



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

Wednesday, December 18, 2024

COMMITTEE MEETING NOTICE

AD 06

LUKAS, Julie, Agent
KISMET ACTIVATIONS LLC
2360 N TERRACE Av
Milwaukee, WI 53211

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 07, 2025 at 01:50 PM

The access code is <https://meet.goto.com/729946085>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines, Comedy Acts, Patrons Dancing and 1 Pool Table as agent for "KISMET ACTIVATIONS LLC" for "Summer of '85" at 2213 N MARTIN L KING JR 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

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

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 10/02/24

LICENSE TYPE: Class B Tavern

NEW: ☐

RENEWAL: ☒

No. 371972

Application Date:

License Location: 2213 N Martin L King Jr Dr

Business Name: Our Sports Bar

Licensee/Applicant: MARK, Toi Lisa
(Last Name, First Name, MI)

Date of Birth: 10/06/1971

Home Address: 9430 N Rochelle Av

City: Milwaukee

State: WI **Zip Code:** 53224

Home Phone: 414-587-9908

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

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

1. On 03/22/2019 at 12:35am officers investigated a battery complaint that occurred outside Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The victim stated she was with a group inside the bar and another group was inside singing karaoke. There was tension between the groups and security asked both groups to leave. Outside a fight occurred and the victim was pepper sprayed. The officers spoke with the owner Royce LOCKETT, who stated he observed the tension between the groups and had security escort them out. Outside he had security attempt to break up the fight when an unknown actor pepper sprayed the whole fight. The officers viewed the surveillance video, which confirmed security attempted to break up the fight.
2. On 06/10/2019 officers conducted a licensed premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The officers spoke with Royce LOCKETT, part owner of the bar. The officers advised LOCKETT about parking problems outside at night. LOCKETT stated on his busy nights he makes announcements to his patrons about the parking and the officers should cite the violators.
3. On 08/24/2019 at 1:30am officers observed 60-70 people fighting in the 2200 block of N. Martin Luther King Jr Dr. The officers also heard several gun shots in the area. The only business open at this time is Sky Box Sports Bar, 2213 N. Martin Luther King Jr Dr. The officers called for assistance and the street was blocked to traffic. The fight was broken up

and additional fights occurred around the corner. The officers used pepper spray to break up the fights and get the subjects to leave. The officer spoke with Royce LOCKETT, manager at Sky Box Sports Bar. He stated there was a party that night and there was a large group causing a problem. He stated at about 1:20am his security kicked out half of the subjects. At 1:30 the other half was kicked out and a fight broke out down the block.

=====

4. On 12/11/2019 officers conducted a license premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The officer spoke with the manager about their plans for New Year's Eve. The manager stated they would be open until 3:00am and would have additional security on hand, both inside and outside. The officer advised the manager to call if there were any problems.
5. On 05/01/2020 at 10:54pm officers conducted a license premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The officers were conducting follow up regarding an email from the alderman about a possible Stay at Home order violation. The officers spoke with the manager, who stated he has been open for carry out and he believes the complaint comes from an Uber driver, who was upset because he made him wait in line. He stated he has been practicing social distancing and limiting the number of people inside to get food. The manager stated he does not want any problems and will follow until they are lifted.
6. On 07/05/2020 at 12:54am officers were dispatched to a Subject with gun at 2213 N. Martin Luther King Jr Dr. The caller stated there were 3-4 subjects outside the bar attempting to fight an employee. When the officers arrived they observed 100-125 people outside the bar. A subject stated there was a female at the front of the bar that needed to be removed. Due to the number of people outside it was not safe for the officers to engage the crowd. The officers could not locate the subject that was described as having a gun. At 1:30am the officers were called back to the bar. The caller stated there were now only 3-4 people outside and they had guns. When the officers arrived they spoke with the manager, Royce LOCKETT, who stated there was a female that was kicked out of the bar that was upset with security. She was threatening staff and would not leave. He believed she called people to the scene with guns. The officers walked the security guard to his car and he left without incident.
7. On 10/11/2020 at 9:35pm officers, on routine patrol, observed a large crowd standing in line at Skybox Sports Bar. They also observed numerous illegally parked cars. They began issuing parking citations and at 10:06pm heard the DJ inside announce the bar was closing. A large group of people exited the bar and a fight started near the tavern. There were approximately 200 people outside the tavern and the officers called for additional squads to block traffic to protect the patrons standing in the roadway. The officers had to use O.C. spray to break up the fight and the officer arrested 3 subject who were fighting. The officers spoke with the applicant and her husband, Royce LOCKETT. LOCKETT stated the normal capacity is 300-350 and tonight they were at 173. He had 7 security officers working and they were attempting to throw out a disorderly patron. The patron's friends became involved in a fight so he closed the bar. The applicant stated they have been using reflective cones to block no parking zones, but patrons sometimes move them.
8. On 11/23/2020 at 9:13pm officers conducted a license premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The officer spoke with the manager, Royce LOCKETT, about his plans for New Year's Eve. He stated he was recently cited by the Health Department

for Covid related violations and he is unsure if he would be open. He stated if he was open he would close early and comply with his health plan on file.

9. On 01/29/2021 at 3:38pm officers conducted a license premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. When the officers entered they heard loud music coming from the basement. They went downstairs and found a private party being held. Janay ALSTON, who identified herself as the general manager, was advised the business licenses had expired on 01/20/2021. ALSTON stated she was told by Royce LOCKETT that the licenses were up to date. The officers then talked to LOCKETT, who stated he thought Alderwoman COGGS had approved a provisional license. LOCKETT was advised to cease operations until he has been issued a license.
10. On 02/03/2021 at 11:03pm officers conducted a license premise check at Skybox Sports Bar, 2213 N. Martin Luther King Jr Dr. The officers had knowledge the bar's license expired on 01/20/2021 and did not have a current license. The officers spoke with the business manager, Royce Lockett, who stated he was attempting to get a Provisional Renewal. He stated he spoke with License Division by phone and was told he was good to be open. The officer checked LIRA and found no Provisional License issued. On 02/04/2021 the officers checked the bar and found it closed.
11. On 02/28/2021 at 9:28pm officers were dispatched to a Trouble with Subject at Skybox Sports Lounge, 2213 N. Martin Luther King Jr Dr. The caller stated the bar was over capacity and the patrons were not wearing face masks. The officer spoke with security at the door, who stated their capacity is 276 and they were currently at 265 patrons. The officers observed the patrons standing shoulder to shoulder, not wearing masks. The security guard had a mask but it was not covering his face while in contact with patrons. The officer spoke with the manager, Royce LOCKETT, who stated the bar was closing shortly.
12. On 02/28/2021 at 11:01pm officers were dispatched to a fight at 2213 N. Martin Luther King Jr Dr. The officers spoke with a security guard, who stated multiple patrons left the bar and were fighting in the street. He stated that shortly after the fight he heard gunshots in the area. He did not see who was shooting. The officers did not locate any casings or other evidence of the shots fired.
13. On 03/01/2021 at 5:37pm officers conducted a license premise check at Skybox Sports Lounge, 2213 N. Martin Luther King Jr Dr. The officers spoke with the manager, Royce LOCKETT, about the overcapacity call and a fight call from the prior night. LOCKETT stated he was on scene and spoke with the officers about the capacity call and they did not believe the bar was overcapacity. LOCKETT stated about 30 minutes after the police left a fight began and the police responded back. The officer advised LOCKETT he had received two cell phone videos of the fight inside and outside the bar. The officer stated a major concern from the video was security officer with AR15 style rifles attempting to disburse the crowd. The officer then watched the videos with LOCKETT. The video shows a large group fighting inside and table being thrown. The bar is closed and the patrons move to the front entrance. The second video shows a fight outside with security guards attempting to break up the fight. LOCKETT stated the security guards with the guns were not his but were from the parking lot across the street. LOCKETT stated his security was inside because he did not want them going outside when he was having issues inside. The officer spoke with the applicant by phone and she stated she planned to hire new security in the immediate future.
14. On 03/02/2021 at 11:30am an officer received a call from the applicant regarding Skybox, 2213 N. Martin Luther King Jr Dr. The applicant wanted to advise the Community Liaison

