



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

Wednesday, February 21, 2024

COMMITTEE MEETING NOTICE

AD 04

MAISTELMAN, Michael S, Agent
FBR Management, LLC
7524 N Navajo Rd
Fox Point, WI 53217

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

Tuesday, March 05, 2024 at 02:15 PM

The access code is <https://meet.goto.com/453468061>. If you wish to call in: +1 (571) 317-3122 and use Access Code: 453-468-061
Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Temporary Public Entertainment Premises License Applications Requesting Disc Jockey and Bands for July 26 & 27, 2024 as agent for "FBR Management, LLC" for "Harley Davidson Homecoming Festival 2024" at 1010 N LINCOLN MEMORIAL DR.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

Notice for applicants with warrants or unpaid fines:

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing. You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Date: 2/12/2024
Officer: Plumley

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

Name of Premise: Harley Comecoming
Address: 1010 N Lincoln Memorial Dr
Phone:

Owner: FBR Management LLC
Owner address: 801 Springdale Rd
City State Zip: Austin Tx 78702
Owner Phone:
Owner email:

Licensee/Agent: Michael Maistelman
Home Address: 7524 N Navajo Rd
City State Zip: Fox Point WI 53217
Phone: 414-333-9700
Email:

Preferred contact: Phone

Location currently open: YES NO

Projected open date: 7/22/2024

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

Hours of Operation: Sun: 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri: 1PM-12A
Sat: 1PM-12A

Premise Type: Tavern/Bar
 Restaurant
 Other: Park

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:
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: 30 Days
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: Unknown
- 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:

Veterans park will have events for the 2024 Harley Homecoming. The Agent is still working out details as far as security is concerned, but will definitely have security guards and possibly camera surveillance towers.

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	40		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	WOMANS CLUB OF WISCONSIN	WOMANS CLUB OF WISCONSIN	Patti L Muccio, Agt	813 E KILBOURN AV	Class B Tavern License	500	2/9/2024, 6:00 PM	1
2	Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License		3/22/2024, 7:00 PM	1
3	Milwaukee Art Museum, Inc	Milwaukee Art Museum	Christina M Gaskey, Agt	700 N Art Museum DR	Class B Tavern License	2,133	2/28/2024, 6:00 PM	1
4	MILAP, INC	SMITH BEER & LIQUOR MART	AMARJIT S KALSEY, Agt	1413 E BRADY ST	Class A Malt & Class A Liquor License		3/21/2024, 7:00 PM	1
5	NOMADIC VENTURES, INC	NOMAD WORLD PUB	MICHAEL J EITEL, Agt	1401 E BRADY-1668 N WARREN ST	Class B Tavern License	99	3/8/2024, 6:00 PM	1
6	M DE PALMA, LLC	MONICA'S ON ASTOR	MONICA J DE PALMA, Agt	1228 N ASTOR ST	Class B Tavern License	159	4/9/2024, 7:00 PM	1
7	COMET CAFE, INC	COMET CAFE	VALERIA LUCKS, Agt	1943-47 N FARWELL AV	Class B Tavern License	160	4/17/2024, 7:00 PM	1
8	MKE Twisted LLC	Twisted Cafe	Melissa S Latavong, Agt	1505 N Farwell AV	Class B Tavern License		3/29/2024, 7:00 PM	1
9	JC CAPITAL SAINT BIBIANA LLC	St. Bibiana/St. Bibi	JENO J CATALDO, Agt	1327 E BRADY ST	Class B Tavern License		4/28/2024, 7:00 PM	1
10	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class C Wine Retailer's License		4/23/2024, 7:00 PM	1
11	JC Capital Dorsia LLC	Dorsia	JENO J CATALDO, Agt	1301-07 E Brady ST	Class B Tavern License	199	4/24/2024, 7:00 PM	1
12	Bharat Enterprise, Inc	Bharat Mart	RAVI SACHDEVA, Agt	1556 N Farwell AV	Class A Malt & Class A Liquor License		5/2/2024, 7:00 PM	1
13	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class B Fermented Malt Beverage Retailer's License		4/23/2024, 7:00 PM	1
14	ROCHAMBO, LTD	ROCHAMBO COFFEE & TEA HOUSE	MICHAEL R HONKAMP, II, Agt	1317 E BRADY ST	Class B Tavern License	110	6/13/2024, 7:00 PM	1
15	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2024, 7:00 PM	1
16	M P ON BRADY, INC	CLUB BRADY	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	143	6/29/2024, 7:00 PM	1
17	MILWAUKEE COUNTY WAR MEMORIAL, INC	MILWAUKEE COUNTY WAR MEMORIAL CENTER	Laurieann Kildegaard, Agt	750 N LINCOLN MEMORIAL DR	Class B Tavern License	240	6/29/2024, 7:00 PM	1

