



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, January 11, 2023

COMMITTEE MEETING NOTICE

AD 04

LARSON, Matthew JC, Agent
SKENE LAW FIRM ATTN: LF
2614 HWY 516, 2ND FL
Old Bridge, NJ 08857

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, January 24, 2023 at 10:30 AM

The access code is <https://meet.goto.com/795371877>. If you wish to call in: +1 (872) 240-3212 and use Access Code: 795-371-877. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Battle of the Bands, 8 Moton Pictures, 135 Concerts and 15 Theater Performances per Year, Comedy Acts, Dancing by Performers and Patrons Dancing as agent for "LEVY PREMIUM FOODSERVICE LIMITED PARTNERSHIP" for "MKE Music Hall" at 1001 N VEL R PHILLIPS 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 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

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

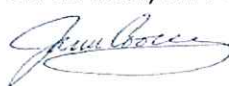
Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by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

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing. You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

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

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

JIM OWCZARSKI, CITY CLERK

BY: 
Jim Cooney
License Division Manager

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



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

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COMMITTEE MEETING NOTICE

AD 04

LARSON, Matthew JC, Agent
LEVY PREMIUM FOODSERVICE LIMITED PARTNERSHIP
W157S7360 MARTIN DR
Muskego, WI 53150

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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.

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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.

Date: 1/5/2023
Officer: PLUMLEY

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

Name of Premise: MKE Music Hall
Address: 1001 N Vel R Phillips
Phone:

Owner: Levy Restaurant LTD. Partnership Limited Partner
Owner address: 980 Michigan Ave #400
City State Zip: Chicago IL 60611
Owner Phone:
Owner email:

Licensee/Agent: Matthew JC Larson
Home Address: W157 S7360 Martin Dr
City State Zip: Muskego WI 53150
Phone: (708) 265-1054
Email: mlarson@levyrestaurants.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date: 4/1/2024

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

Hours of Operation: Sun: 8A-2A 24 hours Y N
Mon: 8A-2A
Tue: 8A-2A
Wed: 8A-2A
Thu: 8A-2A
Fri: 8A-2:30A
Sat: 8A-2:30A

Premise Type: Tavern/Bar
 Restaurant
 Other: Concert Hall

Licenses currently held:

- Alcohol: Yes No Class: #:
- Tobacco: Yes No #:
- Food: Yes No #:
- Extended Hours: Yes No #:
- Secondhand Dealer: Yes No Type: #:
- Other: Yes No Type: #:
- Other: Yes No Type: #:

Exterior Survey:

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

Camera Survey:

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

24. Cameras located in parking lot Yes No How many

Interior Survey:

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

Security

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This location is currently an empty lot located at 1001 N Vel R Phillips Av. I spoke with Matthew JC Larson who is the listed agent for this location. Matthew informed me the hope is to have the new concert hall built and open for business by April 1st 2024. During events/concerts the building will be staffed by contracted security, who will perform ID checks, wanding / metal detector, age restrictions, and crowd control. The building will be equipped with multiple surveillance cameras which will also be monitored. Matthew stated there is no designated parking structure or street parking for this venue so there is a possibility valet will be put in place. The company is willing to post No Loitering signs for their business.

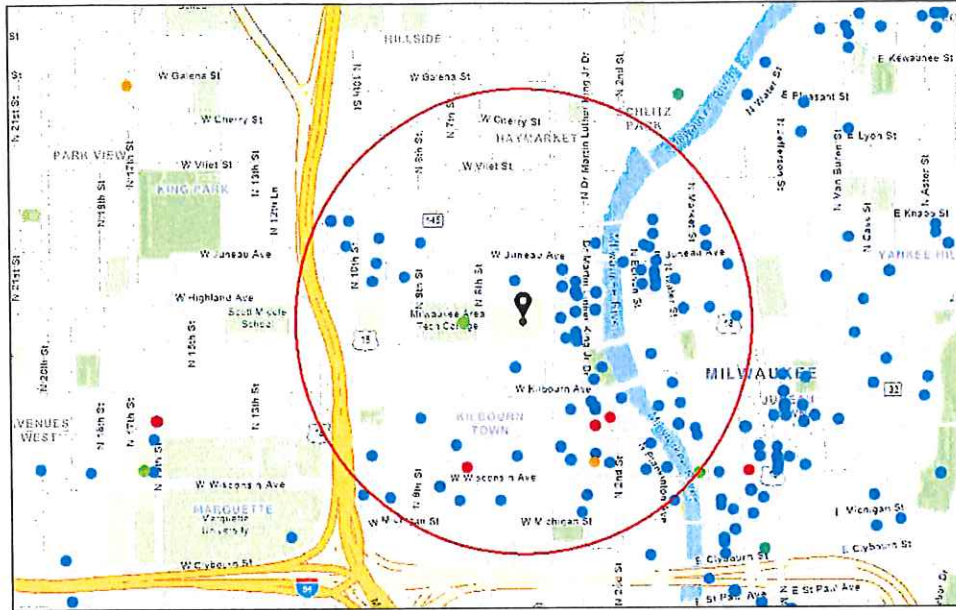


Concentration Map 1001 N VEL R PHILLIPS AVE

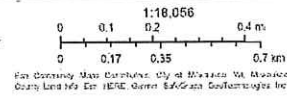
Area of Interest (AOI) Information

Area : 21,862,585.81 ft²

Dec 7 2022 9:15:49 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



1001 N VEL R PHILLIPS AV

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	104		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Dr Martin L King Jr DR	Class B Tavern License	370	12/12/2022, 6:00 PM	1
2	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N Dr Martin L King Jr DR	Class B Tavern License	240	12/20/2022, 6:00 PM	1
3	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2022, 6:00 PM	1
4	Fazzari & Company, LLC	San Giorgio Pizzeria Napoletana	GIORGIO G FAZZARI, Agt	838 N Martin L King Jr DR	Class B Tavern License		1/1/2023, 6:00 PM	1
5	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2023, 6:00 PM	1
6	Lazo Brothers LLC	Lazo's Taco Shack	Alfonso Lazo, Agt	641 N JAMES LOVELL ST	Class B Tavern License		1/17/2023, 6:00 PM	1
7	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Martin L King Jr DR	Class B Tavern License		1/29/2023, 6:00 PM	1
8	Levy @ Milwaukee Symphony	Levy @ Milwaukee Symphony	Amanda S Ridout, Agt	212 W WISCONSIN AV	Class B Tavern License		2/2/2023, 6:00 PM	1
9	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		2/4/2023, 6:00 PM	1
10	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2023, 6:00 PM	1
11	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2023, 6:00 PM	1
12	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	80	2/6/2023, 6:00 PM	1
13	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/7/2023, 6:00 PM	1
14	In & Out Pantry LLC	In & Out Pantry LLC	Abdalmajid Qetairi, Agt	701 W Wisconsin AV	Class A Malt & Class A Liquor License		2/12/2023, 6:00 PM	1
15	Lucille's Duelling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N Dr Martin L King Jr DR	Class B Tavern License	320	2/17/2023, 6:00 PM	1
16	Mojo MKE LLC	Mojo MKE	Todd M Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2023, 6:00 PM	1
17	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2023, 6:00 PM	1
18	LOWCOUNTRY MILWAUKEE INC	Lowcountry	Tyler E Mei, Agt	1114 N WATER ST	Class B Tavern License		2/27/2023, 6:00 PM	1

19	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Dr Martin L King Jr DR	Class B Tavern License		3/2/2023, 6:00 PM	1
20	International Exports LLC	The Safe House	CARRIE L AMAYA, Agt	779 N Front ST	Class B Tavern License	248	3/8/2023, 6:00 PM	1
21	Rock Bottom Group, LLC	Rock Bottom Restaurant & Brewery	David D Bass, Agt	740 N PLANKINTON AV	Class B Tavern License		3/9/2023, 6:00 PM	1
22	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2023, 7:00 PM	1
23	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2023, 7:00 PM	1
24	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2023, 7:00 PM	1
25	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	Stephanie L Sazama-Schneck, Agt	929 N WATER ST	Class B Tavern License		4/4/2023, 7:00 PM	1
26	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		4/11/2023, 7:00 PM	1
27	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		4/11/2023, 7:00 PM	1
28	Ridley IPCO LLC	No Studios (rooftop)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	49	4/11/2023, 7:00 PM	1
29	HOWL MILWAUKEE, LLC	Howl At The Moon	Michael A Wabiszewski, Agt	1103 N MARTIN L KING JR DR	Class B Tavern License		4/17/2023, 7:00 PM	1
30	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Christine R Conrad, Agt	320 W Highland AV	Class B Tavern License		4/17/2023, 7:00 PM	1
31	Turning Tables INC	Turning Tables Tavern & Eatery	Emerald Mills, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		4/23/2023, 7:00 PM	1
32	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2023, 7:00 PM	1
33	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Bradly T Meyer, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2023, 7:00 PM	1
34	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2023, 7:00 PM	1
35	PTM VENTURES LLC	State Street Pizza Pub	JACOB E DEHNE, Agt	322 W STATE ST	Class B Tavern License		5/18/2023, 7:00 PM	1
36	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2023, 7:00 PM	1

37	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2023, 7:00 PM	1
38	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2023, 7:00 PM	1
39	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2023, 7:00 PM	1
40	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Dr Martin L King Jr DR	Class B Tavern License	297	5/25/2023, 7:00 PM	1
41	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Martin L King Jr DR	Class B Tavern License		5/25/2023, 7:00 PM	1
42	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Joshua S Schoggins, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/30/2023, 7:00 PM	1
43	RIVER HOUSE RESTAURANT, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2023, 7:00 PM	1
44	GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	800 W WELLS ST	Class B Tavern License		6/8/2023, 7:00 PM	1
45	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2023, 7:00 PM	1
46	GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N Martin L King Jr DR	Class A Fermented Malt Beverage Retailer's License		6/13/2023, 7:00 PM	1
47	DJ ENTERPRISE S I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2023, 7:00 PM	1
48	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2023, 7:00 PM	1
49	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Bradly T Meyer, Agt	1245 N BROADWAY	Class B Tavern License	2,759	6/19/2023, 7:00 PM	1
50	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2023, 7:00 PM	1
51	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2023, 7:00 PM	1
52	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	CARRIE L AMAYA, Agt	509 W WISCONSIN AV	Class B Tavern License	175	7/5/2023, 7:00 PM	1
53	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	Richard J Ryan, Agt	144 E WELLS ST	Class B Tavern License		7/5/2023, 7:00 PM	1