Officer of the changes planned for the upcoming weekend. She advised the security team she previously employed was fired and she was hiring a new company that she hoped to have in place by this weekend. She also planned to increase security on Sunday nights, with more people at the door. She also is advising security that it is their responsibility to enforce the mask mandate and all other Covid-19 regulations. She inquired about getting restraining orders for problem patrons and how to keep records on subject banned from the bar. The officer suggested a binder at the front door with copies of subject's ID's.

15. On 03/02/2021 at 7:21pm officers went to Skybox Sports Bar at 2213 N. Martin Luther King Jr Dr in an attempt to recover video from the 02/28/2021 incidents. The officers were met by the manager, Royce LOCKETT, who allowed the officers to access the DVR. The officers were able to locate and transfer the videos to a thumb drive. The video from the interior shows a fight start on the patio and come inside. The subjects are escorted out the front of the building and a fight occurs outside, which security attempts to break up. The video also shows a subject going to his truck to get a pistol and stand outside the business. A second subject is also seen with a gun outside. While this is going on employees of Skybox are observed going in the basement and coming back up with AR style rifles. Security is then standing at the front door watching the fight while holding the rifles. The fight outside continues and two more security guards working outside come up with rifles and attempt to break up the fight outside. after the fight is broken up the street was clogged with traffic and a gunshot is heard. Patrons were observed running and ducking for cover. Police officers then arrived on scene. During the incident security did not point their firearms at anyone, they appeared to be protecting the bar.

16. On 03/04/2021 officers went to Sky Box Sports Bar, 2213 N. Martin Luther King Jr Dr to speak with the manager, Royce LOCKETT, regarding the fight from 02/28/2021. The officers advised LOCKETT that a victim came into the station On 03/04/21 to report a substantial battery that occurred on 02/28/2021 at Sky Box. The female stated she got into a fight over Hookah with another female. The suspect hit her in the head with a bottle, causing a laceration that required stitches to close. The victim had video of the incident that was posted on social media. LOCKETT stated he has fired his security company and is looking to hire a new company. The officers became aware there was another complaint, filed by a different victim, of being hit in the head by a bottle on 02/28/2021. The victim went St Joseph's Hospital and notified police from the hospital. This incident started inside with an argument about Hookah and escalated outside, where the victim was hit with a bottle. This victim received 4 staples to the back of her head.

=====

17. On 03/21/21 at 11:56pm, Milwaukee Police observed several females being escorted out to the tavern located at 2213 N. Martin Luther King Jr. Drive. Once outside, the females began to fight and security was able to break up the altercation and escort the females to their vehicles. Officers had a conversation with security and the applicant and during that conversation, security explained their safety plan and the applicant wants the police and security to work as a team when problems arise.

=====

18. On 10/08/21 Milwaukee Police responded to a Shooting at 2213 N. Martin Luther King Jr., Drive. Officers were advised the bar was hosting a repass in the basement of the bar and a birthday party on the main floor. The victim who was attending the repass went outside to use his phone, when he was approached by multiple suspects who began to shoot at him. The victim stated he returned fire, striking the business, breaking a window. The manager and agent were on scene and cooperative, providing video surveillance of the incident.

=====

19. On 11/03/23 at 4:20a.m., Milwaukee Police were dispatched to a Property Damage at 2213 N. Martin Luther King Jr. Investigation revealed this was an Entry. Video surveillance depicts 2 suspects gaining entry to the locked business by throwing a brick through the door, and took liquor bottles. The business was cooperative.

=====

Item #19 added as Previous Premise

Date: 10/23/2024
Officer: C. Schlei

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

Name of Premise: Summer of 85
Address: 2213 N MLK Dr
Phone: 414-659-7660

Owner: WAHTWYT LLC
Owner address: 1749 W Golf Rd.
City State Zip: Mt Prospect, IL 60056
Owner Phone:
Owner email:

Licensee/Agent: Julie Lukas
Home Address: 2360 N Terrace Ave
City State Zip: Milwaukee, WI 53211
Phone: 224-456-0258
Email: juliedlukas@gmail.com

Preferred contact: Agent

Location currently open: ☐ YES ☒ NO

Projected open date: May 1st 2025

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

Hours of Operation: Sun: 4pm – 230am ☐24 hours ☐Y ☐N
Mon: 4pm – 2am
Tue: 4pm – 2am
Wed: 4pm – 2am
Thu: 4pm – 2am
Fri: 4pm – 2am
Sat: 4pm – 230am

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

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: Restaurant
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 N/A
8. Off-Street parking ☐ Yes ☒ No
9. Is the parking lot well lit? ☐ Yes ☐ No N/A
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: 2
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: 48 hours
21. Are there exterior cameras ☒ Yes ☐ No How many: 2
22. Are there interior cameras ☒ Yes ☐ No How many: 7
23. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☒ No
24. Cameras located in parking lot ☐ Yes ☒ No How many: No parking lot

Interior Survey:

25. What is the planned capacity 357 for max but will keep it down to around 150

26. What is the minimum number of employees That will be on premise 6
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: 6
34. How ill they be deployed: Interior 4 Exterior 2
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 After 9pm to 21 and up
 - ☐ Other

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Add additional cameras to cover some blind spots in the lower bar

Add a fence to block patrons from getting into small walk-way between buildings by the outdoor area.

Add camera to the outdoor patio.

