

# GRANVILLE-HAVENWOODS ADVISORY COUNCIL BUSINESS QUESTIONNAIRE

Date 02/16/2026
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The Granville-Havenwoods Advisory Council reviews plans and proposals for redevelopment projects in the Granville-Havenwoods Development Area for consistency with the goals, needs, and desires of the Granville-Havenwoods community and its residents, businesses, property owners and other stakeholders. The Granville-Havenwoods Development Area is bounded by W. County Line Road, Good Hope Road, N. 43rd Street, and N. 107th Street. Additionally, the council would like to be informed of new businesses or developments coming into the Granville-Havenwoods Development Area or altering operations within the area. The council would like to review those businesses/developments and possibly offer recommendations or provide input on them. Any recommendations made by this council are advisory only to other required processes.

Please be prepared to present on your business or proposed business for roughly 5 minutes. If you are not confident in your command of English, please bring a translator with you. Applicants must meet with the local Council member prior to appearing at this meeting and may be moved to the next meeting date, if the meeting runs long

<b>Individual Name:</b> <small>INCLUDE ALIASES AND PRIOR NAMES</small> Shontell Hayes
<b>Email:</b> shontellh98@gmail.com
<b>1. What is the legal name and D/B/A name of your business?</b>  Upscale Investments LLC
<b>2. What is the address of your business or proposed business?</b> 6900 W Brown Deer Rd. Milwaukee, WI 53223
<b>3a. Are you a new or existing business?</b>  This will be a new business location operating under my LLC.
<b>3b. How many years have you been in business?</b>  Operating under my LLC since 2023
<b>4. Describe the product(s) or service(s) you offer.</b> <small>Include specific activities to be held at the proposed location. Include all licensing needed/applied for.</small> Upscale Investments LLC will offer a private event venue for pre-booked events such as: Birthday parties, baby showers, weddings/receptions, graduations, repasts, corporate meetings, workshops, community events and similar events. This venue will provide event space rental, as well as optional decor services. Events will be private and reservation based only. This business will require a class B Tavern license. All occupancy, fire, and building inspections will be completed prior to opening.
<b>5. What problem does your business solve?</b> My business will provide a safe, structured, and professional venue option for residents and small businesses in the area. This would eliminate the problem of limited legitimate event spaces in the district, which often leads to informal gatherings within residential areas. My Business will offer controlled capacity limits, security as needed, noise management, and compliance while supporting safe celebrations in a commercial setting rather than residential disruption.
<b>6a. How will you involve the community?</b> Upscale Investments LLC will involve the community by partnering with local businesses, vendors, and community groups. Hosting occasional community workshops and networking events. As well as offering discounted rates for local nonprofits.
<b>6b. How will you give back to the community?</b> This business will pour back into the community by supporting local small businesses and vendors by allowing pop-up shops. Participate in district events and neighborhood meetings. Addressing all business related concerns. I will also maintain a clean, well maintained property.

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<p><b>7. What are the business hours of operation?</b> The proposed hours for this business would be Sunday-Thurs 10am-10pm Friday-Saturday 10am-12am if permitted.</p>
<p><b>8. Who is your target audience?</b> The target audience includes families hosting celebrations; small business hosting meetings, workshops, trainings, and networking events; community organizations and nonprofits; local artist and entrepreneurs seeking an event space.</p>
<p><b>9a. Why do you want your business to be located within the 9th district?</b> I would like my business to be located within this district because the 9th district is filled with growing businesses that showcases the district in a positive light. The 9th district has a limited amount of event venues that are willing to be compliant, professional, and obtain a modern space for the community. This business will allow me to invest and contribute positively to the district's continued success and growth.</p>
<p><b>9b. How will your business improve the 9th district?</b> Upscale Investments LLC will bring positive foot traffic to surrounding businesses; provide an event venue that is safe and structured which would reduce informal gatherings in residential areas; maintain a clean and professional property.</p>
<p><b>10. Who will maintain the exterior premise of your establishment?</b> The exterior will be managed by the property owner as well as the business owner. This includes regular trash removal, snow removal, landscaping maintenance and daily upkeep to ensure cleanliness and safety.</p>
<p><b>11. Are you leasing or buying the building where your business will be located?</b> I will be leasing the property under my LLC.</p>
<p><b>12. Describe your security design.</b> Security will include surveillance cameras on both the exterior and interior on the property; Contracted professional security for events as needed; ID verification for events involving alcohol; Controlled capacity for all events; No loitering policy; Noise monitoring procedures.</p>
<p><b>13. Does your proposal involve any City approvals? If so, what are those approval processes?</b> Yes, the proposal will require rezoning and/ or special use approval to allow an event space at the proposed location. The proposal will also require an occupancy permit to establish capacity, building and fire inspections for safety compliance, and alcohol licensing. I am fully prepared to complete all required steps in order to comply with city regulations prior to opening.</p>
<p><b>14. What is the project timeline or schedule for your development or business, including any City approvals that are required?</b> The projected timeline for my business would be as follows: secure lease for the proposed location submit applications for all required permits complete all required inspections. Estimated opening within 60-90 days after approval and inspections.</p>
<p><b>15a. Do you have a written business plan?</b> Yes, I have a written business plan that outlines operations, marketing, financial projections and compliance procedures.</p>
<p><b>15b. Does your plan include a marketing plan?</b> Yes, I plan to use marketing strategies such as: Social media advertisement, partnerships with local businesses and vendors, community networking, online booking system, incentives for referrals.</p>
<p><b>15c. Are you doing financing? If yes, with whom?</b> The project is primarily funded through personal investment, with additional SBA- supported financing to assist with startup and operating expenses.</p>
<p><b>15d. What is your plan on hiring and how many full/part-time employees?</b> Initially the business will require 2-3 part-time event staff, contracted security as needed, and part-time cleaning staff. As the business progresses and grows additional staff may be added.</p>