54	Fenix Milwaukee LLC	Rodizio Grill	Renan Utrera De Paula, Agt	777 N WATER ST	Class B Tavern License		7/5/2023, 7:00 PM	1
55	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2023, 7:00 PM	1
56	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	CARRIE L AMAYA, Agt	139 E KILBOURN AV	Class B Tavern License		7/5/2023, 7:00 PM	1
57	Wisconsin City and Country Club LLC	Wisconsin Club	BRET J CLARK, Agt	900 W Wisconsin AV	Class B Tavern License	600	7/8/2023, 7:00 PM	1
58	Levy at Bucks Arena	Levy at Bucks Arena	Jamie L Waters, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2023, 7:00 PM	1
59	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	500 W Kilbourn AV	Class B Tavern License		7/24/2023, 7:00 PM	1
60	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2023, 7:00 PM	1
61	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2023, 7:00 PM	1
62	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2023, 7:00 PM	1
63	WALGREEN CO	WALGREENS #1200	Nicole R Davis, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2023, 7:00 PM	1
64	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2023, 7:00 PM	1
65	PTG Live Events LLC	The Riverside	Richard J Ryan, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2023, 7:00 PM	1
66	TACO MIKES LLC	Taco Mikes LLC	Michael P Holz, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		8/11/2023, 7:00 PM	1
67	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2023, 7:00 PM	1
68	Edith LLC	Edith	Rhondi M Love, Agt	228 W WELLS ST	Class B Tavern License		8/22/2023, 7:00 PM	1
69	Bull & A Boy LLC	Bottle House 42	Kaelyn M Cervero, Agt	1130 N 9TH ST	Class B Tavern License	450	8/30/2023, 7:00 PM	1
70	AVENUE LIQUOR, INC	AVENUE LIQUOR	Mohammad S Siddique, Agt	616 W WISCONSIN AV	Class A Malt & Class A Liquor License		8/30/2023, 7:00 PM	1
71	The Loft Mini Mart LLC	The Loft Mini Mart	Larry J Courtney, Agt	823 N 2ND ST 007	Class A Malt & Class A Liquor License		8/30/2023, 7:00 PM	1
72	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		8/30/2023, 7:00 PM	1

73	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseeuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	8/30/2023, 7:00 PM	1
74	833 WEST WISCONSIN AVENUE , LLC	St. James 1868	Kathryn E Crowle, Agt	833 W Wisconsin AV	Class B Tavern License	606	8/30/2023, 7:00 PM	1
75	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Melvin Lee O'Briant, Agt	800 W Juneau AV	Class B Tavern License		8/30/2023, 7:00 PM	1
76	Sunstone Studios Inc	Sunstone Studios	Amber J Regan, Agt	127 E Wells ST	Class B Tavern License		8/30/2023, 7:00 PM	1
77	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2023, 7:00 PM	1
78	High Note Inc	The High Note Karaoke Lounge	Evan R DuQuaine, Agt	645 N James Lovell ST	Class B Tavern License	49	9/5/2023, 7:00 PM	1
79	190 Octane Retail LLC	Fat Tuesday	Darius J Rowan, Agt	333 W JUNEAU AV C space 4	Class B Tavern License	25	9/5/2023, 7:00 PM	1
80	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		9/7/2023, 7:00 PM	1
81	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2023, 7:00 PM	1
82	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N Martin L King Jr DR	Class B Tavern License	191	9/14/2023, 7:00 PM	1
83	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2023, 7:00 PM	1
84	BRG 1000 Water St LLC	Room @ The Rumpus Room	CHRISTIAN M DAMIANO, Agt	1020 N Water ST	Class B Tavern License		9/21/2023, 7:00 PM	1
85	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2023, 7:00 PM	1
86	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2023, 7:00 PM	1
87	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH , JR, Agt	1225 N WATER ST	Class B Tavern License	390	9/24/2023, 7:00 PM	1
88	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2023, 7:00 PM	1
89	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420 W Kilbourn AV	Class B Tavern License		9/26/2023, 7:00 PM	1
90	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2023, 7:00 PM	1

91	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/11/2023, 7:00 PM	1
92	Brewery House LLC	On Tap	Dennis L Clark, Agt	1203 N 10TH ST	Class B Tavern License	360	10/12/2023, 7:00 PM	1
93	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2023, 7:00 PM	1
94	BOILER HOUSE CAFE LLC	Boiler House Cafe	Iran D Amandah, Agt	1259 N 10th ST	Class B Tavern License		10/30/2023, 7:00 PM	1
95	Ridley IPCO LLC	No Studios (1st floor)	Elizabeth L Ridley, Agt	1037 W MC KINLEY AV	Class B Tavern License	48	10/31/2023, 7:00 PM	1
96	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/5/2023, 6:00 PM	1
97	3rd Street Market LLC	3rd St Market Hall	Jaime A Jacobs-Schroeder, Agt	275 W Wisconsin AV 100	Class B Tavern License		11/9/2023, 6:00 PM	1
98	Amped MKE, Inc	Amped	Marla R Poytinger, Agt	910 W Juneau AV	Class B Tavern License		11/12/2023, 6:00 PM	1
99	New Punch Bowl Milwaukee LLC	Punch Bowl Social	Andrea Cornog Kenealey, Agt	1122 N VEL R PHILLIPS AV	Class B Tavern License	305	11/20/2023, 6:00 PM	1
100	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N Martin L king Jr DR	Class B Tavern License	100	11/21/2023, 6:00 PM	1
101	MIDAS HOSPITALITY, LLC	Aloft Milwaukee Downtown	Mathew W Meadows, Agt	1230 N Dr Martin L King Jr DR	Class B Tavern License		11/22/2023, 6:00 PM	1
102	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2023, 6:00 PM	1
103	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Dr Martin L King Jr DR	Class B Tavern License	370	12/12/2023, 6:00 PM	1
104	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	WALTER PAGET, Agt	1019 N Dr Martin L King Jr DR	Class B Tavern License	599	12/16/2023, 6:00 PM	1

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



Wednesday, January 11, 2023



Notice of Public Hearing

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LARSON, Matthew JC, Agent
MKE Music Hall at 1001 N VEL R PHILLIPS Av
Class B Tavern, Food Dealer and Public Entertainment Premises License Applications Requesting
Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Battle of the Bands, 8 Motion
Pictures, 135 Concerts and 15 Theater Performances per Year, Comedy Acts, Dancing by
Performers and Patrons Dancing

Tuesday, January 24, 2023 at 10:30 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 1/24/2023 at 10:30 AM 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	333 W STATE ST# 608	MILWAUKEE, WI 53203-1330
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 403	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 404	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 405	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 407	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 408	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 409	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 410	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 411	MILWAUKEE, WI 53203-1509
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 500	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 501	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 502	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 503	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 504	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 505	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 506	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 507	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 508	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 509	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 510	MILWAUKEE, WI 53203-1510
CURRENT OCCUPANT	925 N MARTIN L KING JR DR# 511	MILWAUKEE, WI 53203-1510

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Total Records: 161

Radius 250.0 feet and Center of Circle: 1001 N Vel R Phillips Av



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:
music venue with alcoholic beverage and food service

Do you have any experience operating this type of business? No Yes If yes, explain: Levy currently operates at Fiserv Forum

2. Business Operations

- a. Proposed Opening Date: 2/1/2024
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 2/1/2024
- 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: n/a
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): Fiserv Forum, 1111 N Vel R Phillips Ave., Milwaukee
- 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: _____
- 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: _____
- e. Will a sound amplification system be used? No Yes If yes, describe: _____
State of the art high end Line Array system typical for large concerts.

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 75 Locations: large room 62, small room 13
Outside: 10 Locations: tbd
- c. Is a crowd control barrier used? No Yes If yes, describe: tbd
- d. How many restrooms are on the premises? 22
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: GFL

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
high end security surveillance cameras
- c. Will you have security personnel on premise? No Yes If yes, how many? 12-50 and answer the following:
What are their responsibilities? general crowd control and egress and exit of the building
Is security equipment used? No Yes If yes, describe surveillance cameras
List their licensing, certification, or training credentials see attached security details
- d. Will there be security cameras? No Yes If yes, how many? tbd and list locations: tbd
ID checks and metal detection wands
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>35</u> % (ticket sales)	Food <u>5</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>60</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)		

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 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 5126 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage): ^{3rd Floor}
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop ^{Mezzanine}
 Other: Describe: Patio Plaza, entire theater ^{4th Floor Suite Levels}
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: W. State St., N. 6th St.
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Marquee Ventures MKE, LLC Phone Number: 608-234-5923
 Building Owner Address: 29 S. Livingston St., Madison, WI 53703

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

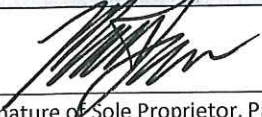
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	6am	2am	5,000	All	None
Monday	6am	2am	5,000	All	None
Tuesday	6am	2am	5,000	All	None
Wednesday	6am	2am	5,000	All	None
Thursday	6am	2am	5,000	All	None
Friday	6am	2:30 am	5,000	All	None
Saturday	6am	2:30 am	5,000	All	None


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

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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)
Matthew JC Larson, Agent


 Signature of additional partner or 20% or more shareholder
Robert Ellis, President

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

Security Details for Business License Plan of Operation

- Provide the number of security personnel on site.
 - For a sold out show in the large venue space we will have a minimum of 50 security personnel. For a sold out show in the small venue we will have a minimum of 12.
- Advise if any security equipment is used, and if so, describe same.
 - Security equipment will be walk-thru metal detection with wands for additional detection needs. High definition security surveillance camera system for all areas indoors as well as the immediate exterior perimeter. Additional equipment for security purposes consists of barricades, stanchion, first aid kit, etc.
- Provide a description of security personnel's qualifications or certifications.
 - Our Security Director will oversee security operations across venues that will have an extensive background in the field, and work in coordination with the Bucks on broad ranging safety and security efforts. Security Director will be responsible for training, staffing and management of part time security staff members.
- Advise if security cameras will be used and if so, provide the number and list the locations where placed.
 - Yes, we will have high end surveillance cameras both inside and outside of the venue. Model and number TBD.