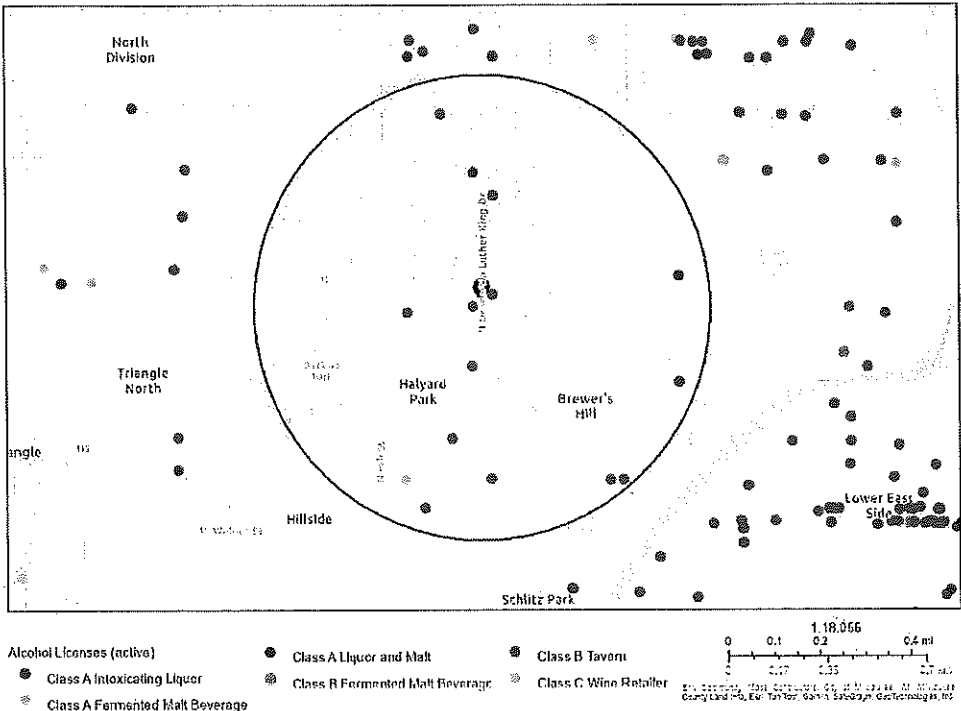


Concentration Map for 2213 N Martin L King Jr Dr

Area of Interest (AOI) Information

Area : 21,862,585.43 ft²

Oct 1 2024 12:10:44 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	15		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Great Day Investments, Inc.	Tee's Lounge	Timothy Day, Agt	2436 N MARTIN L KING JR DR	Class B Tavern License		11/5/2024, 6:00 PM	1
2	GVA LLC	Pueblo, Foods & Liquor	Viral Patel, Agt	2029-31 N Holton ST	Class A Malt & Class A Liquor License		12/14/2024, 6:00 PM	1
3	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2024, 6:00 PM	1
4	Penny Saver, LLC	Penny Saver	Nayef M Azzam, Agt	510 W VINE ST	Class A Fermented Malt Beverage Retailer's License		11/20/2024, 6:00 PM	1
5	Dead Bird Brewing Company	Dead Bird Brewing Company	Nicholas A Kocis, Agt	1726 N Dr. William Finlayson ST	Class B Tavern License		12/10/2024, 6:00 PM	1
6	BRONZEVILLE KITCHEN & LOUNGE LLC	BRONZEVILLE KITCHEN & LOUNGE	Paul L Whigham, Agt	2053 N MARTIN L KING JR DR	Class B Tavern License		1/14/2025, 6:00 PM	1
7	BP Liquor Inc	Holton Food & Liquor	Gurcharan Singh, Agt	2301 N Holton ST	Class A Malt & Class A Liquor License		3/16/2025, 7:00 PM	1
8	Mann Family LLC	AJ King Drive Liquor and Foods	Jatinder K Mann, Agt	2469 N Martin L King Jr DR	Class A Malt & Class A Liquor License		4/27/2025, 7:00 PM	1
9	Pepperpot on MLK, LLC	Pepperpot on MLK	Dwight A Jackson, Agt	2215 N MARTIN L KING JR DR	Class B Tavern License		4/7/2025, 7:00 PM	1
10	Lounge 340, LLC	Lush Lounge	Patrice Dickerson, Agt	340 W Reservoir AV	Class B Tavern License	77	5/19/2025, 7:00 PM	1
11	Garfields 502 LLC	Garfields 502	JEWEL CURRIE, Agt	502 W GARFIELD AV	Class B Tavern License	160	7/15/2025, 7:00 PM	1
12	Money Clip Enterprises LLC	Flame 13 Restaurant and Bar	Marvin S Bailey, Agt	2230 N MARTIN L KING JR DR	Class B Tavern License		7/30/2025, 7:00 PM	1
13	AVLI MILWAUKEE LLC	AVLI INSPIRED GREEK	Robert E Case, Agt	1818 N HUBBARD ST	Class B Tavern License		9/11/2025, 7:00 PM	1
14	MLK Dream MKE, LLC	Dream Lounge Social	Amy R Tucker, Agt	1806 N MARTIN L KING JR DR	Class B Tavern License		9/15/2025, 7:00 PM	1
15	BETTIE'S & EDDIE'S CLUB MANHATTAN	BETTIE'S & EDDIE'S CLUB MANHATTAN	VALARIE J WINGO, SP	2573 N VEL R PHILLIPS AV	Class B Tavern License	80	9/18/2025, 7:00 PM	1

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



Wednesday, December 18, 2024



Notice of Public Hearing

Blank Notice

LUKAS, Julie, Agent
Summer of '85 at 2213 N MARTIN L KING JR DR
Class B Tavern, Public Entertainment Premises and Food Dealer Licenses Application Requesting
Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, 5 Amusement Machines,
Comedy Acts, Patrons Dancing and 1 Pool Table

Tuesday, January 07, 2025 at 1:50 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 1/7/2025 at 1:50 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.

[illegible]

[illegible]

CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 306	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 307	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 308	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 401	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 402	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 407	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2215 N VEL R PHILLIPS AVE# 408	MILWAUKEE, WI 53212-3103
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A11	MILWAUKEE, WI 53212-3181
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A21	MILWAUKEE, WI 53212-3184
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A22	MILWAUKEE, WI 53212-3184
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A23	MILWAUKEE, WI 53212-3184
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A24	MILWAUKEE, WI 53212-3184
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A25	MILWAUKEE, WI 53212-3184
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A26	MILWAUKEE, WI 53212-3183
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A31	MILWAUKEE, WI 53212-3183
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A32	MILWAUKEE, WI 53212-3183
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A33	MILWAUKEE, WI 53212-3183
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A34	MILWAUKEE, WI 53212-3183
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A35	MILWAUKEE, WI 53212-3182
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A36	MILWAUKEE, WI 53212-3182
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A41	MILWAUKEE, WI 53212-3182
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A42	MILWAUKEE, WI 53212-3182
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A43	MILWAUKEE, WI 53212-3182
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A44	MILWAUKEE, WI 53212-3181
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A45	MILWAUKEE, WI 53212-3181
CURRENT OCCUPANT	2218 N MARTIN L KING JR DR# A46	MILWAUKEE, WI 53212-3181

Blank Notice

Total Records: 119

Radius 250 feet and Center of the Circle: 2213 N Martin L King Jr 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: a restaurant and bar, themed as a 1985 PopCulture space to attract and serve a diverse community of patrons
See attached business plan

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

2. Business Operations

- a. Proposed Opening Date: March 2025
- 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: Plan to seek all required licenses to operate full service bar with tobacco sales
- 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: Professional Service
- 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: Sound system designed for indoor cust

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: outside of 30 ft from the door
- b. Number of Garbage Cans: Inside: 15-20 Locations: Kitchen, bar, waitstations bathroom
Outside: 4 Locations: patio, patio bar, and waitstations
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Controlled entrance with rope on high traffic nights
- d. How many restrooms are on the premises? 4
- 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? _____ and describe the parking security plan: _____
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Chain link fence with gate and lock. Surveillance cameras and security system
- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? 2-6 and answer the following:
 What are their responsibilities? Checking IDs, keeping the calm, checking bags, addressing escalations
 Describe equipment used walkie talkies, metal detector, wand, flashlight, whistle, ID Scanner, mace
 List their License Number (s) to be determined.
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 24 and list locations: all entrances and exits, outside parameter, stairs, hallways, bar, cash registers, main floor, basement floor
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe ID scan, bag check, metal det

6. Percentage of Sales (must total 100%)

Alcohol <u>74</u> %	Food <u>25.6</u> <u>24</u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u>0.2</u> <u>1</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment <u>0.4</u> <u>1</u> %			
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____

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

Type 1

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

Type 2

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

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

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

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

Capacity 357 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

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

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

☒ Other: Describe: Bar in basement

b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____

c. Nearest Major Cross Street: Martin L. King Jr, Drive/North Ave

d. Describe Building: ☐ Free Standing Building ☐ Strip Mall ☒ Other: Connected to one other building

e. Describe Premises Structure: ☒ Single Story ☐ Multi-Story - # of Stories _____ ☐ Other: _____

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

g. Building Owner Name: Kismet Activations LLC Phone Number: 224-456-0258

Building Owner Address: 2360 N. Terrace Ave, Milwaukee WI 53212

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (if none, write 'None')	
	Open Time (Include a.m. or p.m.)	Close Time (Include a.m. or p.m.)				
Sunday	11:00AM	1:00AM	998	10-60	Before 9:00pm	21+ after 9:00pm
Monday	4:00PM	1:00AM	427	10-60	all ages	21+
Tuesday	4:00PM	1:00AM	427	10-60		21+
Wednesday	4:00PM	1:00AM	712	10-60		21+
Thursday	4:00PM	1:00AM	998	10-60		21+
Friday	4:00PM	1:00AM	1212	24-60		21+
Saturday	4:00PM	1:00AM	1425	24-60		21+

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: Kismet Activations LLC
Premise Address: 2213 N. Martin L King Jr. Dr, Milwaukee WI
Proximity of Premises to Church, School, Daycare Center or Hospital 53212

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.)? Kismet Activations LLC
- c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ 0
- 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.
- 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 _____ Ends _____
- b) Monthly rental \$ _____
- c) Do you have an option to renew the lease? ☐ No ☐ Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? _____

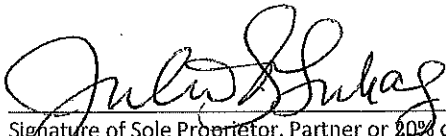
Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If not 20% or more Shareholder, Corporate Officer - print name/title and sign)

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

New and transfer of premises applicants must submit the following:

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



ADDENDUM TO ORIGINAL ALCOHOL BEVERAGE ESTABLISHMENT LICENSE APPLICATION

City Clerk - License Division
City Hall, 200 E. Wells St., Room 105
Milwaukee, WI 53202
(414) 286-2238 license@milwaukee.gov

To be completed by the individual, all partners, or the agent of a corporation/limited liability company:

Wisconsin State Statutes require that all new applicants complete a Responsible Beverage Server Training Course.

You do not need to take the course if you answer "yes" to one of the following questions and provide proof of such:

1. Within the last 2 years have you held a bartender's license in the state of Wisconsin?
☐ Yes ☒ No
2. 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? ☐ Yes ☒ No
3. Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? ☒ Yes ☐ No

IF YOU ANSWERED NO TO ALL OF THE ABOVE QUESTIONS, PROOF OF COURSE COMPLETION MUST BE PROVIDED BY SUBMITTING YOUR COURSE CERTIFICATE TO THE LICENSE DIVISION.

For course enrollment information, visit the Wisconsin Department of Revenue's website at <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.

Julie D. Lukas

Print Name of Individual/Partner/Agent

Julie D. Lukas

Signature of Individual/Partner/Agent

Office Use Only

Initials _____ Date Filed _____ Application # _____

**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: **Kismet Activations, LLC**

Premises Address: **2213 N Martin L. King, Jr. Drive**

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):**

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

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: beef, chicken, seafood, cheese, dairy, shellfish, vegs, bread

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 7
- ☒ 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: Changing over from sports bar to 80's inspired
- Start date: open
- Name, Address & Phone Number of Architect: milwaukee, wi 53212 (414) 249-4881
- Name, Address & Phone Number of Contractor: _____

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:

- X I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- X 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.
- X 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.
- X 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.
- X 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: Julia Sulez

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: 2213 N. Martin L King Jr Dr.

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

- | | | | |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians | <input type="checkbox"/> Battle of the Bands | <input type="checkbox"/> Dancing by Performers | <input checked="" type="checkbox"/> Amusement Machines
How many? <u>5</u> |
| <input checked="" type="checkbox"/> Bands | <input checked="" type="checkbox"/> Comedy Acts | <input type="checkbox"/> Adult Entertainment/
Strippers/Erotic Dance | <input type="checkbox"/> Concerts
Approx. # per year? _____ |
| <input type="checkbox"/> Bowling Alley
How many? _____ | <input checked="" type="checkbox"/> Disc Jockey | <input type="checkbox"/> Wrestling | <input type="checkbox"/> Theatrical Performances
Approx. # per year? _____ |
| <input checked="" type="checkbox"/> Pool Tables
How many? <u>1</u> | <input type="checkbox"/> Magic Shows | <input type="checkbox"/> Patron Contests | <input checked="" type="checkbox"/> Jukebox |
| <input type="checkbox"/> Motion Pictures (movies by
admission) - How many? _____ | <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:

At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: Sound system designed for internal customers

LEGAL CAPACITY OF PREMISES

357 (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 rule, law or regulation of the city of Milwaukee and State of Wisconsin.

[Signature]

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

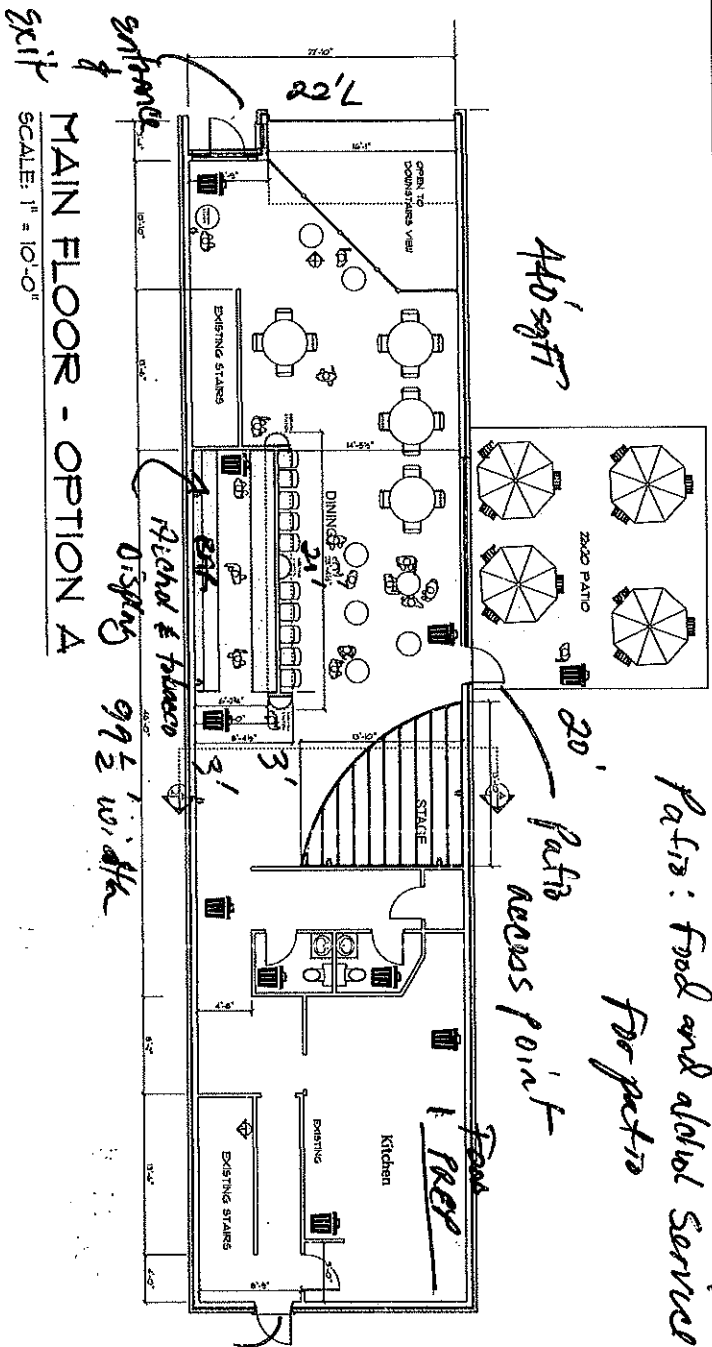
Office Use Only:

Initials: _____ Filed: _____ App: _____

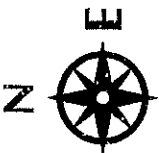
Only PEP? ☐ No ☐ Yes If Yes, ☐ Queue to MPD and ☐ Email Mgrs/Team Lead (must be heard w/in 60 days)

10/1/24

King Drive



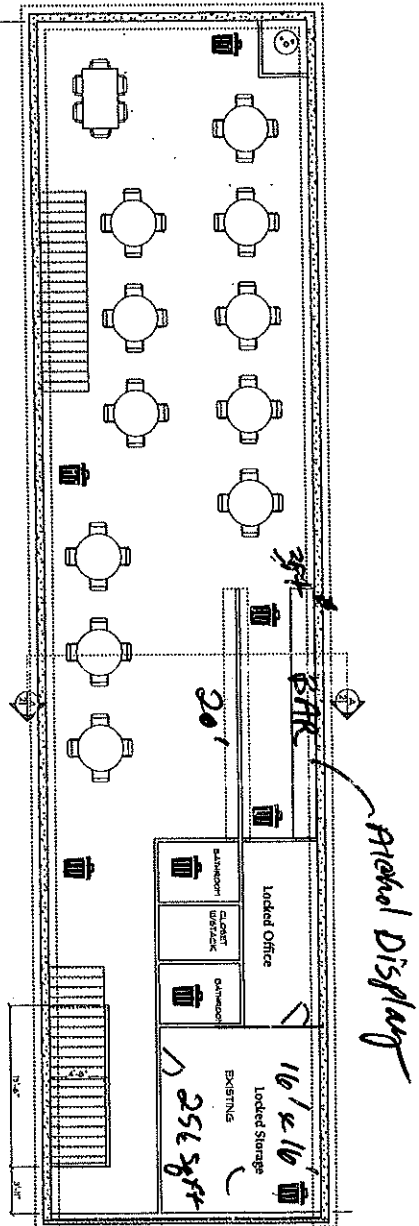
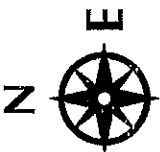
Kismet Activations, LLC
Summer of '85
2213 N. Dr. Martin Luther King Jr. Drive
3062 Sqft



