



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

Friday, August 22, 2025

COMMITTEE MEETING NOTICE

AD 04

RYAN, Richard J, Agent
PTG LIVE EVENTS, LLC
2357 N HUMBOLDT BLVD
Milwaukee, WI 53212

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, September 09, 2025 at 11:05 AM

The access code is <https://meet.goto.com/807203013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Poetry Readings, Patron Contests, Comedy Acts, Patrons Dancing, 4 Theater Performances/yr as agent for "PTG LIVE EVENTS, LLC" for "TURNER HALL BALLROOM" at 1034 N VEL R PHILLIPS Av. 

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

**Notice for applicants with
warrants or unpaid fines:**

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

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

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

Limited parking for persons attending meetings 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



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

Friday, August 22, 2025

COMMITTEE MEETING NOTICE

AD 04

RYAN, Richard J, Agent
PTG LIVE EVENTS, LLC
710 N PLANKINTON Av #9th Floor
Milwaukee, WI 53203

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, September 09, 2025 at 11:05 AM

The access code is <https://meet.goto.com/807203013>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Poetry Readings, Patron Contests, Comedy Acts, Patrons Dancing, 4 Theater Performances/yr as agent for "PTG LIVE EVENTS, LLC" for "TURNER HALL BALLROOM" at 1034 N VEL R PHILLIPS Av.

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

**Notice for applicants with
warrants or unpaid fines:**

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

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

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

Limited parking for persons attending meetings 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



Friday, August 22, 2025



Notice of Public Hearing

Blank Notice

RYAN, Richard J, Agent

TURNER HALL BALLROOM at 1034 N VEL R PHILLIPS Av

Class B Tavern and Public Entertainment Premises Licenses Application Requesting Instrumental Musicians, Disc Jockey, Jukebox, Bands, Karaoke, Poetry Readings, Patron Contests, Comedy Acts, Patrons Dancing, 4 Theater Performances/yr

Tuesday, September 09, 2025 at 11:05 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 9/9/2025 at 11:05 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via 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
CURRENT OCCUPANT	1011 N DR MARTIN LUTHER KING DR# 1	MILWAUKEE, WI 53203-1317
CURRENT OCCUPANT	1011 N DR MARTIN LUTHER KING DR# 2	MILWAUKEE, WI 53203-1317
CURRENT OCCUPANT	1011 N DR MARTIN LUTHER KING DR# 3	MILWAUKEE, WI 53203-1317
CURRENT OCCUPANT	1013 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1029 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1029 N DR MARTIN LUTHER KING DR# A	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1029 N DR MARTIN LUTHER KING DR# B	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1033 N DR MARTIN LUTHER KING DR# 301	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1033 N DR MARTIN LUTHER KING DR# 302	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1033 N DR MARTIN LUTHER KING DR# 401	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1033 N DR MARTIN LUTHER KING DR# 402	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1033 N DR MARTIN LUTHER KING DR# 501	MILWAUKEE, WI 53203-1301
CURRENT OCCUPANT	1105 N DR MARTIN LUTHER KING DR	MILWAUKEE, WI 53203-1101
CURRENT OCCUPANT	322 W STATE ST# 302	MILWAUKEE, WI 53203-1315

Blank Notice

Total Records: 14

Radius 250 feet and Center of the Circle: 1034 N Vel R Phillips Av

Date: 7/11/25
Officer: Plumley

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

Name of Premise: Turner Hall Ballroom
Address: 1034 N. Vel R Phillips
Phone:

Owner: Richard Ryan
Owner address: 2357 N. Humboldt Ave.
City State Zip: Milwaukee, WI 53212
Owner Phone: 414-430-1877
Owner email: rryan@ptglive.com

Licensee/Agent: Richard Ryan
Home Address: 2357 N. Humboldt Ave.
City State Zip: Milwaukee, WI 53212
Phone: 414-430-1877
Email: rryan@ptglive.com

Preferred contact: phone

Location currently open: ☒ YES ☐ NO

Projected open date:

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

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

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

Licenses currently held:
Alcohol: ☒ Yes ☐ No Class: BTAVN #: 212362

Tobacco: ☐ Yes ☒ No #:
 Food: ☐ Yes ☒ No #:
 Occupancy: ☒ Yes ☐ No #:
 Other: ☒ Yes ☐ No Type: CTRPA #: 134
 Other: ☒ Yes ☐ No Type: PEP #: 10244