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: Levy Premium Foodservice, LP

Premise Address: 1001 N Vel R. Phillips Ave., Milwaukee, WI 53203

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 Note that applicant is hired to provide food and beverage services only and does not hold a traditional lease.
- b) Who owns the fixtures (for example, coolers, etc.)? property owner
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ N/A
- e) Total amount paid for goodwill of the business \$ N/A
- Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes

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

- a) Date lease begins TBD Ends _____
- b) Monthly rental \$ TBD
- 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 TBD
- e) For what length of time have you been guaranteed occupancy (number of years)? _____ TBD
- Note that the applicant is hired to provide food and beverage service and does not hold a traditional lease.

Lease Information (Continued)

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

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? No Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

N/A

Signature



Matthew James Charles Larson, Agent

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

Robert Ellis, President

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

New and transfer of premises applicants must submit the following:

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



FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202
(414) 286-2238 • license@milwaukee.gov • www.milwaukee.gov/license

Legal Entity Name: **Levy Premium Foodservice, LP**

Premises Address: **1001 Vel R. Phillips Avenue, Milwaukee, WI 53203**

SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):

M RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store? Yes No **M**

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast

Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done? No Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

SECTION 2 FOOD PROCESSING

Will any food processing be done? No Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

Will any food that requires temperature control be sold? No Yes
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: Milk, cheese, ice cream, fish, shellfish, meat, poultry

SECTION 4 DETAILS OF OPERATION

Will you have seating on site for dining? No Yes
 Will you be doing any catering? No Yes
 Will you be doing any delivery? No Yes
 Will you have outdoor activities? No Yes - Check all that apply: Bar Cooking/Grilling Dining
 Will you have a drive thru window? No Yes - Are hours different from inside? No Yes
 If Yes, provide drive thru hours: _____
 Will scales or barcode scanners be used? No Yes - You must also apply for a Weights & Measures License.

SECTION 5 ADDITIONAL SITES

Where will food be prepared and/or sold?
 At a single site At multiple sites: How many? _____ (for example, a hotel with several dining rooms or bars)
 If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

SECTION 6 CONSTRUCTION OR CHANGES

Are you planning any construction, remodeling or equipment changes?
 No If No, SKIP to Section 8
 Yes If Yes, check all that apply: New construction of a building Renovation or remodeling
 Construction changes to existing building Equipment changes only
 Provide a brief description of the changes: new construction
 Start date: 2/1/2024
 Name, Address & Phone Number of Architect: Mark Lewandowski, EVA, 414-271-5350
333 E. Chicago St., Milwaukee, WI 53202
 Name, Address & Phone Number of Contractor: Dave LeBarge, Miron Construction, 608-263-2700
811 E. Washington St., Madison, WI 53703

SECTION 7 ALCOHOL BEVERAGES

Are you applying for an alcohol beverage license?
 No If No, SKIP to Section 8
 Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?
 Immediately At the same time as the alcohol license

SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE

You must initial each item confirming your understanding:

PM I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

PM I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

ML I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

ML I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

ML I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: [Signature]

Signature of Additional Partner: _____



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

PREMISES ADDRESS: 1001 N Vel R Phillips Ave., Milwaukee, WI 53203

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|--|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input checked="" type="checkbox"/> Battle of the Bands | <input checked="" type="checkbox"/> Dancing by Performers | <input type="checkbox"/> Amusement Machines
How many? _____ |
| <input checked="" type="checkbox"/> Bands | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts
Approx. # per year? <u>135</u> |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input checked="" type="checkbox"/> Theatrical Performances
Approx. # per year? <u>15</u> |
| <input type="checkbox"/> Pool Tables
How many? _____ | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input checked="" type="checkbox"/> Motion Pictures (movies by
admission) - How many? <u>8</u> | <input type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing | <input checked="" type="checkbox"/> Karaoke |
| <input type="checkbox"/> Other: _____ | | | |

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.

PROMOTERS/SOUND AMPLIFICATION

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

At any time will sound amplification be used? No Yes If Yes, Describe: State of the art high end Line Array system typical for large concerts


LEGAL CAPACITY OF PREMISES

5126 _____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

ACKNOWLEDGEMENT/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 law or regulation of the city of Milwaukee and State of Wisconsin.

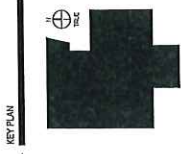
 Robert Ellis, President
 Matthew JC Larson, Agent

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

Office Use Only:
Initials: _____ Filed: _____ App: _____
Only PEP? No Yes If Yes, Queue to MPD and Email Mgrs/Team Lead (must be heard w/in 60 days)

12/11/2022
 MKE Music Hall
 Address: 1001 N Vel R Phillips Ave Premises Total
 Square Feet: 145,310sf
 Levy Premium Foodservice, LP (Matt Larson, Agent)