Emergency exit only

10/1/24

King Drive



DOWNSTAIRS - Option A

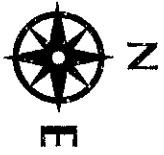
Kismet Activations, LLC

Summer of '85

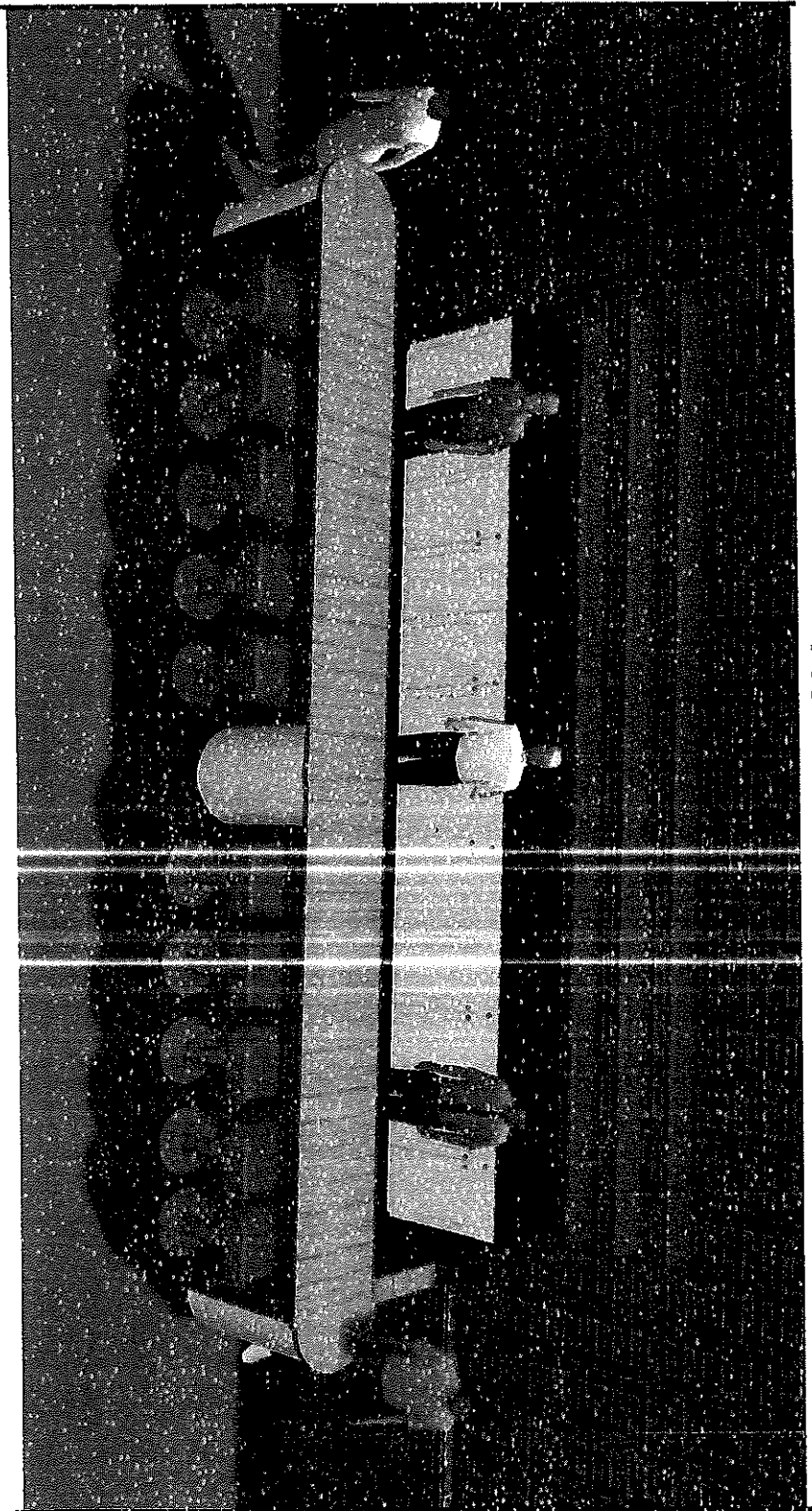
2213 N. Dr. Martin Luther King Jr. Drive

3062 Sqft

North Ave



North Ave



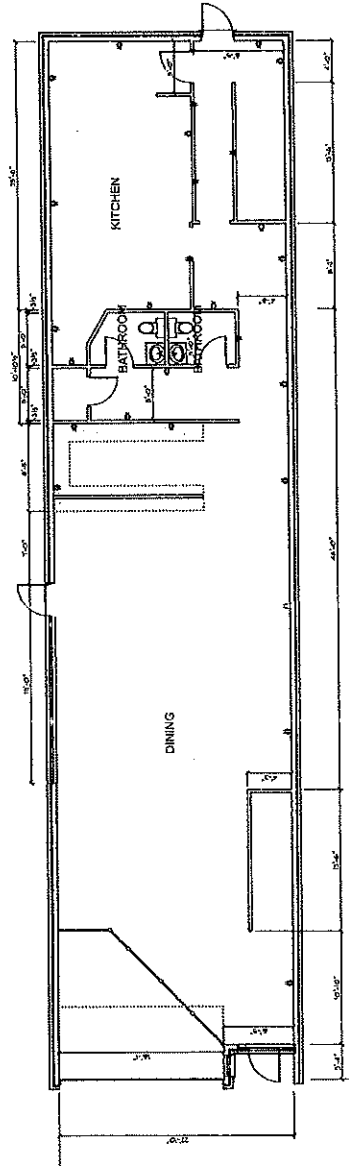
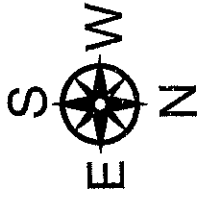
King Drive

Kismet Activations, LLC

Summer of '85

2213 N. Dr. Martin Luther King Jr. Drive
3062 Sqft

Main Floor - Option A



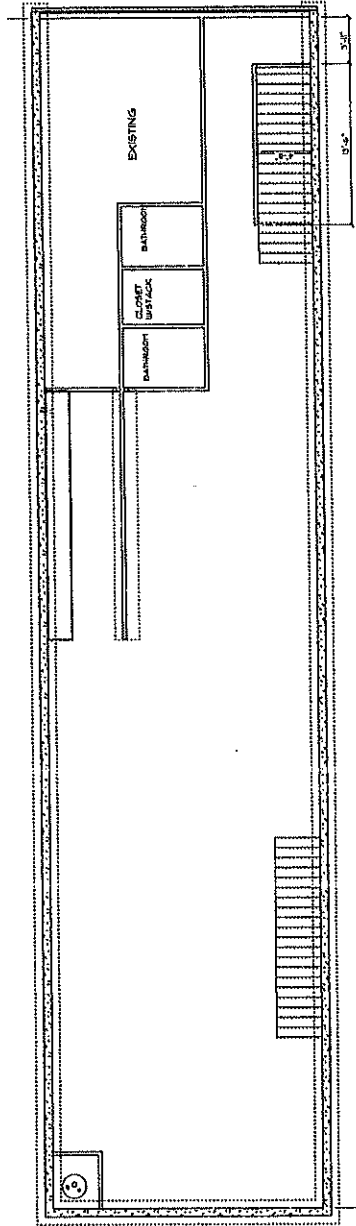
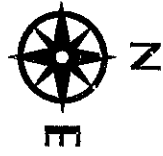
MAIN FLOOR Existing

SCALE: NOT TO SCALE

Kismet Activations, LLC
Summer Of '85
2213 N. Dr. Martin Luther King Jr. Drive
3062 Sqft

King Drive

North Ave.



BASEMENT - EXISTING

SCALE: 1" = 10'-0"

Kismet Activations, LLC

Summer of '85

2213 N. Dr. Martin Luther King Jr. Drive

3062 Sqft

North Ave

King Drive

Entrees

Truffle Shuffle \$17⁹⁵

Grilled Smash Beef Patty, topped with mushrooms, arugula, truffle aioli, and provolone cheese served on a brioche bun (Make it deluxe: Bacon, Tomato and Onion \$3)

The Hulk Hoagie \$15⁹⁵

Our grilled smash beef patty, sliced in a grilled hoagie bun with avocado spread, pickled red onion with a chipotle, horseradish drizzle

Louisiana Po' Boy \$17⁹⁵

Deep fried jumbo scrimps served on a grilled hoagie bun. Lettuce, Tomato, Wisconsin pickle slices and our *low-down* mayo spread

Totally Tubular Tacos \$16⁹⁵

3 tacos filled with our lime grilled chicken, Mexican chihuahua cheese, topped with cabbage, pickled red onion, cilantro, diced onion topped with a spiked crema drizzle

The Barbarian \$15⁹⁵

Chicken Caesar salad wrap served with sliced green olives, pepperoncini peppers, bacon crumbles and (Trust us it's good)

The Dojo \$15⁹⁵

Citrus chicken green wrap with lettuce, cabbage, wonton crisps, sliced carrots, scallions and your choice of a Thai or sesame ginger drizzle.