**15e.** Are you going to hire within the community and how do you plan to recruit/train these individuals?  
Yes, hiring individuals from the community will be a priority. I will recruit these individuals by local job advertisement, direct referrals from the community, as well as partnering with local workforce programs. Training will include customer service, safety procedues, and event operations.

**15f.** What insurance coverage do you have?  
The business will obtain and maintain commercial general liability, liquor liability, and property insurance.

**16.** If needed, have you contacted the Department of Public Works?  
Yes, I am in process of coordinating with DPW as needed regarding occupancy, signage permits, and all other property related requirements.

**17.** Do you have a contractor for plumbing, HVAC, and architect? If yes, who are they?  
The proposed improvements are primarily cosmetic, which includes interior finishes, minor updates and decor enhancements. I anticipate no major structural, plumbing, or HVAC modifications at this time. If any work is required to remain compliant, licensed and insured contactors will be used. All required city inspections will be obtained prior to operation.

**18.** Have you obtained your seller's permit?  
All required permits will be obtained prior to operation.

**19.** Have you registered with the Department of Financial Institutions?  
Yes, My LLC is registered with the WDFI.

**20.** Do you have an accountant and a lawyer? If yes, who are they?  
I am in the process of establishing relationships with licensed accounting and legal professionals to ensure proper financial management and compliance.

**21.** Do you currently have any unpaid financial judgments against you personally or any businesses you are involved with and/or in?  
If the questionnaire is not answered in full you will not be recommended to proceed in the process.  
No, I do not have any unpaid financial judgements personally or through my LLC.

# GRANVILLE-HAVENWOODS ADVISORY COUNCIL INDIVIDUAL QUESTIONNAIRE

Date 02/16/2026
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All individuals involved in the business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your application or renewal is not complete until all required Individual Questionnaires are submitted.

<b>Part A: Business Information</b>				
1. Legal Business Name (individual name if sole proprietor) Upscale Investments LLC				
2. Business Trade Name or DBA N/A				
3. Entity Type (check one)				
<input type="checkbox"/> Sole Proprietor	<input type="checkbox"/> Partnership	<input checked="" type="checkbox"/> Limited Liability Company	<input type="checkbox"/> Corporation	<input type="checkbox"/> Nonprofit Organization

<b>Part B: Individual Information</b>				
1. Last Name Hayes		2. First Name Shontell		3. M.I. S
4. Relationship to Business (Title) Owner		5. Email shontellh98@gmail.com		6. Phone 4147316049
7. Home Address 4876 N 20th ST.				
8. City Milwaukee		9. State WI	10. Zip Code 53209	11. Date of Birth 09/28/1998
12. Driver License/State ID Number H200-7979-8848-02			13. Driver License/State ID State of Issuance WI	

<b>Part C: Address History</b>					
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No					
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application? .....				Years 27	Months
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1 1919 N 24th ST.		City Milwaukee		State WI	Zip Code 53205
Previous Address 2 447A S 86th st.		City Milwaukee		State WI	Zip Code 53214
Previous Address 3		City		State	Zip Code
Previous Address 4		City		State	Zip Code
Previous Address 5		City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State WI	County Milwaukee	State	County	State	County
State	County	State	County	State	County

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