*Patio
 Plaza*

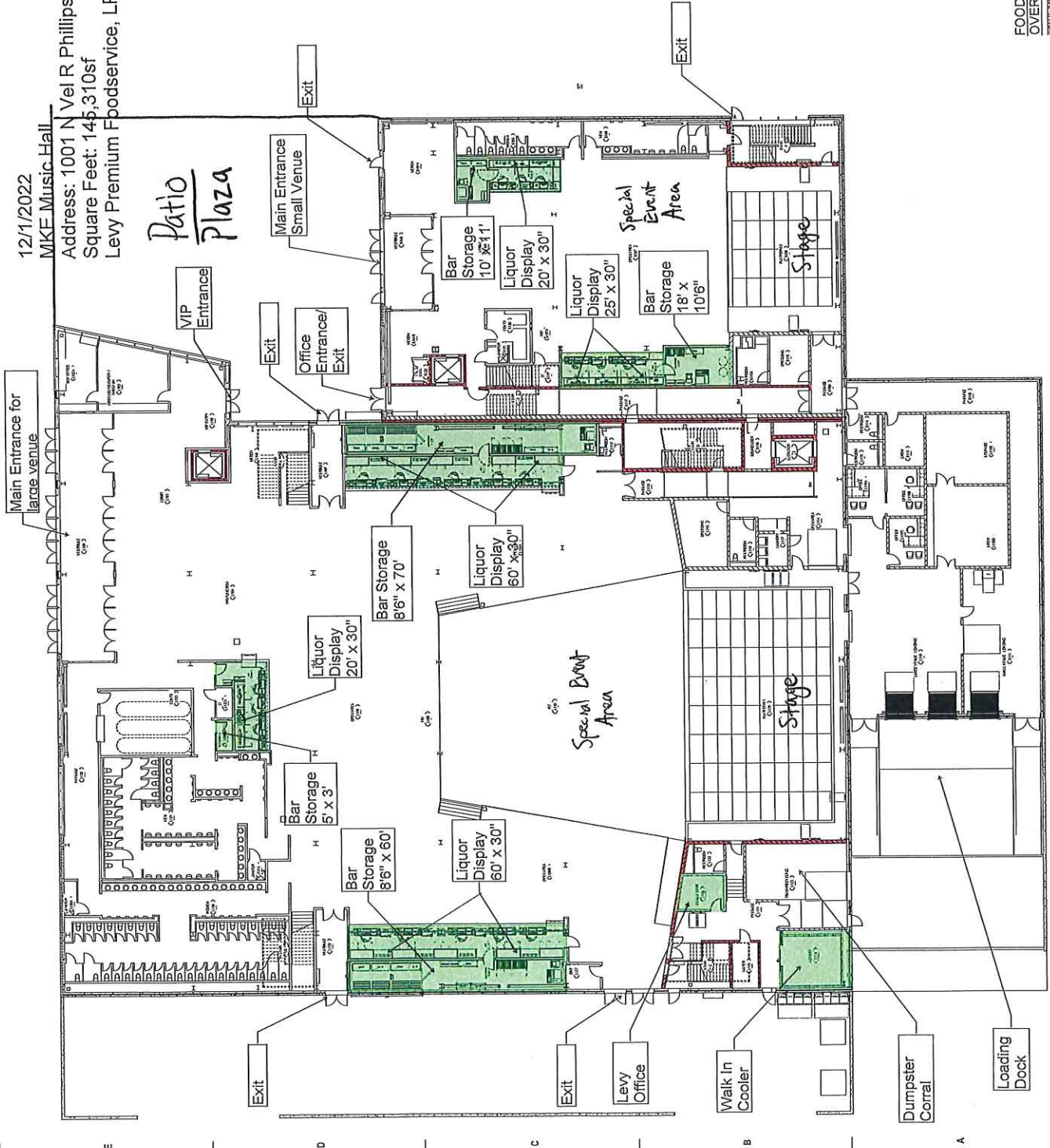


SHEET INFORMATION
**PROGRESS DOCUMENTS
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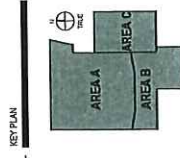
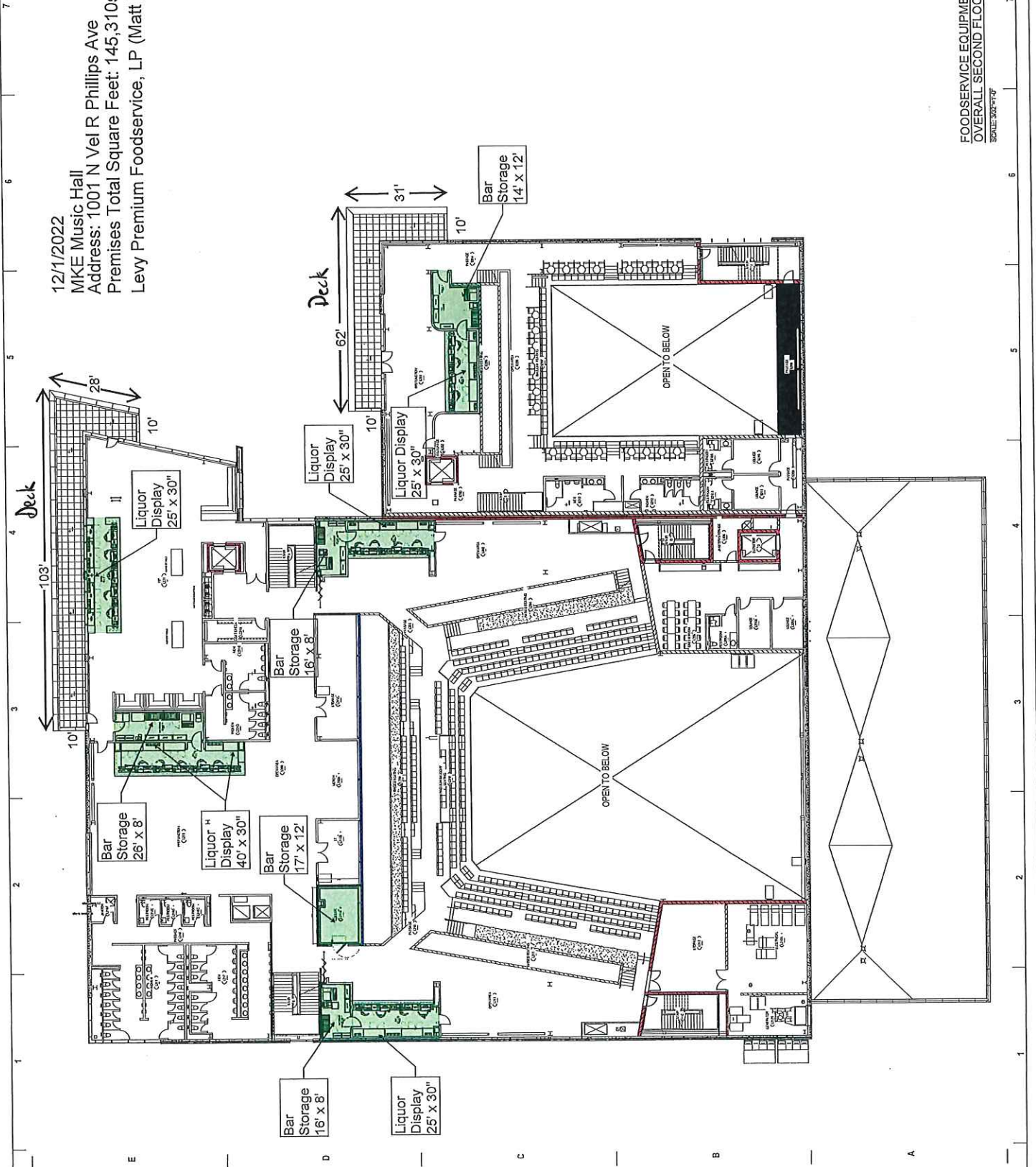
PROJECT MANAGER: M.L.
 PROJECT NUMBER: 2-0024-02

FOODSERVICE
 EQUIPMENT PLAN
FS101
 02/21/2024/04/20/24

FOODSERVICE EQUIPMENT PLAN
 OVERALL FIRST FLOOR
 SCALE: 3/32" = 1'-0"



12/1/2022
 MIKE Music Hall
 Address: 1001 N Vel R Phillips Ave
 Premises Total Square Feet: 145,310sf
 Levy Premium Foodservice, LP (Matt Larson, Agent)



SHEET INFORMATION
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PROJECT MANAGER: ML
 PROJECT NUMBER: 2-2022-52

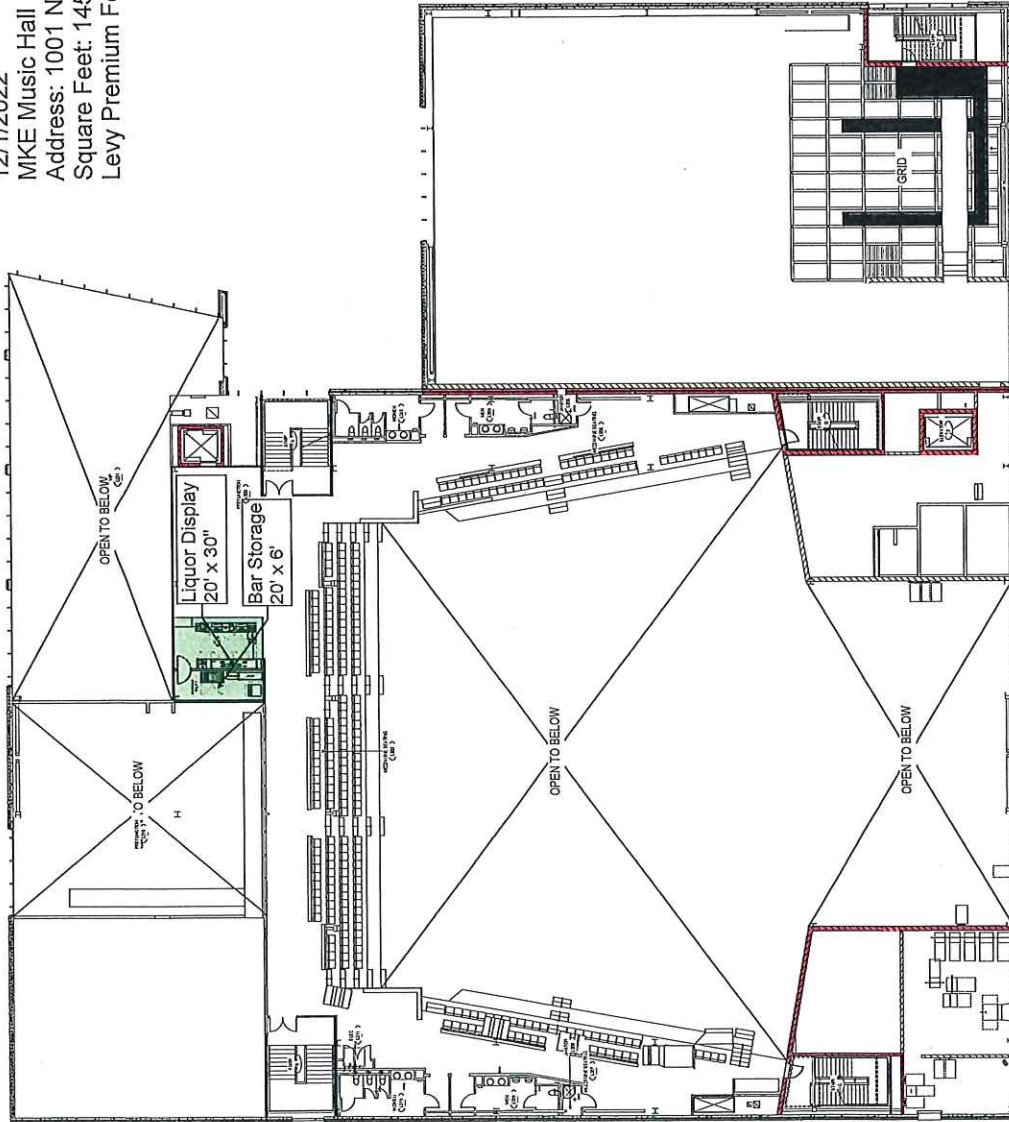
FOODSERVICE EQUIPMENT PLAN
FS102
 SCALE: 3/32" = 1'-0"

FOODSERVICE EQUIPMENT PLAN
 OVERALL SECOND FLOOR



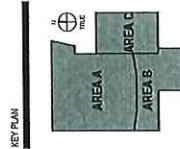
architect | interior | landscape | energy | media

12/1/2022
MKE Music Hall
Address: 1001 N Vel R Phillips Ave Premises Total
Square Feet: 145,310sf
Levy Premium Foodservice, LP (Matt Larson, Agent)



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E D C B A



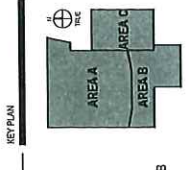
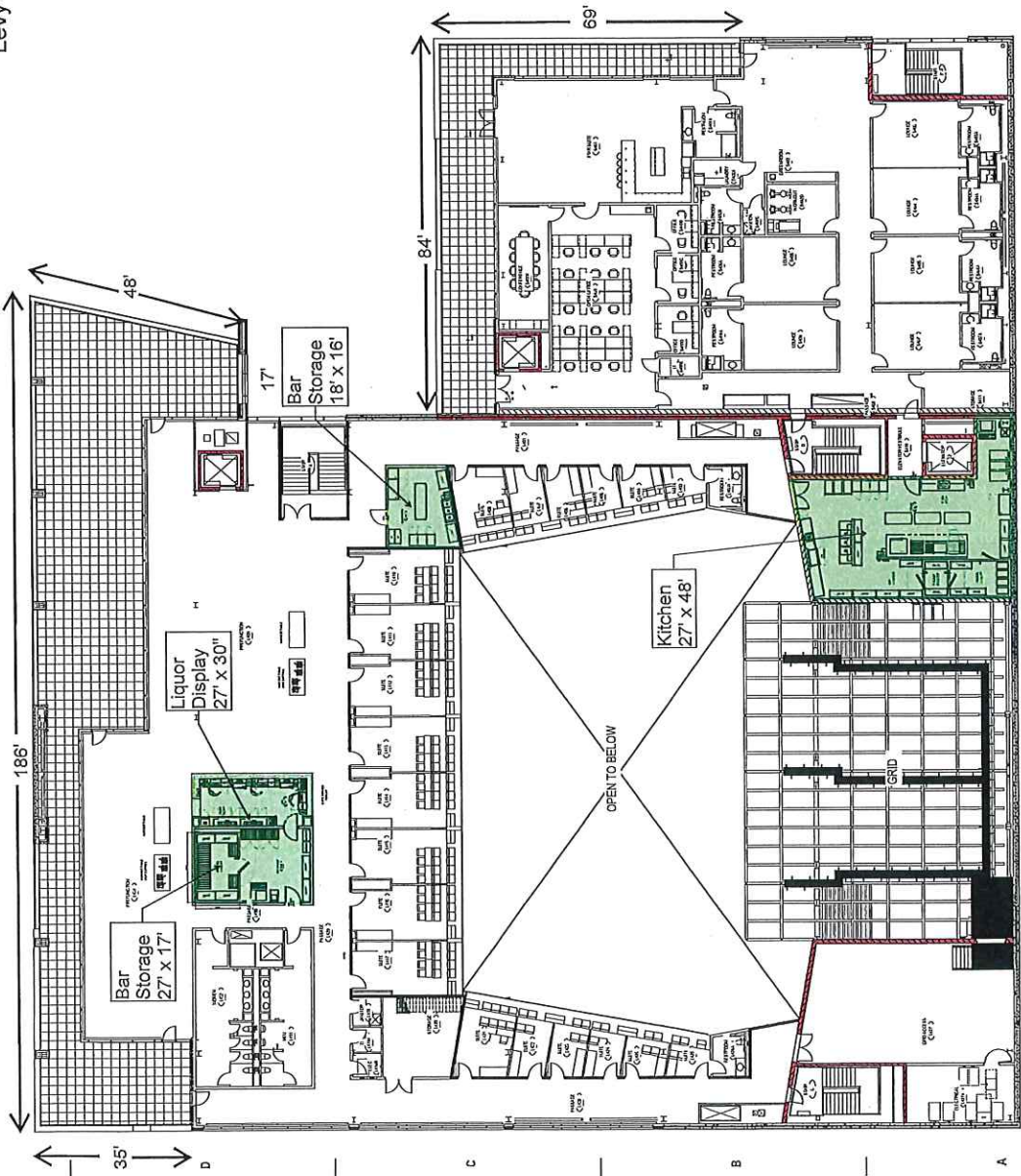
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PROJECT MANAGER M.L.
PROJECT NUMBER 24022622