Desserts

FYO Easy Bake Oven Cake \$9⁹⁵

Chocolate lava cake served with a side of Momma's frosting (strawberry, chocolate or vanilla)

After Midnight Cookies \$8⁹⁵

A mini mound of home baked mini cookies served with a side of Gizmo and Stripe drizzle.

Add a double scoop of vanilla ice cream for \$4

Seeking Susan Sundae \$7⁹⁵

A double scoop of Wisconsin churned ice cream, topped with chocolate and caramel drizzle, crushed walnuts, whipped cream..... Oh! And a cherry on top

Rowdy Root Beer Float \$7⁹⁵

Wisconsin ice cream served in a tall ass glass, filled with Sprecher Root Beer

We prefer you drink it with no straw, but do you!

Spike that ish with a shot of Stoli Vanilla \$5 per shot

Signature Cocktails

Karamel Chameleon \$18

Maker's Mark with smoked cream & a shot of Salted Carmel Bailey's for good karma

Sixteenth Candle \$14

An Innocent mix of Botanist Gin, aromatic bitters, strawberry puree' and elderflower tonic

Red Dawn \$12

Cazadores, orange juice, pineapple puree, splash of club soda topped with a drizzle of cherry liqueur

Ice Man \$14

Our Version of the American classic... the Long Island Iced Tea. Premium spirits, orange liquor, sour mix, filled with a Sprecher Root Beer

Ektoplasm \$16

Hennessey Cognac mixed with Hypnotic and a splash of coconut liqueur "Who you gonna call?"

Purple Rain \$14

Stoli raspberry vodka, blue curacao, cranberry with a splash of club soda

Kismet Activations LLC

Business Plan

Julie Lukas, Beneficial Owner and Operator

July 2024

Legal Structure: Kismet Activations LLC, Milwaukee Wisconsin

DBA: Summer of '85

Executive Summary

We are a minority and female owned business with every intention to make a lasting and positive impact on the city we love! Our purpose is to diversify the entertainment options in the Milwaukee area, adding dining and entertainment that bring together people of all generations and backgrounds to engaging environments where they can have great food, enjoy libations, and find joy in things that connect people at a human-level. A level that has seemed to be lost with the birth of the technology era.

With a multi-concept, long-range plan, we hope to draw people to our beloved city, Milwaukee, for years to come. Leveraging a phased approach, we plan to open, stabilize, and expand our footprint. Our first concept and investment will be Summer of '85.

The Concept ~ Summer of '85

Let us begin in 1984: Global culture changed in a way that has had a lasting impact and is still relevant today. Spawned from the minds of rebels, and boundary blind creatives, 1984 was a year when thinking outside the box became "thinking outside the box." Apple ran it's first ad for the Macintosh computer, *Karma Chameleon* hit number one on the US Billboard charts, Bruce Springsteen released his seventh album, *Born in the USA*. Tetris was released. The first female pilot of a 747 made her maiden flight and the first American female performed a spacewalk. The Summer Olympics in LA hosted a record-breaking 140 countries where Mary Lou Retton scored a perfect 10 on her final vault. Happy Days "jumped the shark." Hit songs *Like a Virgin*, *I Just Called to Say I Love You*, and *When Doves Cry* were all released.

Pop culture was redefined with more top movies than any year had seen before, with blockbusters like *Terminator*, *Ghost Busters*, *Purple Rain*, *The Neverending Story*, *A Nightmare on Elm Street*, *Revenge of The Nerds*, *Policy Academy*, *Beverly Hills Cop*, *Gremlins*, and *Sixteen Candles*... All of this to say, 1984 set up the cultural explosion that took place in the Summer of '85.

We would like to harness the spirit and vibe of that 1985 culture explosion by creating a destination restaurant and bar focused on bringing people together, whether they are reminiscing, or wishing they were there, the 80s were an unforgettable time, specifically in 1985.

We imagine a venue where "better than boxed" TV dinners are served...in front of a TV playing MTV, where you can grab an Ectocooler and enjoy playing a game of pinball. What if you could enjoy an Easy Bake oven dessert wearing jelly bracelets from the vending machine near the restrooms? We imagine a place where we can share our experiences as free-range children with people from our parents' generation who were working, partying, and starting businesses during the same time. I imagine my partner recalling walking down Burleigh Street in partially dry clothes to catch the City Bus at the age of 5, seeing neon signs in local dive bars and carrying his Scooby Doo lunch box with a thermos of Campbell's Chicken Noodle Soup. Everyone who was alive during the 80s has common experiences that shaped us, and generations that have come since have heard the stories, watched the movies, listened to music, or sported a Members Only jacket from the 80s.

- **Food Experience:** Simple yet effective. Our intentions are to offer a “short & sweet” approach to our food selections. A three paged menu concept was never to our preference. Harkening back to common foods of the 80’s, we will provide guests with a familiar yet modern twist to old favorites like TV dinners, Lunch Box sandwiches, and Easy Bake Oven desserts. Our intent is to further attract guests with spirits of nostalgia and N/A beverages inspired by important 80’s Pop Culture, events and entertainment such as an Ektoplasm, Red Dawn, 16th Candle, Purple Rain, Karamel Chameleon, The Hulk, Breakfast Club, and The John Conner. All cocktails inspired by a little bracket of time.

See appendix for our food and cocktail menus

- **Hours of Operation:** Opening daily at 4:00PM and closing at 2:00AM every day except Sunday when we will close at midnight, we believe we will attract a diverse audience of people, either as a part of their evening entertainment, or as a main attraction.
- **Curated and Private Events:** We plan to offer event space for local businesses, affiliation groups, cooperate foundations and families celebrating special moments. We plan to support local artists such as 80s cover bands, jazz musicians, and comedians, as well as hosting special attraction events such as Back to the Future night where people can come and dance to current day music by virtue of our Flux Capacitor. (catering menu and portion sizing)
- **Ambiance:** Décor will be very in line with 80s styles and serving staff will use 80s slang such as “gnarly”, “bodacious” “radical” and “Totally.” Music and television entertainment will be sourced from a library of options starting in January 1984 through September of 1985.
- **Employment:** From servers and bartenders to cooks and management, we plan to employ local individuals who are experienced in creating brilliant customer experiences and pay special attention to the details. We plan to include a door attendant from the hours of opening to close to ensure adherence to age and cover standards as well as floor ambassadors to ensure a safe and engaging environment for themselves and our guests. Prior to opening, our plan is to have 10-15 enthusiastic staff members, with our pleasure of creating new jobs in the city of Milwaukee.
- **Security Plan:** In an establishment that serves alcohol, it is vital that all staff are equipped with the necessary skill to recognize and identify patrons that display signs of depression, aggression, hyper euphoria or anger as a result of any level of alcohol consumption. It is the goal of Summer of ’85 to create and maintain a fun, memorable and safe environment for employees and guests. with zero exceptions. To ensure a safe and inviting atmosphere we plan to employ between 2 to 6 licensed security personnel equipped with ID scanners, metal detectors, wands, and other PPE. These professionals will authenticate age during age restricted operating hours depending on time, day and occasion. We will work effortlessly to keep a calm and fun environment, deescalate situations, and work to remove disorderly individuals using communication, interaction, behavior analysis, with every intent toward de-escalation. In addition, all entrances, interior parameters, outside seating and walk areas, parking lots, hallways, the bar, cash

registers, and back-office locations will be under surveillance with 24 to 32 security cameras and a professional security monitoring system including intentional lighting strategies to reduce potential areas of vulnerability.