18	SORFCO, LTD	THE KNICK	ELIAS G CHEDID, Agt	1030 E JUNEAU AV	Class B Tavern License		6/27/2024, 7:00 PM	1
19	UNIVERSITY CLUB OF MILWAUKEE	UNIVERSITY CLUB OF MILWAUKEE	JOSEPH G CORAGGIO, Agt	924 E WELLS ST	Class B Tavern License	150	7/9/2024, 7:00 PM	1
20	JOEY C'S, INC	JO-CAT'S PUB	PATRICIA A CATALDO, Agt	1311 E BRADY ST	Class B Tavern License	220	6/29/2024, 7:00 PM	1
21	J & S Malone, LLC	Malone's on Brady	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	80	7/21/2024, 7:00 PM	1
22	BUCKLEY'S KISKEAM INN, LLC	Buckley's	MICHAEL V BUCKLEY, Agt	801-09 N CASS ST	Class B Tavern License	65	7/29/2024, 7:00 PM	1
23	Bollywood Grill, LLC	Bollywood Grill	MANJIT SINGH, Agt	1028-30 N Jackson ST	Class B Tavern License		7/21/2024, 7:00 PM	1
24	HARP AND EAGLE, LTD	COUNTY CLARE	GREGG W STEFFKE, Agt	1234 N ASTOR ST	Class B Tavern License	160	9/19/2024, 7:00 PM	1
25	Jack's American Pub, LLC	Jack's American Pub	SCOTT A SCHAEFER, Agt	1323 E Brady ST	Class B Tavern License	240	7/29/2024, 7:00 PM	1
26	TUDY-BART, LLC	BACCHUS-A BARTOLOTTA RESTAURAN T	CHRISTIAN M DAMIANO, Agt	925 E WELLS ST	Class B Tavern License	200	9/21/2024, 7:00 PM	1
27	SATGUR CORPORATIO N, INC	MAHARAJA RESTAURAN T	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300	9/21/2024, 7:00 PM	1
28	WURSTBAR MKE LLC	WURST BAR	SCOTT A SCHAEFER, Agt	1239 E BRADY ST	Class B Tavern License		10/10/2024, 7:00 PM	1
29	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	1119 N Marshall ST	Class B Tavern License		10/31/2024, 7:00 PM	1
30	SHANK HALL, INC	SHANK HALL	TRACY L ROE, Agt	1434 N FARWELL AV	Class B Tavern License		10/30/2024, 7:00 PM	1
31	HAR FATEH, INC.	Turmeric Indian Cafe & Bar	Paramjit Kaur, Agt	1014 N Van Buren ST	Class B Tavern License		10/28/2024, 7:00 PM	1
32	FAMOUS CIGAR, LLC	FAMOUS CIGAR	JOHN PIETTE, Agt	1213 E BRADY ST	Class B Tavern License		11/5/2024, 6:00 PM	1
33	VICTOR'S ON VAN BUREN, INC	VICTOR'S	Vic R Jones, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	11/8/2024, 6:00 PM	1
34	JCTH, INC	CAFE AT THE PLAZA	BENJAMIN T CRICHTON, Agt	1007 N CASS ST	Class B Tavern License		11/23/2024, 6:00 PM	1
35	ASCENT BAR MKE LLC	Ascent Bar	TIM B GOKHMAN, Agt	700 E KILBOURN AV	Class B Tavern License		11/19/2024, 6:00 PM	1
36	MEGA MARTS, LLC	METRO MARKET #371	Matthew M Conrad, Agt	1123 N VAN BUREN ST	Class B Tavern License	65	8/30/2024, 7:00 PM	1