FOODSERVICE
EQUIPMENT PLAN
FS103
© 2022 HOKU ARCHITECTS, P.C.

3rd Floor
FOODSERVICE EQUIPMENT PLAN
OVERALL MEZZANINE LEVEL
SCALE: 3/8"=1'-0"

12/1/2022
 MKE Music Hall
 Address: 1001 N Vel R Phillips Ave Premises Total
 Square Feet: 145,310sf
 Levy Premium Foodservice, LP (Matt Larson, Agent)



SHEET INFORMATION
**PROGRESS DOCUMENTS
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PROJECT MANAGER M.L.
 PROJECT NUMBER 2-00255-02

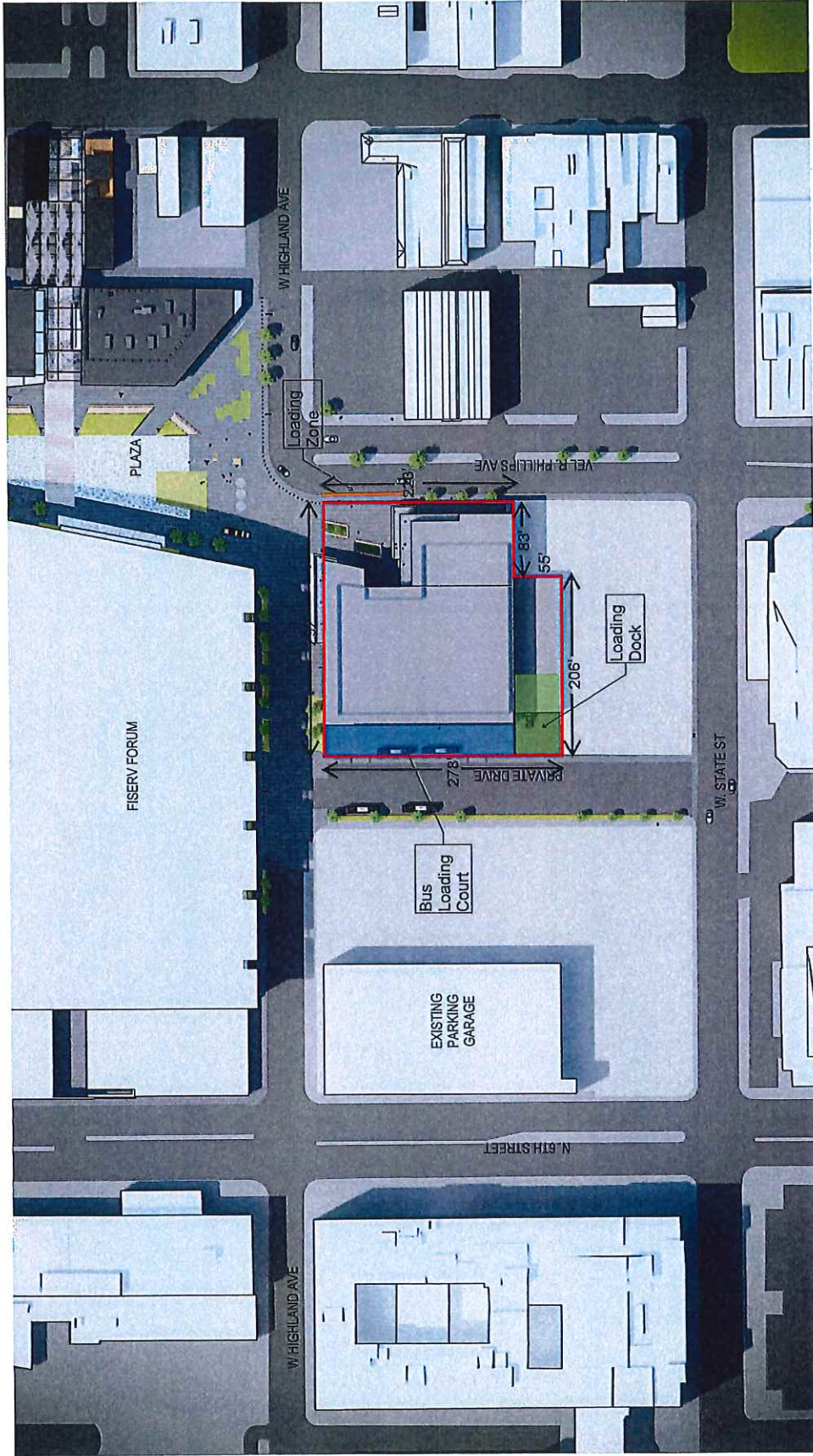
4th Floor

FOODSERVICE EQUIPMENT PLAN
 OVERALL SUITE LEVEL
 SCALE: 1/8"=1'-0"

FOODSERVICE EQUIPMENT PLAN
FS104
© 2022 Eud Architects, Inc.

Site Overview

12/1/2022
 MKE Music Hall
 Address: 1001 N Vel R Phillips Ave
 Premises Total Square Feet: 145,310sf
 Levy Premium Foodservice, LP (Matt Larson, Agent)



KEY PLAN

**PROGRESS DOCUMENTS
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 This drawing is a progress document and is not for construction. It is intended for informational purposes only. It is not to be used for construction or other purposes without the written consent of the architect.

SHEET INFORMATION

PROJECT MANAGER: ML
 PROJECT NUMBER: 20220502

ARCHITECTURAL
 SITE PLAN

A1-0

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SIGNATURE BREAKFASTS

SIGNATURE BREAKFAST EXPERIENCE

We wake up early to bake our signature cinnamon buns with cream cheese, sliced seasonal fruit, fresh squeezed orange juice, local tea, and Collective coffee that will get you up and running. It is our pleasure to share this with our family and friends.

Enhance your breakfast experience by adding an array of tasty breakfast sandwiches, premium pastries, and top-notch savory and sweet sides.

\$15

+ BREAKFAST BREADS AND PASTRIES

- Fresh Baked Muffins
- Mini Bagels and Local Spreads
- Local Peach Krugle
- Assorted Flaky Danish
- Butter croissants, blueberry jam, lemon curd, and whipped butter

+ EGGS, YOGURT, CEREALS & BREAKFAST MEATS

- Includes Collective coffee, tea, and orange juice.
- Scrambled Eggs (GF)(V)
- Three Cheese Quiche
- Egg and Country Ham Frittata (GF)
- Fresh spinach and jack cheese
- French Toast Casserole (V)
- Warm syrup
- Steel Cut Oats (V)
- Traditional accompaniments
- Assorted Cold Cereals with Milk
- Stone Ground Grits (GF)(V)
- Pork Sausage Links
- Chicken Sausage Links
- Applewood Smoked Bacon
- Turkey Bacon

+ BREAKFAST SANDWICHES

- Egg and Swiss
- Country ham on a pretzel bun
- Egg and Cheddar
- Applewood bacon on a croissant
- Egg and Wisconsin Cheddar
- Farmers market vegetables in a flour tortilla

PLATED BREAKFAST

Served with fresh baked pastry basket, whipped butter and fruit preserves, and Collective coffee, tea, and orange juice service.

- Farm-fresh scrambled eggs, breakfast potatoes, and applewood bacon \$26
- Brioche French toast with berry compote and warm maple syrup, and breakfast sausage \$25
- Seasonal vegetable quiche, jack cheese, breakfast potatoes, and fresh fruit (V) \$28

SIGNATURE LUNCHES

CHEF'S BEST BOX LUNCHES

Each Box Lunch includes a tasty gourmet sandwich, crunchy side, a sweet treat, and a bottle of water. Prepared for a minimum of 12 guests.