Outside security: A strong and visible outside security presence is necessary to cover all fascists of safety. Equipped with security vehicle, walkie comms and Extra strobe lighting to uncover dark areas. Along with additional surveillance cameras, we plan to create a safe environment for employees, staff and neighbors.

Additionally, Lead Staff Members will be required to obtain a responsible beverage certification and assigned the task, with management help, to relay expectations.

- **Venue:** Approx. 5000 sqft, Two-story with patio venue with the top floor naturally being the main entertaining area including a large bar, booths, tall tops and dining tables for approximately 170 people, but we will only target and seat half that capacity. Lower level will have a long bar with seating and lounge area as well as tall tops and tables, seating approximately 100 people. We will only accommodate a comfortable and sustainable capacity. In addition, we have access to an outdoor patio area with capacity of 50 people. This will result in an ideal and comfortable 250-person capacity.
- **Location:** Our business will be located in the Bronzeville Neighborhood of Milwaukee, walking distance to the historic Bunker Hill neighborhood. The surrounding area has the following demographics within a 5-mile radius:
 - o Average age 35.2
 - o Average household income \$65,502
 - o Median home value of \$156,000
 - o Annual spend on Food and Alcohol \$1,155,898 (more than any other specified spending category)
 - o About 60% of the population in the area are employed as Management, Educators, Healthcare, and Service Industry professionals.
 - o More than 70% of the population travels less than 30 minutes for work.
 - o Business makeup of the area is dominated by services (barber shops, salons, other services), restaurants, and retail, to serve the daily population of ~156,000 people within a 3-mile radius.
- **Inflation Adjustments:** With the ever-changing costs of goods since Covid-19 and other variants such as wholesale prices and dramatically higher wage demands, we have accounted for inflation in our food and cocktail revenue and expense growth at a more aggressive rate than the 5% projected growth of clientele.

Company Advantages

The Bronzeville area is undergoing community improvements, driven by local investment by cultural centers in the area, including the Jewish Community Center. There is a strong drive to add venues of interest, such as themed venues and live music to enrich the neighborhood. This area is known as the hub for jazz music in the city and has hosted such artists as Louis Armstrong and Billie Holiday. With close access to Interstate 43 and the Park East freeway, this location is traversed by many diverse people each day. This area is known as a place where art and entrepreneurship intersect.

In addition to our location, the background of our owners is very diverse and complimentary. Paul has 20 years of experience working in progressively larger roles in the Restaurant and Bar industry. Starting as a Bar Back at the age of 26, he progressed through many roles which eventually led him into the Bar Consulting space. Paul has consulted on the opening of several local bars, including SkyBox, the original business at the location we are pursuing. Paul is a licensed Bartender in good standing with the City of Milwaukee.

Julie is a businesswoman who has worked in many diverse fields from banking and retail to healthcare. She currently is a Vice President at Abbott Laboratories and runs a P&L of \$470 million in revenue and \$306 million in expense as the head of the Global Service business in the Core Diagnostics division. She grew up in a family-owned business as is very familiar with the advantages, and stressors of running a business. She also spent 14 years of her career in HR and brings with her a background in Human Resource management. She holds a degree in Business Management with an emphasis in HR and a double major of Finance.

Regulations

We must meet all Federal and State regulations concerning the Food Beverage Service industry, including health standards, liquor licensing, and responsible serving, as outlined in the 2023 Wisconsin Act 73, governed by the Division of Alcohol Beverages, and the resulting Statutes Chapter 125 and 139 as well as administrative code Tax 7 and 8.

Intellectual Property Rights

Kismet Activations LLC is seeking trademark for the name *Summer of '85* and is actively using this name for our web domain "Summerof85.net" and multiple social media accounts.

Marketing

- Growth Strategy: In order to meet the projected 5% year over year growth, we see the need for a multifaceted marketing approach. Our first and most important source of growth is referral business. We plan to provide high-quality, fun, and unique experiences that bring in repeat customers, and a strong referral base. VIP seating and the perception of exclusivity will maintain

longer, higher revenue producing visits from locals. Second, our use of social media via our accounts, account tagging, and influencers will attract out of town, or Milwaukee fringing suburban clientele to our unique experiences and celebrations of diversity within the city. Finally, sponsorship of local festivals, neighborhood events, block parties, and local artists and musicians, will draw in travelers, from broader areas within southeastern Wisconsin and Northern Illinois.

- Communicating with the Customer: Our primary form of customer communication will be via social media and our website. Through these platforms we will provide up to date information on special events, and upcoming happenings. Additionally, we will leverage our artist and musician base to communicate to broader audiences to achieve draw and affinity related traffic.
- Activating the Community: We love the city of Milwaukee. Pouring into the heart of the city is important to us. That's why we believe community service and attachment to local events and artists is critical to our dream of making a mark on the city and it's people. Days of service and volunteerism will be a paid requirement for our employees. Each employee will receive 8 hours of pay for community service twice per year to ensure we remain connected to the community we serve.

Appendix 1 - Menu

Appetizers

Teenage Mutant Mozzarella Sticks \$8⁹⁵

Mozzarella cheese wrapped in wonton, deep fried and served with a side of marinara sauce or ranch

Take These Broken Wings \$13⁹⁵

Deep fried then grilled chicken wings served with our homemade TripleB Sauce

Add parmesan steak fries \$5

Sorta Kinda Wings \$10⁹⁵

Battered & Fried Cauliflower "wings" served with our homemade Triple B Sauce. ½ LB or 1 LB (Vegan option not available)

Wisconsin Chachi Curds \$8⁹⁵

Battered & fried cheese curds served with a splash of Joanie drizzle.

Totcho Man Ranchy Savage \$14⁹⁵

Tayder tots topped with, oozy cheese sauce, shredded cheese blend, bacon, ranch sour cream drizzle, green onion and black olives.

Piggie Poppers \$7⁹⁵

Deep fried, halved pickles stuffed with cream cheese and salami, served with our house TripleB Drizzle.