37	Dubbel Dutch, LLC	Dubbel Dutch Hotel	Kaelyn M Cervero, Agt	817-819 N MARSHALL ST	Class B Tavern License		11/21/2024, 6:00 PM	1
38	METCALFE RESTAURANT, INC	The Pasta Tree Restaurant & Wine Bar	SUZZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75	12/18/2024, 6:00 PM	1
39	WOMANS CLUB OF WISCONSIN	WOMANS CLUB OF WISCONSIN	Patti L Muccio, Agt	813 E KILBOURN AV	Class B Tavern License	500	2/9/2025, 6:00 PM	1
40	KEN ELLIOT'S, INC	SCOOTERS PUB / DUKES ON WATER	JAMES A BAADE, Agt	150-58 E JUNEAU AV	Class B Tavern License	400	1/29/2025, 6:00 PM	1

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



Wednesday, February 21, 2024



Notice of Public Hearing

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MAISTELMAN, Michael S, Agent
Harley Davidson Homecoming Festival 2024 at 1010 N LINCOLN MEMORIAL DR
Class B Tavern and Temporary Public Entertainment Premises License Applications Requesting
Disc Jockey and Bands for July 26 & 27, 2024

Tuesday, March 05, 2024 at 2:15 PM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 3/5/2024 at 2:15 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
BUSINESS OCCUPANT	700 N ART MUSEUM DR	MILWAUKEE, WI 53202-4007
BUSINESS OCCUPANT	750 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-4039
BUSINESS OCCUPANT	750 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-4039
BUSINESS OCCUPANT	910 E MICHIGAN ST	MILWAUKEE, WI 53202-5607
BUSINESS OCCUPANT	915R E WISCONSIN AVE	MILWAUKEE, WI 53202-0000
BUSINESS OCCUPANT	929 E WISCONSIN AVE	MILWAUKEE, WI 53202-5406
BUSINESS OCCUPANT	931 E WISCONSIN AVE	MILWAUKEE, WI 53202-5406

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Total Records: 7

Radius 250.0 feet (all addresses) and Center of the Circle: 750 N Lincoln Memorial Dr



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: Delivery Drive Thru Dining Room
 Self Service Laundry Massage Establishment Filling Station
 Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating: Beverage concessions at music festival

Do you have any experience operating this type of business? No Yes If yes, explain: We are a travelling business offering these services

2. Business Operations

- a. Proposed Opening Date: 7/26/2023
- 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: _____
- 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: All Day Services
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: All Day Services
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: C3 Staff & Vendors
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: Private security hired and event safety signage
- e. Will a sound amplification system be used? No Yes If yes, describe: Clearwing Productions

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: No designated areas
- b. Number of Garbage Cans: Inside: 20 Locations: Two trash cans in each working trailer, no indoor spaces
Outside: 100 Locations: All throughout the venue
- c. Is a crowd control barrier used? No Yes If yes, describe: Concert Barricade (Guardian Barrier Services)
- d. How many restrooms are on the premises? Min 400
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: Venue Smart

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 450 and describe the parking security plan: Vehicle parking for staff only. 7000 parking spaces for patron motorcycles
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: have a fenced perimeter with private security guards and marshalling yard team to manage transpo schedules.
- c. Will you have security personnel on premise? No Yes If yes, how many? 250~ and answer the following:
 What are their responsibilities? monitor access control and event safety of patrons
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials Level 5 Crowd Training Manager
- d. Will there be security cameras? No Yes If yes, how many? 5 and list locations: Entrances, stages, and aerial view of event site
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe Magnetometers & bag check