\$18

GOURMET SANDWICHES choose three

- Smoked Ham and Swiss
- Whole grain mustard on a pretzel hogie
- Roasted Turkey
- Goats and apricot chutney on herb focaccia
- Grilled Chicken
- Crisp cucumbers, roasted tomatoes, and Boursin on ciabatta
- Greek Veggie Wrap (V)
- Chickpea hummus, feta cheese, quinoa, cucumber, tomato, and olive vinaigrette in a flour tortilla
- Grilled Caprese (V)
- Fresh mozzarella, tomatoes, mixed greens, and pesto atop on herb focaccia

BRINNY SIDES choose one

- Whole Seasonal Fruit (GF)(vegan)
- Tangy Cabbage and Carrot Slaw (GF)(V)
- Italian Pasta Salad
- Kettle Chips and French Onion Dip (V)
- Deviled Egg Potato Salad (V)
- Herbed Wild Rice Salad (V)

SWEET TREATS choose one

- Triple Chocolate Chunk Brownies
- Chocolate Chip Cookie
- Tofee Blondie Brownies





SIGNATURE LUNCHES

SIGNATURE SANDWICH AND SALAD CHEF TABLES

A unique, "out of the box" lunch experience where guests choose from a lineup of favorites to build creative lunches featuring mouthwatering gourmet sandwiches, market fresh salads, crunchy sides, and sweet treats. Includes Collective coffee and tea service.

\$24

GOURMET SANDWICHES choose two

- Grilled Chicken
- Crisp cucumbers, roasted tomatoes, and Boursin on ciabatta
- Smoked Ham and Swiss
- Whole grain mustard on a pretzel hoagie
- Roasted Turkey
- Gouda and apricot chutney on herb focaccia
- Turkey Club
- Roasted turkey, applewood bacon, cheddar cheese, lettuce tomato, and herb aioli on a whole wheat bun
- Greek Veggie Wrap (V)
- Chickpea hummus, feta cheese, quinoa, cucumber, tomato, and olive vinaigrette in a flour tortilla
- Grilled Caprese (V)
- Fresh mozzarella, tomatoes, mixed greens, and pesto aioli on herb focaccia

MARKET FRESH SALADS choose one

- Classic Caesar (V)
- Shaved Parmesan and garlic croitons with Caesar dressing
- Midwest Chopped Salad (GF)(V)
- Roasted sweet corn, tomatoes, red onion, and cucumber with buttermilk ranch
- Spinach Salad (GF)(V)
- Fresh berries, candied pecans, and goat cheese with balsamic vinaigrette
- Chopped Vegetable Salad (GF)(V)
- Chopped tomato, grape tomatoes, red onion, broccoli, cauliflower, bell peppers, and cheddar with honey mustard

SIDES & SWEETS

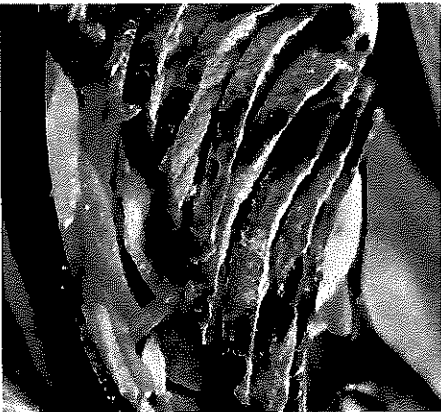
- GOURMET SIDES choose one**
- Tangy Cabbage and Carrot Slaw (V)
- Italian Pasta Salad
- Kettle Chips with French Onion Dip
- Deviled Egg Potato Salad (V)
- Herbed Wild Rice Salad (V)
- Seasonal Fruit Platter (GF)(vegan)
- BROWNIES, BARS AND COOKIES choose one**
- Triple Chocolate Chunk Brownies
- Chocolate Chip Cookie
- Toffee Blondie Crowleys
- Gourmet Dessert Bars



ANY TIME OF DAY CHEF TABLES

TEX-MEX \$30

- Includes fresh guacamole, assorted salsas and warm chips
- Pollo al Horno
- Baked chicken with fresh herbs
- Barbacoa
- Braised beef brisket, tomato-habanero salsa, cilantro slaw, and pickled red onions with warm flour tortillas
- Enchiladas Verdes (GF)(V)
- Roasted squash, mushrooms, peppers, onions, and Chihuahua cheese with traditional salsa verde
- Eldo (GF)(V)
- Cotija cheese, lime crema, and Tajin
- Fire-roasted Tomato Rice (GF)(V)
- Corn and Black Bean Salad (GF)(V)
- Lime vinaigrette
- Cinnamon Sugar Churros (V)
- Caramel and chocolate sauces



ADD A PROTEIN, SIDE, AND DESSERT

- + ADD A PROTEIN \$9**
- Carnitas
- Braised pork, cilantro, onion, and grilled pineapple with warm flour tortillas
- Skirt Steak Fajitas
- Orange currin marinated skirt steak, peppers and onions, and Chihuahua cheese with warm flour tortillas
- Chicken Tinga
- Slow cooked and pulled chicken, orange achiche sauce, pico de gallo, and cilantro crema with warm flour tortillas
- + ADD A SIDE \$8**
- Chano Beans
- Chorizo Potatoes
- Chihuahua cheese and chili-lime crema
- Grilled Seasonal Vegetables (GF)(vegan)
- Field Greens (GF)(V)
- Orange segments and jicama with honey chipotle vinaigrette
- + ADD A DESSERT \$6**
- Includes Collective Coffee and tea service
- Tea Leches Cake (V)
- Vanilla Bean Flan (GF)(V)





ANY TIME OF DAY CHEFTABLES

BRADLEY SYMPHONY CENTER

- GOOD Q? SOUTHERN HOSPITALITY** \$34
- BBCQ Baby Back Ribs
 - Tangy BBQ sauce
 - Smoked Beef Biskiet
 - Southern Colelaw (GF,W)
 - Cucumbers and Dill (GF,W)
 - Greek yogurt dressing
 - Collard Greens (GF)
 - Applewood smoked bacon and onions
 - Cheese Lovers Mac & Cheese (W)
 - Toasted herb bread crumbs
 - Honey Cheddar Corn Muffins (W)
 - Whipped butter
 - Peach Cobbler (W)
 - Cinnamon whipped cream



ADD A PROTEIN, SIDE, AND DESSERT

- **ADD AN ADDITIONAL PROTEIN** \$9
- Hickory-Smoked Pulled Pork
 - Horseshoe colelaw on mini Kaiser rolls
 - Hickory-Smoked Filled Chicken
 - Assorted BBQ sauces on mini Kaiser rolls
- **ADD AN ADDITIONAL SIDE** \$6
- Green Bean Casserole
 - Mushroom cream and crispy onions
 - Smokhouse baked beans
 - Southern Salad (GF,W)
 - Mixed berries, goat cheese, and spiced pecans with white balsamic vinaigrette
 - Whipped Sweet Potatoes (GF,W)
 - Maple syrup
 - Herb-roasted Potatoes (GF,W)
- **ADD AN ADDITIONAL DESSERT** \$6
- Includes *Colchivo* Coffee and tea service
 - Blueberry Buckle (W)
 - Streusel topping
 - Pecan Pie (W)
 - Whiskey maple anglaise

ANY TIME OF DAY CHEFTABLES

- LITTLE ITALY** \$35
- Explore the artisanal side of Italy with expertly curated entrees and sides
- Chicken Vesuvio
 - Oven roasted chicken, garlic, fresh lemon, crisp potatoes, and sweet peas
 - Sausage & Peppers
 - Pan seared Italian sausage and tri-color peppers
 - Italian Super Hero Sandwich
 - Salami, ham, American cheese, lettuce, tomato, and cherry pepper relish
 - Garlic Parmesan Monkey Bread (W)
 - Warm marinara sauce
 - Roasted Cauliflower (W)
 - Goat cheese dipping sauce
 - Broccoli and Shells Salad (W)
 - Lemon organo vinaigrette
 - Classic Caesar Salad (W)
 - Shaved Parmesan and garlic Parmesan croulons with signature Caesar dressing
 - Mini Cannoli (W)
- BREW CITY EATS** \$43
- Inspired by local, fresh ingredients and Milwaukee favorites
- Usinger's Sausage Sampler
 - Traditional bratwurst, polish, Italian sausages, sautéed onions, beer braised sauerkraut, and assorted mustards on pretzel and sausage rolls
 - Wisconsin Fish Fry
 - Beer battered cod with tartar sauce, lemon wedges, and rye bread
 - Wisconsin Beer Cheese Soup
 - Pretzel croulons
 - Creamy Colelaw (W)
 - Warm German Potato Salad (GF)
 - Bacon vinaigrette
 - Milwaukee Pretzel Company Pretzels
 - Assorted mustards
 - Herb Roasted Root Vegetables (GF),(vegan)
 - Mini Cream Puffs (W)
- WISCONSIN SUPPER CLUB** \$65
- Taste the flavors of Wisconsin and experience a one of a kind tradition
- Lazy Susan
 - Car Valley/horseshoe cheddar spread, smoked whitefish mousse, marinated olives and gherkins, market fresh vegetables, black truffle deviled eggs, Usinger's summer sausage, and Ritz crackers
 - Steak Diane
 - Butter seared striploin, with wild mushrooms and mustard shalot pan jus
 - Roasted Chicken
 - Wild rice pilaf, toasted pecans, and Door County cherry reduction
 - Shrimp Scampi
 - White wine, lemon herb butter, garlic, parsley, and crossini
 - Wisconsin Supper Salad (W)
 - Mixed greens, shaved heirloom carrots, grape tomatoes, and cucumbers with buttermilk ranch dressing
 - Salt Crusted Baked Potatoes (GF,W)
 - Butter, sour cream, and chives
 - Green Beans Almandine (GF,W)
 - Honey Glazed Carrots (GF,W)
 - Supper Club Pies
 - Banana cream, cherry, or grasshopper pie
- STOCKMARKS** \$49
- Chef Carved Roasted Striploin
 - Brandy peppercorn sauce
 - Roasted Garlic Chicken
 - Parmesan Mashed Potatoes
 - Roasted Bistro Vegetables
 - Hearts of Romaine Salad
 - Chopped romaine, blue cheese, red onion, chick peas, caramelized Cipollini onions, and tomato with organo garlic vinaigrette
 - Bakery Fresh Rolls
 - Whipped butter
 - Warm Cookies and Brownies

