



Motorcycle-Themed Entertainment Venue

a. Overview

- Visit Milwaukee projects 350,000+ motorcycle enthusiasts will visit Harley-Davidson Museum in downtown Milwaukee annually.
- Harley-Davidson's 105th anniversary will take place over Labor Day weekend in 2008.
- Milwaukee is the home of Harley-Davidson Motor Company

b. Proposed location

- 200 N. 25th Street/2200 W. Mt Vernon St.
- Ideally situated in an emerging entertainment corridor on the Milwaukee River consisting of Miller Park, Potawatomi Bingo and Casino, Harley-Davidson Museum, Henry Meier Festival Park and the Marcus Amphitheater.
- Entertainment concept is a beta test for a potential expanded restaurant/entertainment option that would support office and business development of the parcel.

c. Concept

- Develop motorcycle-themed entertainment destination that caters to motorcycle enthusiasts and seekers of live entertainment .

d. Target Audience

- Capture a diverse adult audience consisting of motorcyclists, aspiring motorcyclists, and individuals intrigued by the motorcycle lifestyle.
- Active adults looking for entertainment alternatives.

e. Venue Offerings

- Outdoor Entertainment Stage
 - Live Music
- Full service bar(s)
- Outdoor beer stands
- Food vendors
- Motorcycle-themed Programming:
 - Trials riding demos
 - Poker-runs
 - Vendor village

Hunter Group

Promotional Marketing

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- National Bike builders
- Bike Shows
- Ball of Steel

f. Operation and Logistics planning

-Proposed Dates of operation:

August 19 to September 1, 2008 (14 day event)

-Hours of operation

Monday – Thursday ~ 5:00 PM to 12:00AM

Friday ~ 3:00 PM – 2:00 AM

Saturday ~ 11:00 AM – 2:00 AM

Sunday ~ 10:00 AM – 12:00 AM

-Parking capacity

- 500 Automobiles
- 2000 Motorcycles

-Ingress & Egress

- off of 25th Street (motorcycle traffic only during hours of operation)
- off of 17th Street (car/truck traffic)

-Insurance

- General liability policy with \$1 million dollar coverage

-Restrooms

- 20-30 Porto-lets including ADA (handicap toilets)
- 4-6 sinks

-Temporary Signage

- Building Signage
 - #2-Saloon building...30' x 4' banner across front of building
 - #5-Tower east...20' x 8' banner to hang on east facing wall (optional sign if 1 of 4 proposed tower signs were removed. Please refer to #9's proposed signs)
 - #7-View facing south....50' x 10' banner (to temporarily replace current for lease banner)
 - #8-Another View facing south....50' x 10' banner (to temporarily replace current for lease banner)
 - #9-Tower....20' x 8' banners on 4 sides (same size as banner currently pictured) will not cover windows.
- Directional Signage as needed that conforms to zoning code not to exceed to 6 square feet.
- Free standing sign to be place at entrance sign. Dimensions 8ft x8ft (see site plan)

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-Staffing

- Security
 - 2-20 hired professionals (licensed & insured)
- Parking attendants (2-10 people)
- Bathroom attendants (2-4 people)

- Permits

- Liquor License
- Occupancy permit
- Festival permit
- Temporary Event Food license
- Signage permits
- Noise variance permit

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