6. Percentage of Sales (must total 100%)

Alcohol <u>100</u> %	Food _____%	Secondhand Merchandise _____%	Precious Metals & Gems _____%
Entertainment _____%	Cigarettes _____%		
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: _____ 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 60,000 (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: Veterans Park
- b. Describe Location: Major Thoroughfare Secondary Street Other: County Park (Veterans Park)
- c. Nearest Major Cross Street: Lincoln Memorial Dr // E Lagoon Dr
- d. Describe Building: Free Standing Building Strip Mall Other: No permanent buildings, High peak tents for POS systems
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: Event perimeter fencing
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Milwaukee County Parks Phone Number: 414-257-5622 (Andrea Wallace)
 Building Owner Address: 1010 N Lincoln Memorial Dr, Milwaukee WI 53202

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday	1 PM	12 AM	40,000	40-55 yrs	None
Saturday	1 PM	12 AM	40,000	40-55 yrs	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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

Michael S Maistelman

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: <u>FBR Management, LLC</u>
Premise Address: <u>1010 N Lincoln Memorial Dr</u>
Proximity of Premises to Church, School, Daycare Center or Hospital
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
“Service Bar Only” Designation
If applying for Class B or C license, are you applying for “Service Bar Only”? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
Property Information (New & Transfer Applicants Only)
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease
b) Who owns the fixtures (for example, coolers, etc.)? <u>FBR</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business <u>\$N/A</u>
e) Total amount paid for goodwill of the business <u>\$N/A</u>
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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
Lease Information (New & Transfer Applicants who are leasing the premises only)
a) Date lease begins <u>7/14/24</u> Ends <u>8/1/24</u>
b) Monthly rental \$ <u>\$100,000</u>
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes
d) Does your lease allow for assignment to another party without the consent of the owner? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
e) For what length of time have you been guaranteed occupancy (number of years)? <u>5 years</u>

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

Michael S Maistelman

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

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

New and transfer of premises applicants must submit the following:

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

Milwaukee County Parks
9480 Watertown Plank Road
Wauwatosa, WI 53226
(414) 257-PARK



January 12, 2024

City Hall, License Division
Room 105
200 East Wells Street
Milwaukee, WI 53202

To Whom It May Concern:

FBR Management LLC, is authorized to apply for a Temporary Event Food Dealer License and Class "B" Tavern License and Entertainment License for 1010 N. Lincoln Memorial Drive, Milwaukee WI 53202.

FBR Management LLC, is permitted by the Milwaukee County Department of Parks, Recreation and Culture to sell food and alcoholic beverages (liquor & beer) at the "Harley-Davidson Homecoming Festival" scheduled at Milwaukee's Lakefront from July 26-28, 2024.

FBR Management LLC, is required to relinquish the license at the conclusion of the event on July 28, 2024.

Sincerely,

A handwritten signature in black ink, appearing to read "A. Wallace", written over a light blue horizontal line.