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 bus stop? ☐ Yes ☒ No
7. Is there a bus shelter? ☐ Yes ☐ No ☒ N/A
8. Street parking ☒ Yes ☐ No
9. Is there a parking lot ☐ Yes ☒ No
10. Is the parking lot clean? ☐ Yes ☐ No ☒ N/A
11. Is the parking lot well lit? ☐ Yes ☐ No ☒ N/A
12. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No ☒ N/A
 - b. Will this lot have cameras? ☐ Yes ☐ No ☒ N/A
13. Are there areas where a person could conceal themselves ☐ Yes ☒ No
14. Is there exterior lighting? ☒ Yes ☐ No. Does it appears to be adequate ☒ Yes ☐ No
15. Exterior Payphone? ☐ Yes ☒ No
16. Are there No Loitering Signs posted? ☒ Yes ☐ No
17. Are there exterior security cameras ☒ Yes ☐ No How Many: unknown
18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Exterior Comments: exterior cameras controlled by building owner

Camera Survey:

19. Does this location have security cameras? ☐ Yes ☒ No
20. Are they in working order? ☐ Yes ☐ No
21. What format are the cameras?
 - a. Color ☐ Yes ☐ No
 - b. Digital ☐ Yes ☐ No
 - c. VCR ☐ Yes ☐ No
 - d. Recorded ☐ Yes ☐ No
22. How long is footage stored for later viewing:
23. Are there exterior cameras ☐ Yes ☐ No How many:
24. Are there interior cameras ☐ Yes ☐ No How many:

25. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☐ No
26. Cameras located in parking lot ☐ Yes ☐ No ☐ N/A How many
Camera Survey Comments: Agent is adding cameras to the interior

Interior Survey:

27. What is the planned/posted capacity unknown
28. What is the minimum number of employees that will be on premise 1
29. 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
30. Is the interior of the location neat and clean? ☒ Yes ☐ No
31. Does an interior camera face the entrance/exit? ☒ Yes ☐ No
32. Are emergency and non-emergency numbers posted near the phone? ☒ Yes ☐ No
33. 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

Interior Comments:

Security

34. How many security personnel are going to be employed: varies ☐ N/A
35. How will they be deployed: Interior all Exterior ☐ N/A
36. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun ☒ ALL
37. Will the security be managed by business ☐ or contracted ☒
38. Will they be armed ☐ Yes ☒ No ☐ N/A
39. What type of security measures will be used: ☐ N/A
☒ Wandering/metal detector
☐ ID Scanner
☐ Dress Code
☐ Cover Charge
☐ Age restriction
☒ Other bag checks
40. When at capacity, how will the overflow crowd be managed? stantions outside
41. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

Security Comments:

ADDITIONAL COMMENTS/RECOMMENDATIONS:

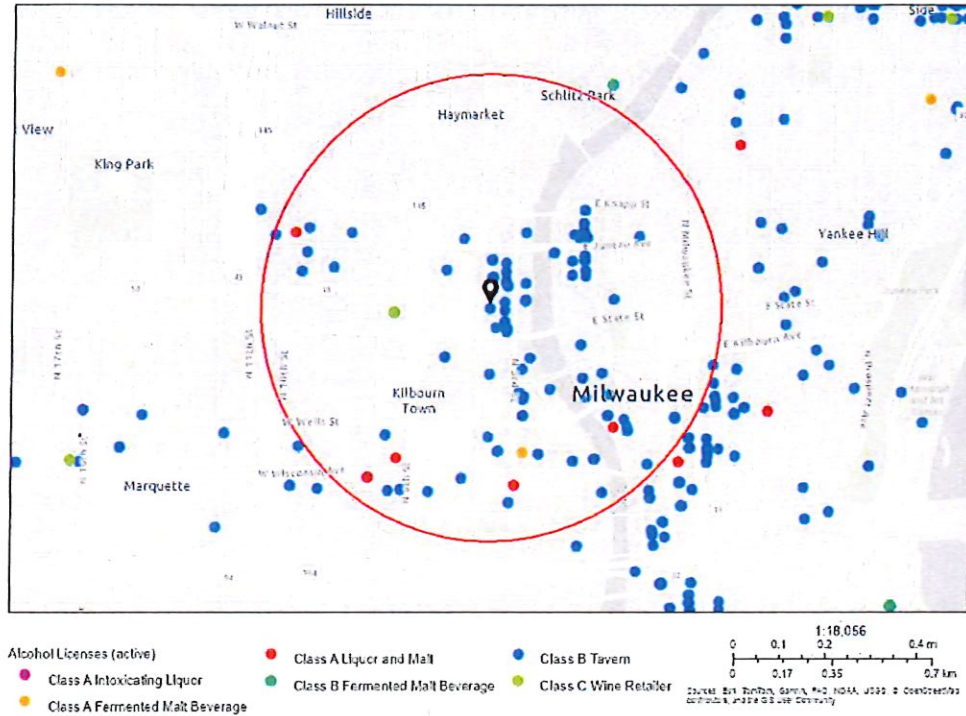


Concentration Map for 1034 N Vel R Phillips Ave

Area of Interest (AOI) Information

Area : 21,862,585.51 ft²

Jun 24 2025 13:49:54 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	102		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2025, 7:00 PM	1
2	PTG Live Events LLC	The Riverside	Richard J Ryan, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2025, 7:00 PM	1
3	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2025, 7:00 PM	1
4	ELSA'S ON THE PARK, LTD	ELSA'S ON THE PARK	Christopher A Collins, Agt	833 N JEFFERSON ST	Class B Tavern License	100	6/30/2025, 7:00 PM	1
5	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	7/26/2025, 7:00 PM	1
6	MAJOR GOOLSBY'S, INC	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	340 W KILBOURN AV	Class B Tavern License	400	7/5/2025, 7:00 PM	1
7	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	500 W Kilbourn AV	Class B Tavern License	9,166	7/24/2025, 7:00 PM	1
8	Good Land LLC	Draft & Co.	Nathaniel A Davauer, Agt	401 W WISCONSIN AV	Class B Tavern License		7/8/2025, 7:00 PM	1
9	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2025, 7:00 PM	1
10	Fenix Milwaukee LLC	Rodizio Grill	Renan Utrera De Paula, Agt	777 N WATER ST	Class B Tavern License		7/5/2025, 7:00 PM	1
11	NOBLE RIVERCENTE R MKE, LLC	Vault	Kaelyn M Cervero, Agt	111 E KILBOURN AV	Class B Tavern License	432	7/30/2025, 7:00 PM	1
12	AVENUE LIQUOR, INC	AVENUE LIQUOR	Mohammad S Siddique, Agt	616 W WISCONSIN AV	Class A Malt & Class A Liquor License		8/30/2025, 7:00 PM	1
13	Levy at Bucks Arena	Levy at Bucks Arena	Jamie L Waters, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/28/2025, 7:00 PM	1
14	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2025, 7:00 PM	1
15	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2025, 7:00 PM	1
16	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Seth Robert Wood, Agt	800 W Juneau AV	Class B Tavern License		8/30/2025, 7:00 PM	1
17	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON , Agt	746 N James Lovell ST	Class B Tavern License		7/29/2025, 7:00 PM	1
18	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2025, 7:00 PM	1
19	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2025, 7:00 PM	1

20	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N Martin L King Jr DR	Class B Tavern License	191	9/14/2025, 7:00 PM	1
21	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420 W Kilbourn AV	Class B Tavern License		9/26/2025, 7:00 PM	1
22	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westtown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2025, 7:00 PM	1
23	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2025, 7:00 PM	1
24	THE HARP IRISH PUB, INC	THE HARP	MATTHEW R SCHMIDT, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2025, 7:00 PM	1
25	LOCAL PUB LLC	LP MKE	Rebecca Beres, Agt	1137 N MARTIN L KING JR DR	Class B Tavern License		9/1/2025, 7:00 PM	1
26	19002000 LLC	90s2K Cafe	JACOB E DEHNE, Agt	1103 N MARTIN L KING JR DR	Class B Tavern License		9/7/2025, 7:00 PM	1
27	High Note Inc	The High Note Karaoke Lounge	Evan R DuQuaine, Agt	645 N James Lovell ST	Class B Tavern License	49	9/7/2025, 7:00 PM	1
28	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	MATTHEW R SCHMIDT, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2025, 7:00 PM	1
29	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	10/8/2025, 7:00 PM	1
30	Milwaukee Area Technical College	MATC Cuisine Restaurant	Michael J Sitte, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		9/22/2025, 7:00 PM	1
31	Milwaukee Area Technical College	MATC Cuisine Restaurant	Michael J Sitte, Agt	1015 N 6th ST	Class C Wine Retailer's License		9/22/2025, 7:00 PM	1
32	MARSHA'S COCKTAILS BY COUNTY LLC	GRACE CENTER	Marsha A Scharles-Horcos, Agt	250 E JUNEAU AV	Class B Tavern License		10/7/2025, 7:00 PM	1
33	3rd Street Market LLC	3rd St Market Hall	Eric T Kaye, Agt	275 W WISCONSIN AV 100	Class B Tavern License		11/9/2025, 6:00 PM	1
34	COMPASS GROUP USA, INC.	EUREST NORTHWEST ERN MUTUAL	Maureen L Malone, Agt	805 E MASON ST 1st Floor	Class A Malt & Class A Liquor License		11/5/2025, 6:00 PM	1
35	WALGREEN CO	WALGREENS #1200	Christopher W Petrucci, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		11/9/2025, 6:00 PM	1
36	Midas Milwaukee, LLC	Aloft Milwaukee Downtown	JON G BJERNING, Agt	1230 N MARTIN L KING JR DR	Class B Tavern License		11/19/2025, 6:00 PM	1
37	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N MARTIN L KING JR DR	Class B Tavern License	100	11/21/2025, 6:00 PM	1

38	Brewery House LLC	On Tap	Amie R Wilkerson, Agt	1203 N 10TH ST	Class B Tavern License	360	11/9/2025, 6:00 PM	1
39	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2025, 6:00 PM	1
40	Amped MKE, Inc	Amped	Marla R Poytinger, Agt	910 W Juneau AV	Class B Tavern License		11/12/2025, 6:00 PM	1
41	Drury Hotels Company, LLC	Drury Plaza Hotel - Milwaukee Downtown	Chris Palid, Agt	700 N Water ST	Class B Tavern License		10/2/2025, 7:00 PM	1
42	HOJOP, INC	AVENUE BAR & GRILL	ANTHONY S BEER, Agt	611 W WISCONSIN AV	Class B Tavern License		12/11/2025, 6:00 PM	1
43	Mader's German Restaurant, Inc	Mader's German Restaurant	Benjamin T Stilp, Agt	1037 N MARTIN L KING JR DR	Class B Tavern License	370	12/12/2025, 6:00 PM	1
44	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	11/24/2025, 6:00 PM	1
45	Cairo Co LLC	BB'S	Omar Amlin, Agt	633 W Wisconsin AV 105	Class B Tavern License		11/24/2025, 6:00 PM	1
46	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N Dr Martin L King Jr DR	Class B Tavern License		12/21/2025, 6:00 PM	1
47	FOURBIRDS LLC	THE SOCIETY	Tyler T Curran, Agt	910 N MARTIN L KING JR DR	Class B Tavern License		1/29/2026, 6:00 PM	1
48	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/11/2025, 6:00 PM	1
49	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N Dr Martin L King Jr DR	Class B Tavern License	240	12/25/2025, 6:00 PM	1
50	Fazzari & Company, LLC	San Giorgio Pizzeria Napoletana	GIORGIO G FAZZARI, Agt	838 N Martin L King Jr DR	Class B Tavern License	99	1/15/2026, 6:00 PM	1
51	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/17/2026, 6:00 PM	1
52	Lazo Brothers LLC	Lazo's Taco Shack	Jozelyn Lazo, Agt	641 N JAMES LOVELL ST	Class B Tavern License		1/17/2026, 6:00 PM	1
53	MAC PARTNERS, LLC	Milwaukee Athletic Club - 4th Floor	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		8/21/2025, 7:00 PM	1
54	In & Out Pantry LLC	In & Out Pantry LLC	Abdalmajid Qetairi, Agt	701 W Wisconsin AV	Class A Malt & Class A Liquor License		2/12/2026, 6:00 PM	1
55	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2026, 6:00 PM	1
56	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N MARTIN L KING JR DR	Class B Tavern License		1/29/2026, 6:00 PM	1

57	GO GROCER MKE, INC.	GO GROCER MKE #2	Edgar Rivera, Agt	934 W JUNEAU AV	Class A Malt & Class A Liquor License		2/20/2026, 6:00 PM	1
58	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/25/2026, 6:00 PM	1
59	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/25/2026, 6:00 PM	1
60	NFMKE INC.	THE NEW FASHIONED	Marla R Poytinger, Agt	1122 N VEL R PHILLIPS AV	Class B Tavern License		3/5/2026, 6:00 PM	1
61	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2026, 6:00 PM	1
62	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Donald D Parsons, Agt	108 E WELLS ST	Class B Tavern License		9/7/2025, 7:00 PM	1
63	Levy @ Milwaukee Symphony	Levy @ Milwaukee Symphony	Joshua J Langenohl, Agt	212 W WISCONSIN AV	Class B Tavern License		2/26/2026, 6:00 PM	1
64	S'LUSH LLC	S'Lush Daiquiri Lounge & Event Space	Tiana M Razaa, Agt	1110 N MARTIN L KING JR DR 100	Class B Tavern License		2/17/2026, 6:00 PM	1
65	Mojo MKE LLC	Mojo MKE	Brian J Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2026, 6:00 PM	1
66	KANO SUSHI LLC	AWI SUSHI	Cheraty D Par, Agt	755 N WATER ST	Class B Fermented Malt Beverage Retailer's License		3/17/2026, 7:00 PM	1
67	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Jennifer A Jaseck, Agt	300 W Michigan ST	Class B Tavern License		4/3/2026, 7:00 PM	1
68	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	RICHARD J RYAN, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	3/24/2026, 7:00 PM	1
69	PILOT PROJECT BREWING MILWAUKEE, LLC	PILOT PROJECT BREWING	Joseph A Wais, Agt	1128 N 9th ST	Class B Tavern License		3/19/2026, 7:00 PM	1
70	KANO SUSHI LLC	AWI SUSHI	Cheraty D Par, Agt	755 N WATER ST	Class C Wine Retailer's License		3/17/2026, 7:00 PM	1
71	Mediterranean Kuzina LLC	Mediterranean Cuisine	Ender Erk, Agt	753 N WATER ST	Class B Tavern License		3/2/2026, 6:00 PM	1
72	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	Richard J Ryan, Agt	144 E WELLS ST	Class B Tavern License		7/5/2025, 7:00 PM	1
73	Good City Brewing LLC	Good City Brewing	Andrew K Hartzell, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2025, 7:00 PM	1

74	International Exports LLC	The Safe House	LaMarvon J Jackson, Agt	779 N Front ST	Class B Tavern License	248	3/19/2026, 7:00 PM	1
75	MAC PARTNERS, LLC	Milwaukee Athletic Club - 3rd Floor	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		3/31/2026, 7:00 PM	1
76	MAC PARTNERS, LLC	Milwaukee Athletic Club - Roof Top	Thomas James McGinty, Agt	758 N BROADWAY	Class B Tavern License		3/31/2026, 7:00 PM	1
77	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Martin L King Jr DR	Class B Tavern License		3/31/2026, 7:00 PM	1
78	TACO MIKES HOLDINGS LLC	Taco Mikes LLC	Cornelius McClendon, Agt	1001 N MARTIN L KING JR DR	Class B Tavern License		2/19/2026, 6:00 PM	1
79	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	Stephanie L Sazama-Schneck, Agt	929 N WATER ST	Class B Tavern License		4/4/2026, 7:00 PM	1
80	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	2/9/2026, 6:00 PM	1
81	CSM Milwaukee Downtown LLC	Residence Inn - Milwaukee	Gregory J Fugate, Agt	101 W Wisconsin AV 3	Class B Tavern License		4/16/2026, 7:00 PM	1
82	Milwaukee DD Lodging Investors, LLC	The Trade Milwaukee	Richard Lundt, Agt	420 W Juneau AV	Class B Tavern License		5/2/2026, 7:00 PM	1
83	190 Octane Retail LLC	Fat Tuesday	Jasmine A Morgan, Agt	333 W JUNEAU AV C	Class B Tavern License	25	4/20/2026, 7:00 PM	1
84	ELEVATE MKE LLC	ELEVATE MKE	Tino K Bates, Agt	1131 N WATER ST	Class B Tavern License		5/1/2026, 7:00 PM	1
85	COPPER ON KING LLC	COPPER	PETER R MARSHALL, Agt	1019 N Martin L King Jr DR	Class B Tavern License		4/28/2026, 7:00 PM	1
86	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	LaMarvon J Jackson, Agt	139 E KILBOURN AV	Class B Tavern License		7/5/2025, 7:00 PM	1
87	KTY LLC	Beer District	Khader M Yafai, Agt	240 W WELLS ST	Class A Malt & Class A Liquor License		5/19/2026, 7:00 PM	1
88	PTM VENTURES LLC	State Street Pizza Pub	Andrew P Fish, Agt	322 W STATE ST	Class B Tavern License		5/18/2026, 7:00 PM	1
89	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Richard K Lorbach, Agt	320 W Highland AV	Class B Tavern License	160	5/19/2026, 7:00 PM	1
90	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2026, 7:00 PM	1
91	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE	LaMarvon J Jackson, Agt	509 W WISCONSIN AV	Class B Tavern License	8,578	7/5/2025, 7:00 PM	1

92	RIVER HOUSE RESTAURANT, INC	VagaBond	MATTHEW R SCHMIDT, Agt	1122 N EDISON ST	Class B Tavern License	150	6/9/2026, 7:00 PM	1
93	SCOOTERS LLC	SCOOTERS PUB	Christopher Trudeau, Agt	154 E JUNEAU AV	Class B Tavern License		5/11/2026, 7:00 PM	1
94	DUKES 1 LLC	DUKES ON WATER	Christopher Trudeau, Agt	158 E JUNEAU AV	Class B Tavern License		5/11/2026, 7:00 PM	1
95	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2026, 7:00 PM	1
96	Xankia LLC	Xankia	Vang Thao, Agt	222 W WELLS ST	Class B Tavern License		5/11/2026, 7:00 PM	1
97	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2026, 7:00 PM	1
98	GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N Martin L King Jr DR	Class A Fermented Malt Beverage Retailer's License		6/13/2026, 7:00 PM	1
99	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2026, 7:00 PM	1
100	GILL HOSPITALITY GROUP LLC	BENIHANA	Navdeep S Gill, Agt	850 N PLANKINTON AV	Class B Tavern License		6/1/2026, 7:00 PM	1
101	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/16/2026, 7:00 PM	1
102	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	6/1/2026, 7:00 PM	1

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



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 service in connection with events at the upstairs Turner Hall Ballroom (1040 N. Vel R. Phillips) and other neighboring events.

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: Operate multiple entertainment venues around the city

2. Business Operations

- a. Proposed Opening Date: August 1, 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: 2020
- f. Do you have future plans for other businesses, licenses or permits at this location? ☐ No ☒ Yes
 If yes, explain: Potential Restaurant
- 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: Pabst Theater Concessions, LLC operates the 2nd & 3rd floor

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☐ Other: _____
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☒ As Needed ☐ Monthly ☐ Other: _____
- c. Grounds cleaned by: ☐ Licensee ☐ Building Owner ☒ Employees ☒ Hired Maintenance ☐ Other: _____
- d. How are noise issues prevented and/or addressed? ☒ Security ☒ Manager approaches customer(s) ☐ Call Police
☐ Signs Posted ☐ Other: _____
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: PA system

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: Front sidewalk, Vel R Phillips Ave
- b. Number of Garbage Cans: Inside: 10+ Locations: Throughout venue
 Outside: 2 Locations: Entrance N Vel R Phillips
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Bike Rack, Portable Barricade
- d. How many restrooms are on the premises? 2+
- e. Name of solid waste contractor: ☐ Advanced Disposal ☐ Waste Management ☒ Other: Eagle Disposal

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 3-4 and describe the parking security plan: A small amount of parking spaces (three to four) are dedicated to Applicant staff. Applicant leases a nearby lot for additional parking.

- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: _____

Patrons and staff load / unload in a loading zone that exists in the east lane of N Vel R. Phillips Avenue and in the south lane of Highland Avenue.

- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? 2+ and answer the following:

What are their responsibilities? Crowd control, security checks and other safety services.

Describe equipment used Radios, Flashlights and Metal Detectors

List their License Number (s) Applicant engages with Best Security Services for its other venues in the city.

- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 6-7 and list locations: _____

All points of ingress and egress, among other locations

- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Bag checks, metal/weapon searches via magnetic wand use and pat downs as necessary

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u> </u> % Cigarettes, Electronic Vape Devices, Tobacco Products <u> </u> %	Secondhand Merchandise <u> </u> %	Precious Metals & Gems <u> </u> %
Entertainment <u> </u> %	Pawnbroker Activity <u> </u> %	Salvaged Materials <u> </u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u> </u> %
			Other <u>10</u> % Describe: <u>non-alcohol beverages</u>

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 586 (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: Restaurant, bar and entertainment space located on the first floor, storage and cooler space located in the ground floor / basement.
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: _____
- c. Nearest Major Cross Street: W Highland Ave.
- d. Describe Building: ☒ Free Standing Building ☐ Strip Mall ☐ Other: _____
- e. Describe Premises Structure: ☐ Single Story ☒ Multi-Story - # of Stories 4 ☐ Other: _____
- f. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Turner Ballroom Preservation Trust, L Phone Number: 414-305-8569
Building Owner Address: PO BOX 510766, Milwaukee, WI 53203

10. Hours of Operation & Customers

Will customers be entering the premises? ☐ No ☒ Yes (PK)

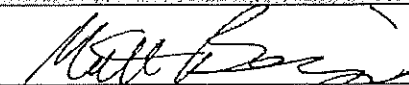
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11:00 a.m.	2:00 a.m.	0-586	0-99	None
Monday	11:00 a.m.	2:00 a.m.	0-586	0-99	None
Tuesday	11:00 a.m.	2:00 a.m.	0-586	0-99	None
Wednesday	11:00 a.m.	2:00 a.m.	0-586	0-99	None
Thursday	11:00 a.m.	2:00 a.m.	0-586	0-99	None
Friday	11:00 a.m.	2:30 a.m.	0-586	0-99	None
Saturday	11:00 a.m.	2:30 a.m.	0-586	0-99	None

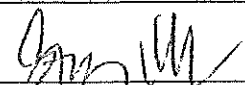
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

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

Entertainment Outdoor Closing Hours: 10:00pm Sunday-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: PTG Live Events, LLC

Premise Address: 1034 North Vel R. Phillips Avenue

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? Landlord (Turner Ballroom Preservation Trust)

c) Are you purchasing the stock and/or fixtures? ☒ No ☐ Yes If yes, amount paid \$ _____

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

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

a) Date lease begins 8/1/25 Ends 7/31/27

b) Monthly rental \$ \$1,500 - \$4,000 plus variable rent

c) Do you have an option to renew the lease? ☐ No ☐ Yes

TBD - Owner and Applicant and negotiating a long term lease that will contain renewal options

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)? TBD, based on lease negotiations

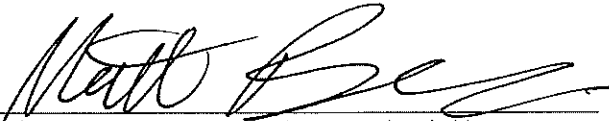
Lease Information (Continued)

- 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 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



PUBLIC ENTERTAINMENT PREMISES 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

TYPES OF ENTERTAINMENT (CHOOSE ALL THAT APPLY)

☒ Instrumental Musicians	☒ Bands	☐ Battle of the Bands	☒ Comedy Acts
☒ Disc Jockey	☐ Magic Shows	☒ Poetry Readings	☐ Dancing by Performers
☐ Adult Entertainment/ Strippers/Erotic Dance	☐ Wrestling	☒ Patron Contests	☒ Patrons Dancing
☒ Jukebox	☒ Karaoke	☐ Bowling Alley	☐ Pool Tables
☐ Motion Pictures	☐ Amusement Machines –	☐ Concerts	☒ Theatrical Performances
How many? _____	How many? _____	Approx. # per year? _____	How many? _____
☐ Other: _____		Approx. # per year? _____	Approx. # per year? <u>4</u>

WILL PROMOTERS EVER BE USED FOR ANY OF THE ENTERTAINMENT?

☒ No ☐ Yes, describe: _____

LEGAL CAPACITY OF PREMISES

_____ (Call the Milwaukee Development Center at 414-286-8211 w questions.) Your legal capacity will determine the license fee for your Public Entertainment Premise License. If you would like to request that the license be approved with a lower capacity than that listed above, indicate lower capacity _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

IDENTIFY IF SOUND/AMPLIFICATION IS USED

☐ No ☒ Yes, describe: PA System

DECLARATIONS, ACKNOWLEDGEMENTS, & DISCLOSURES

The undersigned understands 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.

The undersigned agrees to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

The undersigned understands that applicants 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.

The undersigned has knowledge of the City Ordinances currently regulating public entertainment, and understands that the license may be subject to suspension, non-renewal or revocation, if the applicant violates any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

60 DAY WAIVER (FOR APPLICANTS ALSO APPLYING FOR OTHER LICENSES AT THIS TIME)

I request that my Public Entertainment Premises LICENSE application be HELD subject to the review requirements of the other licenses for which I am applying. I THEREFORE waive the requirement of Milwaukee Code of Ordinances SECTION 108-5-1-b requiring THAT THE COMMON COUNCIL DENY OR GRANT MY Public Entertainment Premises application within 60 days after certification.

Signature of Applicant: _____

NOTARIZED SIGNATURES OF APPLICANTS

SUBSCRIBED AND SWORN TO BEFORE ME

This 13th day of June, 20 25

[Signature]

(Clerk/Notary Public)

My Commission Expires 3-28-26

*Notary Seal must be affixed.

