



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, February 23, 2026

COMMITTEE MEETING NOTICE

AD 04

HOAG, William M, Agent
INFERNO MARKETING GROUP, INC.
1910 S 81ST ST
WEST ALLIS, WI 53219

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.

Tuesday, March 10, 2026 at 01:15 PM

The access code is https://meet.goto.com/399099205. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Temporary Public Entertainment Premises Licenses Application Requesting Instrumental Musicians for Milwaukee Brew & Spirits Fest on July 25, 2026 as agent for "INFERNO MARKETING GROUP, INC." for "INFERNO MARKETING GROUP, INC." at 1750 N LINCOLN MEMORIAL 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 during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

[Handwritten signature of Jim Cooney]

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Monday, February 23, 2026

COMMITTEE MEETING NOTICE

AD 04

HOAG, William M, Agent
INFERNO MARKETING GROUP, INC.
1761 CHURCH ST
WAUWATOSA, WI 53213

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Tuesday, March 10, 2026 at 01:15 PM

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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: 01/29/26

Officer: Monreal

City of Milwaukee Police Department

90-5-1.5 Crime Prevention Survey

Name of Premise: Milwaukee Brew & Spirit Fest

Address: 1750 N Lincoln Memorial

Phone:

Owner: William Hoag

Address: 1761 Church St

Address2: Wauwatosa, WI 53213

Phone: 414-688-7773

Email: info@infernomarketing.com

Licensee/Agent: Same

Address:

Address 2:

Phone:

Email:

Preferred Contact: Same

Location Currently Open: Yes No

Projected Open Date: 07/23/26

Days Open: S M T W TH F SA ALL

Hours: Sun: 24hrs Y N

Mon:

Tues:

Wed:

Thur: 6A-6P

Fri: 6A-6P

Sat: 12P-6:30P

Sun:

Premise Type: Tavern/Bar

Restaurant

Other:

License Currently Held: None

- Alcohol
- Tobacco
- Food
- Extended Hours
- Other:

Exterior Survey:

1. Is the area around the location neat and clean Y N
2. What surrounds the location:
 - a. Park
 - b. School
 - c. Youth Center
 - d. Tavern
 - e. Residential
 - f. Other Businesses
3. Can you see interior of business from outside Y N
4. Can you see employees from outside Y N
5. Are exterior windows free of signage Y N
6. Parking lot? Y N Well Lit Y N
7. Valet Parking Y N
 - a. Guard Y N
 - b. Cameras Y N How many?
8. Areas where a person could conceal themselves Y N
9. Exterior Lighting Y N Adequate Y N
10. No Loitering signs Posted Y N
11. Address easy to see Y N

Camera Survey:

15. Do they have security cameras: Y N
 - a. color
 - b. digital
 - c. recorded
16. How long is video stored:

17. Exterior Cameras Y N How many:
18. Interior Cameras Y N How many:
19. Does a camera face entrance/exit Y N
20. Do all employees know how to retrieve video Y N

Interior Survey

21. Planned Capacity: 4000
22. Minimum number of employees on Premise: 40
23. Willing to be a complainant regarding Loitering Y N
24. Interior neat and clean Y N
25. Emergency/Non-Emergency Numbers near phone Y N
26. Owner knows how to contact District Directly Y N

Security

27. How many security personnel will be deployed: TBD
Interior: Exterior:
28. Days deployed: S M T W TH F SA
29. Managed by business or contracted
30. Armed Y N
31. Types of security measures:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age Restriction
 Checking ID's

Additional comments/recommendations:

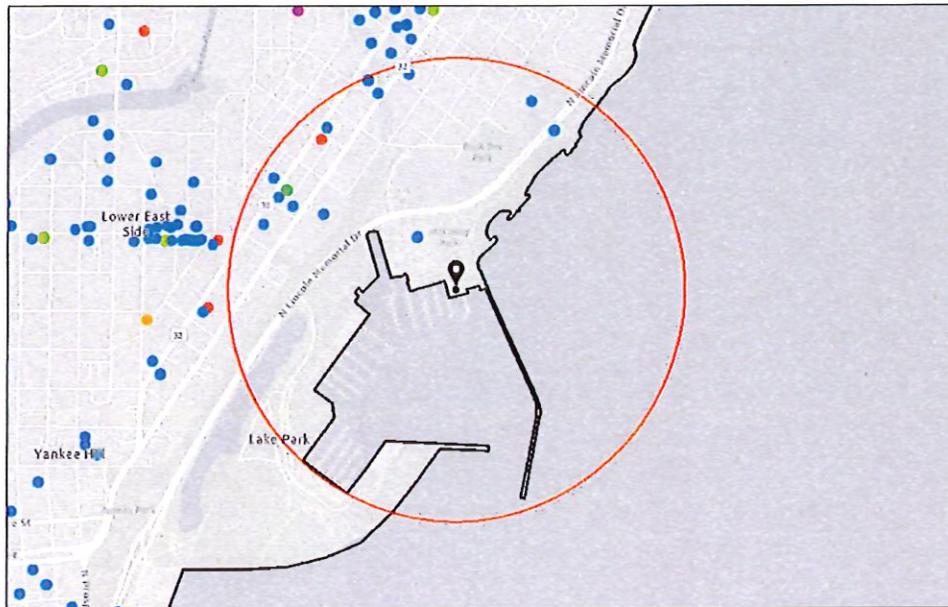
This is an outdoor event held at McKinley Park. MCSO will be on hand to assist security.



Area of Interest (AOI) Information

Area : 21,862,585.81 ft²

Jan 27 2026 12:03:12 Central Standard Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
 - Class A Fermented Malt Beverage
 - Class A Liquor and Malt
 - Class B Fermented Malt Beverage
 - Class B Tavern
 - Class C Wine Retailer
 - City Limits

1:18,056
0 0.1 0.2 0.4 mi
0 0.17 0.35 0.7 km
Source: Esri, DeLorme, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors, and the GIS User Community

Summary

| Name | Count | Area(ft ²) | Length(mi) |
|------------------|-------|------------------------|------------|
| Alcohol Licenses | 22 | | |

Alcohol Licenses

| # | Legal Entity | Trade Name | Licensee | Address | License Type Name | Total Capacity | Expiration Date | Count |
|----|---|--|-------------------------------|----------------------------|--|----------------|--------------------|-------|
| 1 | Saint John's Communities, Inc | Saint John's on the Lake | Renee E Anderson, Agt | 1840 N PROSPECT AV | Class B Tavern License | | 2/9/2026, 6:00 PM | 1 |
| 2 | SPTresto, LLC | Rice N Roll Bistro | Bundid Muangsiri, Agt | 1952 N Farwell AV | Class B Fermented Malt Beverage Retailer's License | | 3/29/2026, 7:00 PM | 1 |
| 3 | SPTresto, LLC | Rice N Roll Bistro | Bundid Muangsiri, Agt | 1952 N Farwell AV | Class C Wine Retailer's License | | 3/29/2026, 7:00 PM | 1 |
| 4 | Woori Wells Corp | Maru | Jongsoo Kim, Agt | 2150 N Prospect AV | Class B Tavern License | | 3/3/2026, 6:00 PM | 1 |
| 5 | Strange Town, LLC | Strange Town | Mia L LeTendre, Agt | 2101-2103 N Prospect AV | Class B Tavern License | 49 | 4/19/2026, 7:00 PM | 1 |
| 6 | BENJAMIN'S FINE WINE & SPIRITS LLC | Waterford Wine Company | BENJAMIN T CHRISTIANS EN, Agt | 2120 N FARWELL AV | Class B Tavern License | | 5/30/2026, 7:00 PM | 1 |
| 7 | ZAFFIRO BROS, INC | ZAFFIRO'S PIZZA | MICHAEL J ZAFFIRO, Agt | 1724 N FARWELL AV | Class B Tavern License | 25 | 5/19/2026, 7:00 PM | 1 |
| 8 | 3 EYE LLC | KOPPA'S FULBELI DELI | Ram Mohan Rao Chekkala, Agt | 1940 N FARWELL AV | Class A Malt & Class A Liquor License | | 5/25/2026, 7:00 PM | 1 |
| 9 | PTG Live Events, LLC | The Vivarium | RICHARD J RYAN, Agt | 1818 N FARWELL AV | Class B Tavern License | 680 | 6/11/2026, 7:00 PM | 1 |
| 10 | BRG Lotta Burger, LLC | Roundhouse | CHRISTIAN M DAMIANO, Agt | 1750 N Lincoln Memorial DR | Class B Tavern License | 112 | 7/10/2026, 7:00 PM | 1 |
| 11 | MILWAUKEE YACHT CLUB | MILWAUKEE YACHT CLUB | Dawn M Brooks, Agt | 1700 N LINCOLN MEMORIAL DR | Class B Tavern License | 180 | 7/5/2026, 7:00 PM | 1 |
| 12 | Charles Allis and Villa Terrace Museums, Inc. | Charles Allis Art Museum | Jade D Hess, Agt | 1801 N PROSPECT AV | Class B Tavern License | 99 | 7/13/2026, 7:00 PM | 1 |
| 13 | Dock Bradford, LLC | The Dock at Bradford Beach | BRIAN C RANDALL, Agt | 2400 N Lincoln Memorial DR | Class B Tavern License | | 7/29/2026, 7:00 PM | 1 |
| 14 | PIZZA SHUTTLE, INC | PIZZA SHUTTLE | MICHAEL W BESSON, Agt | 1827 N Farwell AV | Class B Tavern License | 150 | 3/6/2026, 6:00 PM | 1 |
| 15 | NOBLE CATERING MKE, LLC | Noble Catering and Events/Villa Terrace Decorative Arts Museum | Kaelyn M Cervero, Agt | 2220 N TERRACE AV | Class B Tavern License | 85 | 7/23/2026, 7:00 PM | 1 |
| 16 | MOOSA BURGER, INC. | Moosa's | ALAA I MUSA, Agt | 2272 N LINCOLN MEMORIAL DR | Class B Tavern License | | 8/4/2026, 7:00 PM | 1 |
| 17 | EI Grupo J & K, LLC | Judy's Cantina | Judith Figueroa Carvajal, Agt | 2124 N FARWELL AV | Class B Tavern License | | 8/13/2026, 7:00 PM | 1 |

| | | | | | | | | |
|----|-----------------------------------|------------------------------|----------------------------|----------------------|--|----|---------------------|---|
| 18 | WILJ INC | Back Street | Nanbin Li, Agt | 2116 N FARWELL AV | Class B Tavern License | | 3/18/2026, 7:00 PM | 1 |
| 19 | SAPLAI ENTERPRISE S LLC | EE Sane Thai Lao Cuisine | Moukdala Phommanilath, Agt | 1806 N FARWELL AV | Class B Tavern License | 49 | 8/16/2026, 7:00 PM | 1 |
| 20 | ETHIOPIAN COTTAGE RESTAURANT, INC | ETHIOPIAN COTTAGE RESTAURANT | YIGLETU DEBEBE, Agt | 1824 N FARWELL AV | Class C Wine Retailer's License | | 11/19/2026, 6:00 PM | 1 |
| 21 | ETHIOPIAN COTTAGE RESTAURANT, INC | ETHIOPIAN COTTAGE RESTAURANT | YIGLETU DEBEBE, Agt | 1824 N FARWELL AV | Class B Fermented Malt Beverage Retailer's License | 75 | 11/19/2026, 6:00 PM | 1 |
| 22 | Stone Bowl Grill, LLC | Stone Bowl | Young B Kim, Agt | 1958-62 N Farwell AV | Class B Tavern License | 99 | 12/15/2026, 6:00 PM | 1 |

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



Monday, February 23, 2026



Notice of Public Hearing

Blank Notice

HOAG, William M, Agent
INFERNO MARKETING GROUP, INC. at 1750 N LINCOLN MEMORIAL DR
Class B Tavern and Temporary Public Entertainment Premises Licenses Application Requesting
Instrumental Musicians for Milwaukee Brew & Spirits Fest on July 25, 2026

Tuesday, March 10, 2026 at 1:15 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 3/10/2026 at 1:15 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 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 | 1983 N SUMMIT AVE# 30 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 31 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 33 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 34 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 40 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 41 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 43 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# 44 | MILWAUKEE, WI 53202-1365 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# B1 | MILWAUKEE, WI 53202-1313 |
| CURRENT OCCUPANT | 1983 N SUMMIT AVE# B2 | MILWAUKEE, WI 53202-1313 |
| CURRENT OCCUPANT | 2000 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2004 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2006 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2007 E WINDSOR PL# N | MILWAUKEE, WI 53202-1340 |
| CURRENT OCCUPANT | 2007 E WINDSOR PL# S | MILWAUKEE, WI 53202-1340 |
| CURRENT OCCUPANT | 2008 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2010 N LAKE DR | MILWAUKEE, WI 53202-1333 |
| CURRENT OCCUPANT | 2012 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2014 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2014 E WINDSOR PL | MILWAUKEE, WI 53202-1341 |
| CURRENT OCCUPANT | 2014 E WINDSOR PL# A | MILWAUKEE, WI 53202-1341 |
| CURRENT OCCUPANT | 2015 N LAKE DR | MILWAUKEE, WI 53202-1372 |
| CURRENT OCCUPANT | 2016 E WINDSOR PL | MILWAUKEE, WI 53202-1341 |
| CURRENT OCCUPANT | 2016 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2020 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2022 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2024 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2024 N PROSPECT AVE | MILWAUKEE, WI 53202-1109 |
| CURRENT OCCUPANT | 2025 N LAKE DR | MILWAUKEE, WI 53202-1372 |
| CURRENT OCCUPANT | 2025A N LAKE DR | MILWAUKEE, WI 53202-1372 |
| CURRENT OCCUPANT | 2028 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2030 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2030 N LAKE DR | MILWAUKEE, WI 53202-1333 |
| CURRENT OCCUPANT | 2036 N LAKE DR | MILWAUKEE, WI 53202-1333 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1001 | MILWAUKEE, WI 53202-1266 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1002 | MILWAUKEE, WI 53202-1267 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1003 | MILWAUKEE, WI 53202-1268 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1004 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1005 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1006 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1007 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1008 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1101 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1102 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1103 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1104 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 1105 | MILWAUKEE, WI 53202-1263 |

| | | |
|------------------|--------------------------|--------------------------|
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 604 | MILWAUKEE, WI 53202-1261 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 605 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 606 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 607 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 608 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 701 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 702 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 703 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 704 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 705 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 706 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 707 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 708 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 801 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 802 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 803 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 804 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 805 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 806 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 807 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 808 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 901 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 902 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 903 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 904 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 905 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 906 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 907 | MILWAUKEE, WI 53202-1262 |
| CURRENT OCCUPANT | 2036 N PROSPECT AVE# 908 | MILWAUKEE, WI 53202-1263 |
| CURRENT OCCUPANT | 2040 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2042 E LAFAYETTE PL | MILWAUKEE, WI 53202-1370 |
| CURRENT OCCUPANT | 2104 E LAFAYETTE PL | MILWAUKEE, WI 53202-1331 |
| CURRENT OCCUPANT | 2105 E LAFAYETTE PL | MILWAUKEE, WI 53202-1330 |
| CURRENT OCCUPANT | 2118 E LAFAYETTE PL | MILWAUKEE, WI 53202-1331 |
| CURRENT OCCUPANT | 2121 E LAFAYETTE PL | MILWAUKEE, WI 53202-1330 |
| CURRENT OCCUPANT | 2128 E LAFAYETTE PL | MILWAUKEE, WI 53202-1331 |

Blank Notice

Total Records: 740

Radius 250 feet and Center of the Circle: 1750 N Lincoln Memorial Dr



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: MILWAUKEE BREW & SPIRITS FEST - A CRAFT BEER AND SPIRIT FEST

Do you have any experience operating this type of business? No Yes If yes, explain: HAVE BEEN RUNNING THE EVENT SINCE 2010

2. Business Operations

- a. Proposed Opening Date: 7/23/26
- 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: THIS EVENT HAPPENS THE LAST SATURDAY IN JULY EVERY YEAR.
- 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: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: WE HAVE A CLEANING C
- 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: ALL OF THE ABOVE, WE HAVE SHERRIF, RANGER:
- e. Will a sound amplification system be used? No Yes If yes, describe: IN THE PAVILLION A SINGLE GUITAF

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 0 Locations: _____
Outside: 14 Locations: CANS SCATTERED THROUGH OUT THE EVENT
- c. Is a crowd control barrier used? No Yes If yes, describe: THE EVENT SPACE IS FENCED IN
- d. How many restrooms are on the premises? 80 PORTA Potty
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 600 and describe the parking security plan: BOY SCOUTS PARK THE CARS, RANGERS, SHERRIFS ONSITE PLUS OUR SECURITY TEAM
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? No Yes If yes, how many? tbd and answer the following:
 What are their responsibilities? TO OVERSEE THE SECURITY TEAM AND MAKE SURE NO SITUATIONS
 Describe equipment used WALKY TALKY'S
 List their License Number (s) MILWAUKEE COUNTY SHERRIFS, PARKS RANGERS ANDE MILWAUKEE BOY Scouts
- d. Will there be security cameras? No Yes If yes, how many? _____ and list locations: _____
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe Security Staff

6. Percentage of Sales (must total 100%)

| | | | |
|----------------------------|---|--|--|
| Alcohol _____% | Food _____% Cigarettes, Electronic Vape Devices, Tobacco Products _____% | 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>100</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: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ 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 4000 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

William Hoag
 Inferno Marketing Group Inc.
 Milwaukee Brew and Spirits Fest - July 25th, 2026
 414-321-5000 (office) 414-688-7773 (cell)

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: MC KINLEY PARK
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: LAGOON DRIVE AND LINCOLN MEMORIAL DRIVE
- d. Describe Building: Free Standing Building Strip Mall Other: MC KINLEY PARK
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: OUTDOOR EVENT SPACE
- f. Describe Surrounding Area: Commercial Residential Industrial Other: PARK, MARINA, LAKE MICHIGAN
- g. Building Owner Name: MILWAUKEE COUNTY PARKS - JEF Phone Number: 414-257-8087
 Building Owner Address: PARKS OFFICE - 9480 W. WATERTOWN PLANK RD - WAUWATOSA, WI 53226

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

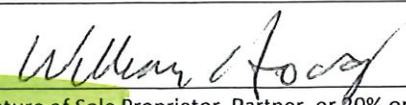
| Day of the Week | Proposed Hours of Operation: | | Estimated Number of Customers expected each day | Potential Age Range of Customers | Class B Tavern Applicant Only: Age Restriction (If none, write 'None') |
|-----------------|----------------------------------|-----------------------------------|---|----------------------------------|--|
| | Open Time (include a.m. or p.m.) | Close Time (include a.m. or p.m.) | | | |
| Sunday | | | | | |
| Monday | | | | | |
| Tuesday | | | | | |
| Wednesday | | | | | |
| Thursday | 6 AM | 6 PM | N/A - SET UP DAY | | |
| Friday | 6 AM | 6 PM | N/A SET UP DAY | | |
| Saturday | NOON - | 6:30 PM | 4000 | 21 AND OLDER | 21 AND OLDER |

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)


 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: INFERNO MARKETING GROUP, INC.
Premise Address: MC KINLEY PARK 1750 N. LINCOLN MEMORIAL DRIVE - 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.)? Vendors

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

d) Total amount paid for business 0 SEE ATTACHED \$ _____

e) Total amount paid for goodwill of the business \$ 0

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.

Form Continues on next page →

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

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

- a) Date lease begins 07/23/26 Ends 07/26/26
- b) Monthly rental \$ 3100.00
- 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)? 3 DAYS
- 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 occupancy 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): _____

Responsible Beverage Server Training

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin? No Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? No Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? No Yes

If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

William Hoag
Print Name of Individual/Partner/Agent

William Hoag
Signature of Individual/Partner/Agent

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 applica

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

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MILWAUKEE BREW & SPIRITS FEST Grounds Map 2026

MAP KEY

- RESTROOMS
- MUSIC
- FOOD
- SECURITY & FIRST AID
- INFO & VOLUNTEERS
- MBF Merch
- Water
- Grounds Map/ Timed Taps



At McKinley Park
 MILWAUKEE COUNTY
PARKS



Inferno Marketing INC
5/27/25 Group,

William Hoag
Inferno Marketing - Milwaukee Brewfest
July 26th, 2025
McKinley Park
1750 N Lincoln Drive
Milwaukee, WI 53202