Andrea Wallace

Assistant Director of Recreation & Business Services

Milwaukee County Parks

Andrea.wallace@milwaukeecountywi.gov

414.257.5622



MilwaukeeCountyParks
countyparks.com



July 26th




TEMPORARY PUBLIC ENTERTAINMENT PREMISES LICENSE 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

Date of Request: <u>1/24/24</u>	Aldermanic District #: <u>4</u>
LICENSEE INFORMATION	
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): <u>Michael Maistelman</u>	
Corporation or LLC Name: (if applicable) <u>FBR Management, LLC</u>	
Business/Trade Name: <u>Harley Davidson Homecoming Festival 2024</u>	Business Phone: <u>(512) 385-3624</u>
Business Address : <u>1010 N Lincoln Memorial Dr</u> (Include zip code)	
Mailing Address: <u>7524 N Navajo Rd, Fox Point, WI 53217</u> (if different from business address)	
Email Address: <u>msm@maistelmanlaw.com</u>	
EVENT INFORMATION	
Event Name: <u>Harley Davidson Homecoming Festival 2024</u>	
Event Address: <u>1010 N Lincoln Memorial Dr</u>	
TYPES OF ENTERTAINMENT BEING REQUESTED (check all that apply)	
<input checked="" type="checkbox"/> Disc Jockey <input checked="" type="checkbox"/> Bands <input type="checkbox"/> Magic Shows <input type="checkbox"/> Theatrical Performance <input type="checkbox"/> Karaoke <input type="checkbox"/> Patrons Dancing <input type="checkbox"/> Wrestling <input type="checkbox"/> Motion Picture (movie by admission) <input type="checkbox"/> Dancing by Performers <input type="checkbox"/> Comedy Acts <input type="checkbox"/> Patron Contests <input type="checkbox"/> Special Event Campground <input type="checkbox"/> Battle of the Bands <input type="checkbox"/> Instrumental Musicians <input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance <input type="checkbox"/> Other: _____	
Will sound amplification equipment be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe: <u>PA to cover the lawn for 40k attendees</u>	
REQUESTED DATES & HOURS – MUST BE CONSECUTIVE DATES	
If the dates are not consecutive, then separate applications must be filed.	
Date: <u>7/26/24</u>	Start Time: <u>1:00 pm</u> End Time: <u>12:00 am</u>
Date: <u>7/27/24</u>	Start Time: <u>1:00 pm</u> End Time: <u>12:00 am</u>
Date: _____	Start Time: _____ End Time: _____
Date: _____	Start Time: _____ End Time: _____
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; and 12:00am Friday & Saturday.</i>	

Office Use: Filed: 2-1-24 Initials: AC App# 361172 Late CC Mgr: Yes Initials _____ n/a Pd: _____
DNS: N/A Approved _____ CC: Approved Denied _____ Issued: _____ Initials: _____

EVENT AREA(S)	
Where will entertainment take place? <input type="checkbox"/> Indoors <input checked="" type="checkbox"/> Outdoors <input type="checkbox"/> Both Indoors & Outdoors If entertainment will be indoors, contact Neighborhood Services (see information sheet for details).	<i>Office Use</i>
Will you be putting up any tents that are 600 sq. ft. or larger? <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES Will you be putting up any temporary construction, such as a stage? <input type="checkbox"/> NO <input checked="" type="checkbox"/> YES If you answered "yes" to either/both questions, contact Neighborhood Services (see information sheet for details).	If "Indoors" or "Yes" Q to DNS <input type="checkbox"/>
Check all that apply for the area(s) on the premises where the entertainment will take place. At least one box must be checked. <input type="checkbox"/> I own <input type="checkbox"/> I lease <input checked="" type="checkbox"/> I will obtain a special event permit <input type="checkbox"/> I have permission from a special event organization	
APPLICANTS FILING AFTER THE FILING DEADLINE - READ AND INITIAL	
I am filing this permit application after the filing deadline established for the date(s) of the event for which the permit is being sought, and therefore: _____ I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and _____ I understand that there is a possibility that my permit may not be approved due to the untimely filing of my application.	
ALL APPLICANTS - READ AND INITIAL	
<u>MM</u> I understand that the filing of an application does not constitute authorization to hold any event, that the event for which the permit is sought cannot be held unless and until a valid temporary public entertainment permit and certificate of authorization have been issued, and that the permit and certificate cannot be issued unless and until the permit fee has been paid and the application has been approved. I further understand that temporary public entertainment permits and certificates of authorization are required to be posted in a conspicuous place in the premises for the duration of the event.	
SIGNATURE	
 _____ Signature of Sole Proprietor; a Partner; or if a Corporation or LLC, the Agent must sign	

Office Use Only
Current Plan of Operation: