/Hers/Ella
Hablo Español
p: (414) 286-3769
e: marina@milwaukee.gov
[200 E Wells Street, Room 205](https://www.milwaukee.gov/district14)
[Milwaukee, WI 53202](https://www.milwaukee.gov/district14)
[milwaukee.gov/district14](https://www.milwaukee.gov/district14)

On Sep 27, 2022, at 9:26 AM, Hannah Syrjala <hsyrjala@grgblaw.com> wrote:

You don't often get email from hsyrjala@grgblaw.com. [Learn why this is important](#)

Good morning, Marina,

I just wanted to check in to see that you received this and see whether you have any questions before the meeting tonight.

Hope to see you there!

Best,

Hannah Syrjala
Legal Assistant
Gimbel, Reilly, Guerin & Brown LLP
330 East Kilbourn Avenue, Suite 1170
Milwaukee, Wisconsin 53202
T. 414-224-8740
F. 414-271-7680
hsyrjala@grgblaw.com
www.grgblaw.com

From: Hannah Syrjala
Sent: Monday, September 19, 2022 11:19 AM
To: 'marina@milwaukee.gov' <marina@milwaukee.gov>
Subject: Revel Bar Letter

Marina,

Attached is the neighbor invitation letter to a town-hall style meeting to address neighbor concerns at Revel Bar Bayview. We have been working with Paresha to create a sustainable plan that works for everyone, and we'd love for you to see what they've done so far!

Please let me know if you have any questions.

Best,

Hannah Syrjala
Legal Assistant
Gimbel, Reilly, Guerin & Brown LLP
330 East Kilbourn Avenue, Suite 1170
Milwaukee, Wisconsin 53202
T. 414-224-8740
F. 414-271-7680
hsyrjala@grgblaw.com
www.grgblaw.com

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Thursday, October 06, 2022



Notice of Public Hearing

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POLLARD, Haley I, Agent
Revel at 2246 S Kinnickinnic Av
Class B Tavern, Public Entertainment Premises and Sidewalk Dining License Renewal
Applications

Tuesday, October 18, 2022 at 2:25 PM

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 10/18/2022 at 2:25 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet 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.

CURRENT OCCUPANT	2218 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2219 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2219 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2219 S KINNICKINNIC AVE# A	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2220 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2220 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2221 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2222 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2224 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2225 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2226 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2226 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2227 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2228 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2230 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2231 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2231 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2231A S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2232 S ALLIS ST# 1	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST# 2	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST# 3	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ALLIS ST# 4	MILWAUKEE, WI 53207-1357
CURRENT OCCUPANT	2232 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2232A S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2234 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2235 S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE# 1	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE# 2	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235 S KINNICKINNIC AVE# 5	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2235A S ALLIS ST	MILWAUKEE, WI 53207-1320
CURRENT OCCUPANT	2236 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2236 S ALLIS ST# A	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2236 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2236 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2240 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2240 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2242 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2242 S ROBINSON AVE	MILWAUKEE, WI 53207-1338
CURRENT OCCUPANT	2242A S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2243 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2244 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2244 S KINNICKINNIC AVE# 1	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2245 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2246 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2247 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1329
CURRENT OCCUPANT	2255 S ALLIS ST# A	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST# B	MILWAUKEE, WI 53207-1362

CURRENT OCCUPANT	2255 S ALLIS ST# C	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST# D	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2255 S ALLIS ST# E	MILWAUKEE, WI 53207-1362
CURRENT OCCUPANT	2257A S HOWELL AVE	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2258 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2260 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2262 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2263 S HOWELL AVE# 1	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE# 2	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE# 3	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE# 4	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2263 S HOWELL AVE# 5	MILWAUKEE, WI 53207-1325
CURRENT OCCUPANT	2264 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2266 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2268 S KINNICKINNIC AVE	MILWAUKEE, WI 53207-1330
CURRENT OCCUPANT	2270 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2272 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	2274 S ALLIS ST	MILWAUKEE, WI 53207-1321
CURRENT OCCUPANT	348 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352 E LINCOLN AVE	MILWAUKEE, WI 53207-1549
CURRENT OCCUPANT	352A E LINCOLN AVE	MILWAUKEE, WI 53207-1549

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Total Records: 162

Radius 250.0 feet and Center of Circle: 2246 S KK Av

2022-2023 Plan of Operation for 2246 S KINNICKINNIC AV

1. Litter & Security Plans			
How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:			
How often will grounds be cleaned? <input type="checkbox"/> Daily <input type="checkbox"/> Weekly <input checked="" type="checkbox"/> Other: All days business is operational			
Who cleans the grounds? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:			
How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input checked="" type="checkbox"/> Manager approaches customer(s) <input checked="" type="checkbox"/> Call Police <input checked="" type="checkbox"/> Signs Posted <input type="checkbox"/> Other:			
Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe:			
Number of garbage cans: Inside <u>6</u> Locations: <u>Main bar, common areas, restrooms</u> Outside <u>1</u> Locations: <u>Back alley</u>			
Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
Number of restrooms: <u>2</u>		Name of solid waste contractor: <u>GFL</u>	
Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:			
Are there designated loading areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe security plans: <u>Area is adjacent to main entrance. Staff instructed not to use, security instructed to keep clear.</u>			
Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>3</u> AND What are their responsibilities? <u>Ensure guest safety, noise control, ensure ID compliance.</u> What security equipment do they use? <u>Flashlight, security wand, upgraded security system</u> List their licensing, certification or training credentials: <u>NA</u>			
Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations: <u>Inside main bar, downstairs, outside</u>			
Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe: <u>Patrons must show valid ID stating that they are 21+, security patdowns as necessary, security wands used.</u>			
2. Percentage of Sales (must total 100%)			
Alcohol <u>70</u> %	Food Sales _____ %	Entertainment _____ %	Other <u>30</u> %
3. Businesses On The Premises (choose all that apply):			
<input type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input checked="" type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility <input type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:			
4. Hours of Operation and Age Restriction			
Are there any changes to the current hours of operation or age restriction? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Mon: 7pm - 1am; Tues: CLOSED; Wed: 5pm - 1am; Thurs: 5pm - 1am; Fri: 5pm - 1:30am; Sat: 5pm - 1:30am; Sun 1pm - 1am</u> Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license. Your hours of operation and age restriction are listed on your current license.			
5. Floor Plan and Capacity			
Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at www.milwaukee.gov/licenses under License Forms and Related Information.			
Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.			
6. Sidewalk Dining: SD 1585 Fee:			
Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.			
7. Food License: Fee:		8. Weights and Measures: Fee:	
Your current food license includes the following food operations: Are there any changes to your food operations as listed above? <input type="checkbox"/> No <input type="checkbox"/> Yes, if Yes, explain <u>NA</u>		Number/Type of Devices: Are there any changes to the number or types of devices? <input type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions.	

1. CURRENT APPROVED ENTERTAINMENT for Revel 2246 S KINNICKINNIC AV

The following types of entertainment have been approved for your current Public Entertainment Premises license:
Comedy Acts, Disc Jockey, Magic Shows, Patron Contests, Jukebox, Karaoke, Patrons Dancing, Instrumental Musicians, Bands

2. ADDING ENTERTAINMENT

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

- | | | | |
|---|--|--|---|
| <input type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Bands | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Comedy Acts |
| <input type="checkbox"/> Disc Jockey | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Poetry Readings | <input type="checkbox"/> Dancing by Performers |
| <input type="checkbox"/> Jukebox | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Patron Contests | <input type="checkbox"/> Patrons Dancing |
| <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Karaoke | <input type="checkbox"/> Bowling Alley | <input type="checkbox"/> Pool Tables |
| <input type="checkbox"/> Motion Pictures (movies by admission)
How many screens? _____ | <input type="checkbox"/> Amusement Machines
How many? _____ | <input type="checkbox"/> Concerts
Approx. # per year? _____ | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input type="checkbox"/> Other: _____ | | | |

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

3. REMOVING ENTERTAINMENT

If applicable, list any entertainment you wish to remove:

4. PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? No Yes If Yes, Describe:

At any time will sound amplification be used? No Yes If Yes, Describe:

Additional speakers for live music and/or DJs - weekends only

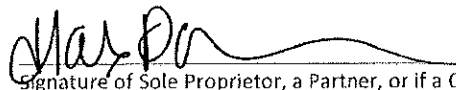
5. SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.


Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign
Haley Pollard, Agent