EVENTS & CATERING MENU



BREAKS, SNACKS, AND TREATS

ALL DAY BREAKS

Assorted Cookies	\$32/dozen
<i>Chocolate chip, peanut butter, oatmeal raisin, and sugar cookies</i>	
Brownies	\$44/dozen
<i>Chocolate chunk and bite-sized</i>	
Breakfast Pastries	\$45/dozen
Classy Gift Cupcakes	\$50/dozen
<i>Red velvet, Ghirardelli chocolate, and vanilla cupcakes</i>	
Energy Bars	\$48/dozen
Bagged Chips	\$30/dozen
Granola Bars	\$30/dozen
Seasonal Whole Fruit (GF/Vegan)	\$25/dozen
Seasonal Fruit Platter (GF/Vegan)	\$8/person
House-made Pub Chips (V)	\$5/person
<i>Foasted garlic Parmesan and French onion dips</i>	
Individual Yogurts (GF/V)	\$4 each
<i>Regular and Greek</i>	
BETTER FOR YOU SNACKS	\$15
<i>Seasonal fruit platter with strawberry, yogurt sauce (GF/V)</i>	
<i>Market fresh vegetables with ranch dip (GF/V)</i>	
<i>Pita chips with traditional chickpea hummus (GF/V)</i>	
CRUNCHY SAVORY TREATS	\$10
<i>Freshly popped popcorn (GF/V)</i>	
<i>House-made pub chips (V)</i>	
<i>Foasted garlic Parmesan, French onion, and ranch dips</i>	
GOURMET MACED AND SALSA BAR	\$11
<i>Zesty beef chili, spicy queso sauce, crispy tortilla chips, salsa verde, pico de gallo, salsa roja, sour cream, jalapenos, and hot sauce</i>	
MARKET FRESH VEGETABLE CONFITE (GF/V)	\$10
<i>Colorful selection of the freshest market vegetables. Served with buttermilk ranch dip, traditional hummus, and fresh basil pesto</i>	

RECEPTIONS

PASSED HORS D'OEUVRES

Priced per dozen, minimum order of four dozen

COLD SELECTIONS	
Grilled Beef Tenderloin Bruschetta	\$54
<i>Caramelized Vidalia onions and horseradish cream</i>	
Bite and Fig Crostini	\$48
<i>Imported bite, fig jam, and orange zest</i>	
Sesame Seared Ahi Tuna Wonton	\$75
<i>Seaweed salad and wasabi cream</i>	
Smoked Salmon Cracker	\$58
<i>Creme fraiche, capers, and red onion</i>	
Mediterranean Shewers (V)	\$42
<i>Mentared artichokes, Kalamata olives, grape tomatoes, and Ciliegine mozzarella</i>	
Blue Cheese Mousse (V)	\$42
<i>Phyllo cup, honey, and toasted walnuts</i>	
Thai Crab Salad Cucumber Cup	\$54
<i>Sesame oil and Sriracha aioli</i>	
Chicken Salad	\$48
<i>Red grapes, celery aioli, and cinnamon raisin crostini</i>	
HOT SELECTIONS	
Chicken Cordon Blue Bites	\$54
<i>Warm blue cheese cream</i>	
Coconut Shrimp	\$65
<i>Pineapple ginger coulis</i>	
Beef Wellington Bites	\$60
<i>Horseradish cream</i>	
Vegetable Spring Roll (V)	\$45
<i>Sweet chili sauce</i>	
Chicken Quesadillas	\$48
<i>Avocado crema</i>	
Crab Cake	\$75
<i>Lemon aioli</i>	
Bacon Wrapped Dates	\$48
<i>Red pepper coulis</i>	
Parmesan and Artichoke Belgium	\$48
<i>Herb dipping sauce</i>	
Sausage Stuffed Mushrooms	\$48
<i>Herb crumb</i>	
Chicken Pot Stickers	\$54
<i>Sweet soy sauce</i>	
Braised short rib on sweet potato bite	\$60
<i>Crispy onions and apple cider reduction</i>	
Tandoori Chicken Satay	\$60
<i>Mango salsa</i>	





STATIONED RECEPTIONS & LATE NIGHT MUNCHIES

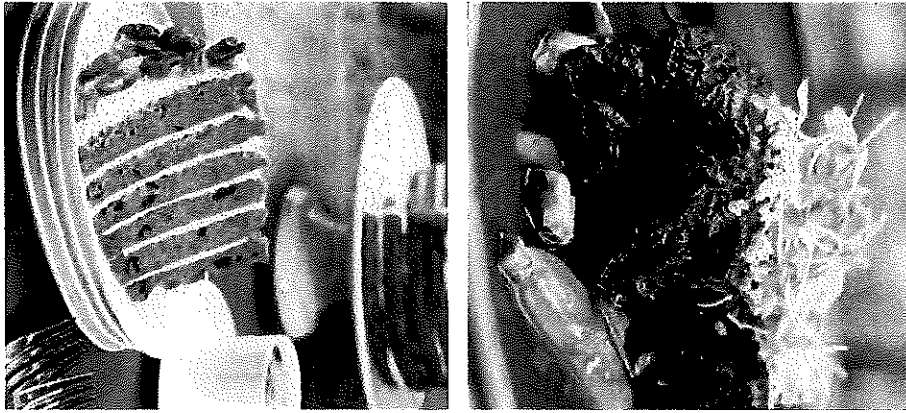
- CARVED ITALIAN SAUSAGE** \$15
 Grilled Italian Fope Sausage
 Sautéed Tri-color Peppers (GF)(Vegan)
 Grilled Onions (GF)(Vegan)
 Tomato-Basil Sauce (GF)(Vegan)
 Giardiniera (GF)(Vegan)
 Mini French Roll
- LOADED POTATO PUFF BAR** \$11
 Crisp Potato Puffs
 Nacho Cheese Sauce (V)
 Ground Beef Taco Meat
 Applewood smoked bacon crumbles, green onions,
 caramelized onions, pico de gallo, sour cream, and jalapenos
- BUTTERED BACON CHEESEMAKER** \$18
 Cured meats, local artisan assorted cheeses, mustards,
 honey, and lavosh and flatbreads
- ADWEST CHEESE TASTING BOARD** \$12
 Chefs selection of local cheese, honey, dried fruits, pecans,
 almonds, and flatbreads
- CHILLED SHRIMP DUCKET** \$15
 Jumbo chilled shrimp with zesty cocktail sauce
 and lemon wedges
- PITA CHIP BAR (V)** \$9
 Pita chips with traditional hummus, pimento cheese,
 artichoke and spinach dip, and market fresh vegetables
- TRIO WING BAR** \$12
 House season roasted wings tossed in house BBQ, teriyaki
 and sesame seeds, and classic buffalo sauces served with
 ranch and blue cheese dressings, celery, and carrot sticks
- MACHO BAR** \$10
 Crispy nacho chips with chicken and beef, pico de gallo,
 salsa verde, guacamole, diced tomatoes, sour cream, diced
 onions, jalapenos, nacho cheese sauce
- BURRITO MAD N CHEESE TABLE choose three** \$12
 Traditional Mac and Cheese (V) with herb crust
 Buffalo Chicken with Jack and blue cheese
 Smoked Pork and Green Chili with cheddar cheese
 Chorizo and Jack Cheese with tortilla crust
- WISCONSINITE** \$3
 Milwaukee Milk Popcorn
 Milwaukee Pretzel Company Pretzels
 Beer cheese and assorted mustards
 Cheese Board
 Cheddar, Swiss, cheese curds, and Usinger's beef sticks
- BEST OF THE BUNDLES** 2 for \$12 | 3 for \$15
 To meet all your guest cravings! Served on broche buns.
 Turkey Burger
 Swiss cheese and sautéed mushrooms
 Beer Cheese Burger
 Sliced dill pickle and tomatoes
 Cheddar Cheese Burger
 Caramelized onion jam
 Southwest Burger
 Habanero cheese, tomato, lettuce, red onion, applewood
 bacon, and southwest ranch
 Impossible "Burger" (100% plant based)
 American cheese, tomato, lettuce,
 and dill pickle chipotle lime aioli
- LATE NIGHT PIZZA 16-inch pizzas**
 BBQ Pork \$35
 Caramelized onions, fresh cilantro, and mozzarella and
 Parmesan cheeses with our homemade BBQ sauce
 Cheese and Tomato \$30
 Classic tomato, basil, and mozzarella with extra
 virgin olive oil and Parmesan cheese
 Meatlovers \$38
 Capicola, pepperoni, salami, mozzarella and Parmesan
 with fresh basil

SIGNATURE PLATED DINNERS

Signature Dinners include a House salad with buttermilk ranch and balsamic vinaigrette dressings, artisan rolls and whipped butter, and Collective coffee service.

SIGNATURE ENTREES choose two*

- Rosemary Garlic Roasted Chicken (GF) \$30
 - Artichokes, wild mushrooms, asparagus, natural au jus, and honey roasted sweet potato puree
 - Lemon Pepper Chicken (GF) \$30
 - Creamy risotto and broccoli with lemon cream sauce
 - Braised Beef Short Ribs (GF) \$40
 - Caramelized Cipollini onions, wilted Brussels sprouts, carrots, bacon, and garlic mashed potatoes with red wine demi glace
 - Charred Cauliflower Steak (GF)(vegan) \$28
 - Baby zucchini, red pepper chimichurri, and gremolata with lime zest
 - Braised Artichokes and Mushrooms (V) \$38
 - Shaved portabella mushrooms and artichokes, crotons, and grilled polenta cake with truffle tomato vinaigrette
 - Pan-Roasted Atlantic Salmon (GF) \$42
 - Herbion potatoes, sweet corn, and roasted tomatoes with Meyer lemon butter
 - Black Pepper Crusted Filet \$47
 - 8oz filet with soft chive polenta and grilled leeks with romesco
 - New York Strip Steak (GF) \$47
 - 12oz strip steak, roasted heirloom potatoes, wild mushrooms, and haricot vert with brandy cream
- REMOVE OUR HOUSE SALAD & ADD ONE OF THESE..... \$2.50**
- Caprese Salad (GF)(V)
 - Field greens, sliced wine-ripe tomatoes, fresh mozzarella, and basil pesto with reduced balsamic
 - Poached Pear Salad (GF)(V)
 - Field greens, Vinaigrette Van Gough Gouda, and candied pecans with pear vinaigrette
 - Spinach Salad (V)
 - Baby spinach, dried cranberries, crumbled blue cheese, garlic crotons, and red onion with bacon vinaigrette



*Choose three or more entree choices with a \$5.00 surcharge per person, per additional entree, for your total guest count.

DESSERTS & SWEET TABLES

DESSERTS & SWEET TABLES

- PLATED GOURMET DESSERTS \$6.50**
- German Chocolate Cake
 - Braised cherry compote
 - Wisconsin Dairy Farm Cheesecake
 - Traditional cheesecake with macerated berries
 - Tart à la Mode
 - Apple tart, caramel sauce, and vanilla bean ice cream
 - Flourless Chocolate Cake
 - Vanilla whipped cream and raspberry sauce
 - Carrot Cake
 - Cream cheese frosting
- FAMILY-STYLE CREAM QTY DESSERTS**
- Mimi to the Max \$9
 - A selection of mini sweets for everyone, cream puffs, eclairs, fruit tarts, and mousse tarts
 - Giant Cupcakes \$10
 - Red velvet with cream cheese frosting, chocolate peanut butter cup, and vanilla with vanilla bean frosting
- SWEET TABLES**
- Served with Collective coffee and tea service
- Warm Cookies and Brownies \$9
 - Fresh baked chocolate chip, oatmeal and peanut butter cookies, triple chocolate chunk and blondie brownies, and caroles of cold milk
 - Sundae Bar \$9 | Add brownies \$2
 - Vanilla bean, chocolate, and strawberry ice cream with Oreo crumbs, toffee pieces, M&M's, chocolate syrup, caramel sauce, strawberry sauce, chopped peanuts, Reese's pieces, maraschino cherries, and whipped cream (this station requires an attendant)
 - Root Beer Float Station \$9
 - Sprecher Root Beer poured over vanilla bean ice cream, fresh whipped cream, chocolate shavings, and maraschino cherries (this station requires an attendant)
- *\$100 per uniformed chef per 50 guests



CATERING BEVERAGES

BRADLEY SYMPHONY CENTER

NON-ALCOHOLIC REFRESHMENTS

Customize your event with the right beverage services based on your group from the options below

ALL NATURAL FRUIT WATERS 2 for \$25/gallon
Strawberry, Jalapeno Basil, Cucumber, Lemon or Minted Watermelon

COFFEE AND TEA \$35/gallon
Fresh brewed Collective coffee and an assortment of locally sourced hot and flavored teas

HOT CHOCOLATE \$45/gallon
A candy bar in a cup! Delicious hot chocolate with fresh whipped cream, chocolate shavings, maraschino cherries, and delightful mini marshmallows

FRESH SQUEEZED ORANGE JUICE \$30/gallon

ICED TEA OR LEMONADE \$30/gallon

ASSORTED SOFT DRINKS \$4
Coke, Diet Coke, Sprite, Barq's Root Beer, Sparkling Water, and Bottled Water

MINUTE MAID BOTTLED JUICES \$4
Orange Juice and Cranberry Juice

ENERGY DRINKS \$6

COCKTAIL HOUR

Priced per beverage

PREMIUM SPIRITS \$8
Absolut Vodka, Bombay Dry Gin, Jose Cuervo Especial Tequila, Bacardi Rum, Bacardi 8 Rum, Jim Beam Bourbon, Dewars Scotch, Jack Daniels Whiskey, Christian Brothers Brandy

DELUXE SPIRITS \$9
Tito's Vodka, Twisted Path Vodka, Hendrick's Gin, Rarest Gin, Casamigos Anejo Tequila, Captain Morgan Spiced Rum, Maker's Mark Bourbon, J. Henry & Son's Bourbon, Jameson Irish Whiskey, Glenlivet 12 Scotch, Korbel Brandy, North 40 Brandy

PREMIUM WINES \$9
Chateau St. Michelle Riesling, De Vinet Pinot Grigio, Murphy Goode Merlot, Alamos Malbec, Conundrum Red Blend

DELUXE WINES \$12
Kim Crawford Sauvignon Blanc, Kendall Jackson Chardonnay, Josh Cabernet, La Crema Pinot Noir

DOMESTIC BEER \$6
Miller Lite, Miller High Life, Coors Light, O'Douls

MICROBREW BEER \$7
New Gears Spotted Cow, Fat Tire Amber, Modelo Especial, City Lights Hazy IPA, Lagunitas IPA, Sprecher Seasonal Selection, Press Hard Seltzer

DRAFT SODAS \$6
Sprecher Root Beer, Sprecher Cream Soda, Sprecher Orange Dream

HOSTED BAR OPTIONS

Bar tender Fee: \$125/4 hour shift, \$25 each additional hour.

	3 hours	Additional hours	Under age 21 per hour
Premium Beer, Wine and Soda	\$30/person	\$12/person	\$5/person
Premium Hosted Brands	\$35/person	\$14/person	\$5/person
Deluxe Hosted Brands	\$38/person	\$16/person	\$5/person

SPECIALTY COCKTAILS

Choose a la carte offerings with our creative and classic cocktail selections or select from one of our hosted bar packages to suit your taste

MARTINI BAR 3 for \$10
The new spin on a classic! Dry cold Tito's Handmade Vodka, Bombay Sappho Gin or Bacardi 8 Rum, served with a bvey of garnishes. Choose to offer your guests up to three of these offerings: Dirty Martini, Cosmopolitan, Lemon Drop, Carmel Appleini, or Hurricane Martini

BIBBY BAR 3 for \$10
A salute to a great glass! Chilled selection of champagne and prosecco, served with delightful liquors and fresh fruit garnish. Choose to offer your guests up to three of these offerings: Mimosa, Bellini, Apple Orchard, Kir Royale, Pineapple Sparkler, and White Grape Sparkler

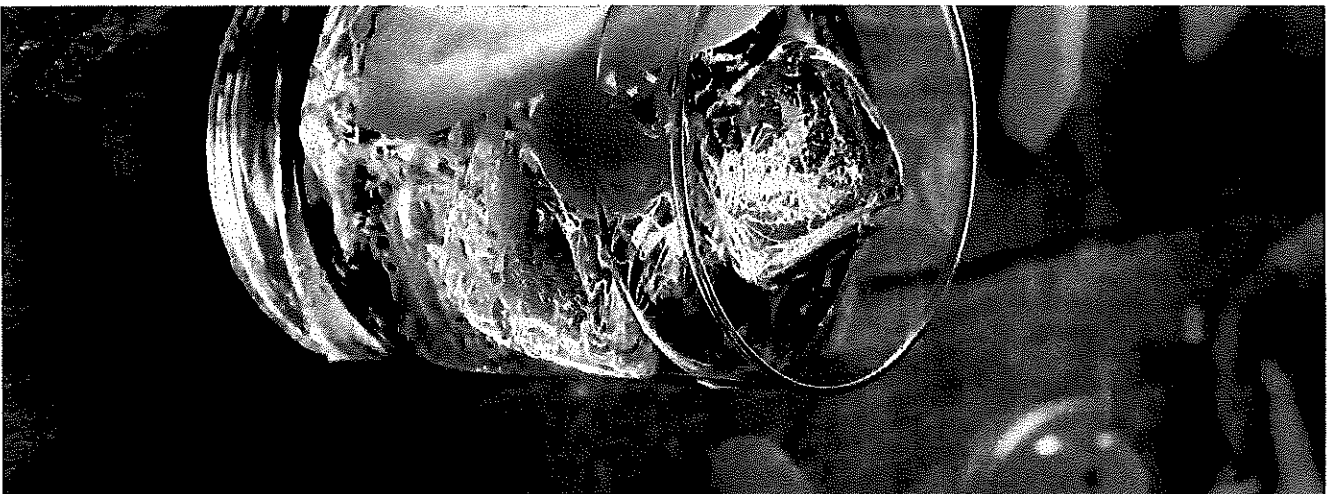
BLOODY MARY BAR \$10
A fabulous starting point! Tito's Handmade Vodka, zesty Bloody Mary mix and a smorgasbord of garnishes including lemons and limes, green olives, celery, pickles, cucumbers, jalapenos, peperoncini peppers, a selection of cheeses, sausages, and bacon

BRANDY OLD FASHIONED \$9
A Wisconsin tradition. Christian Brothers Brandy, bitters, muddled sugar with orange and cherry, and your choice of sweet or sour

ON THE MARGINE \$9
Tito's Handmade Vodka, muddled with lemons, basil, and strawberries and sugar

SANGRIA \$8
Red wine, brandy and sweet vermouth, fresh citrus, fresh berries, and juice and soda

**ask your sales manager about other beer, wine and premium liquor options



FPM Live Milwaukee
Bar/Concessions Menu Draft 11.26.22

Cocktails	Price
Specialty Cocktail 1	14
Specialty Cocktail 2	14
Specialty Cocktail 3	14
Rail Vodka	13
Rail Rum	13
Rail Whiskey	13
Rail Bourbon	13
Rail Gin	13
Rail Tequila	13
Premium Vodka	15
Premium Rum	15
Premium Whiskey	15
Premium Bourbon	15
Premium Gin	15
Premium Tequila	15

Beer	Price
Domestic 16 oz. 1	12
Domestic 16 oz. 2	12
Domestic 16 oz. 3	12
Domestic 16 oz. 4	12
Craft 16 oz. 1	14
Craft 16 oz. 2	14
Craft 16 oz. 3	14
Craft 16 oz. 4	14
Craft 16 oz. 5	14
Seltzer 16 oz. 1	13
Seltzer 16 oz. 2	13
Seltzer 16 oz. 3	13

Wine	Price
Wine 1	13
Wine 2	13
Wine 3	13
Wine 4	13

N/A Beverage	Price
Soda 1	6
Soda 2	6
Soda 3	6
Soda 4	6
Soda 5	6
Water	5

Snacks	Price
Popcorn	5
Chips	5
Handheld 1	10
Handheld 2	10
Small Plate 1	12
Small Plate 2	12