[Signature]
Agent/Owner/Partner

[Signature]
Additional Owner/Partner

Office Use Only: Initials: _____ Filed: _____ App: _____
☐ Only PEP or ☐ Waiver Not Signed: Email Mgr: _____ Granted _____

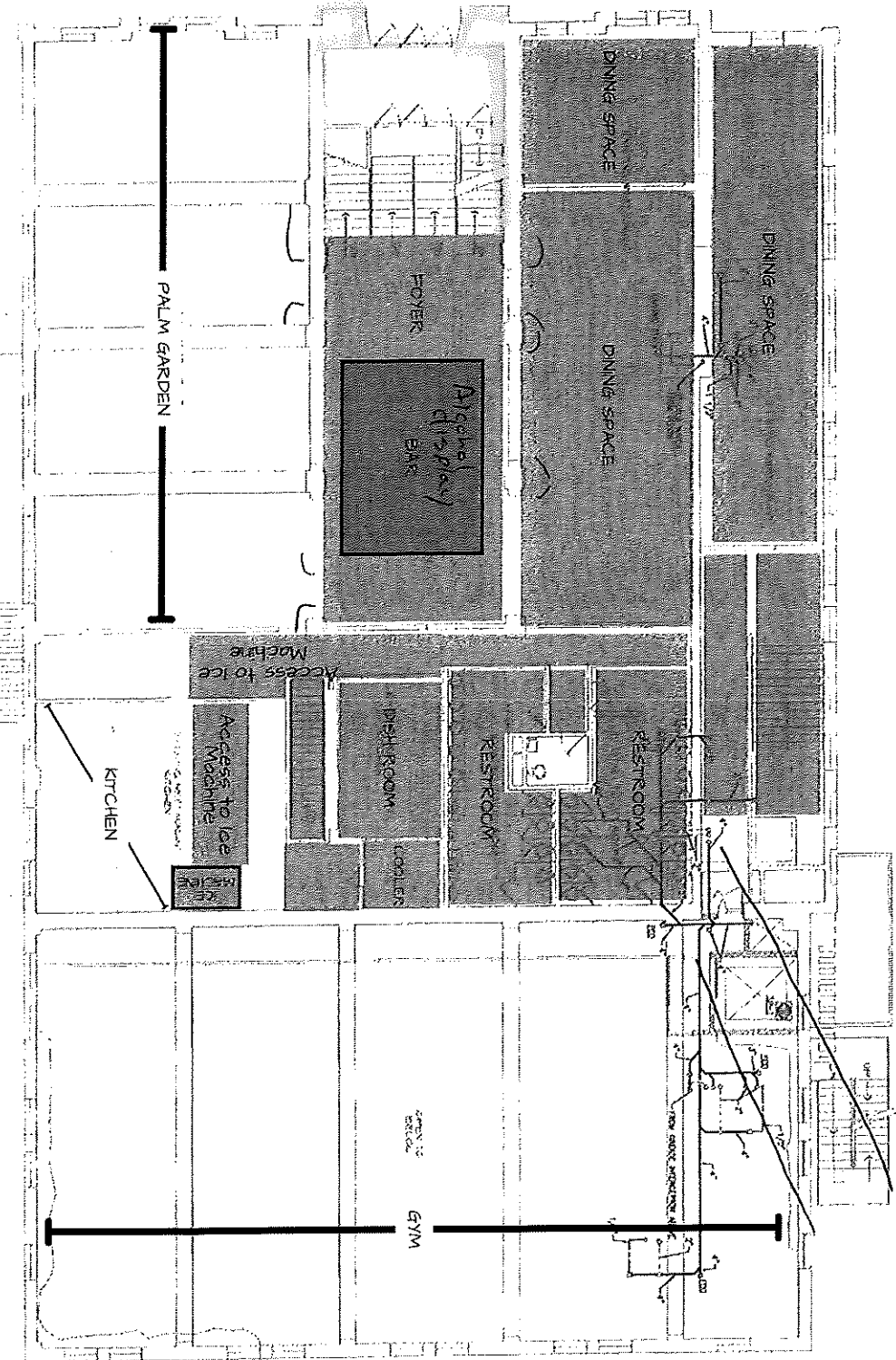
JEFFREY R SCHAEFER

Notary Public

☐ Waiver Signed
State of Wisconsin
License # _____

JEFFREY R SCHAEFER
Notary Public
State of Wisconsin

First Floor



WEST

EAST

Entrance/Exit →

Richard Ryan as Agent

d/b/a Turner Hall Ballroom

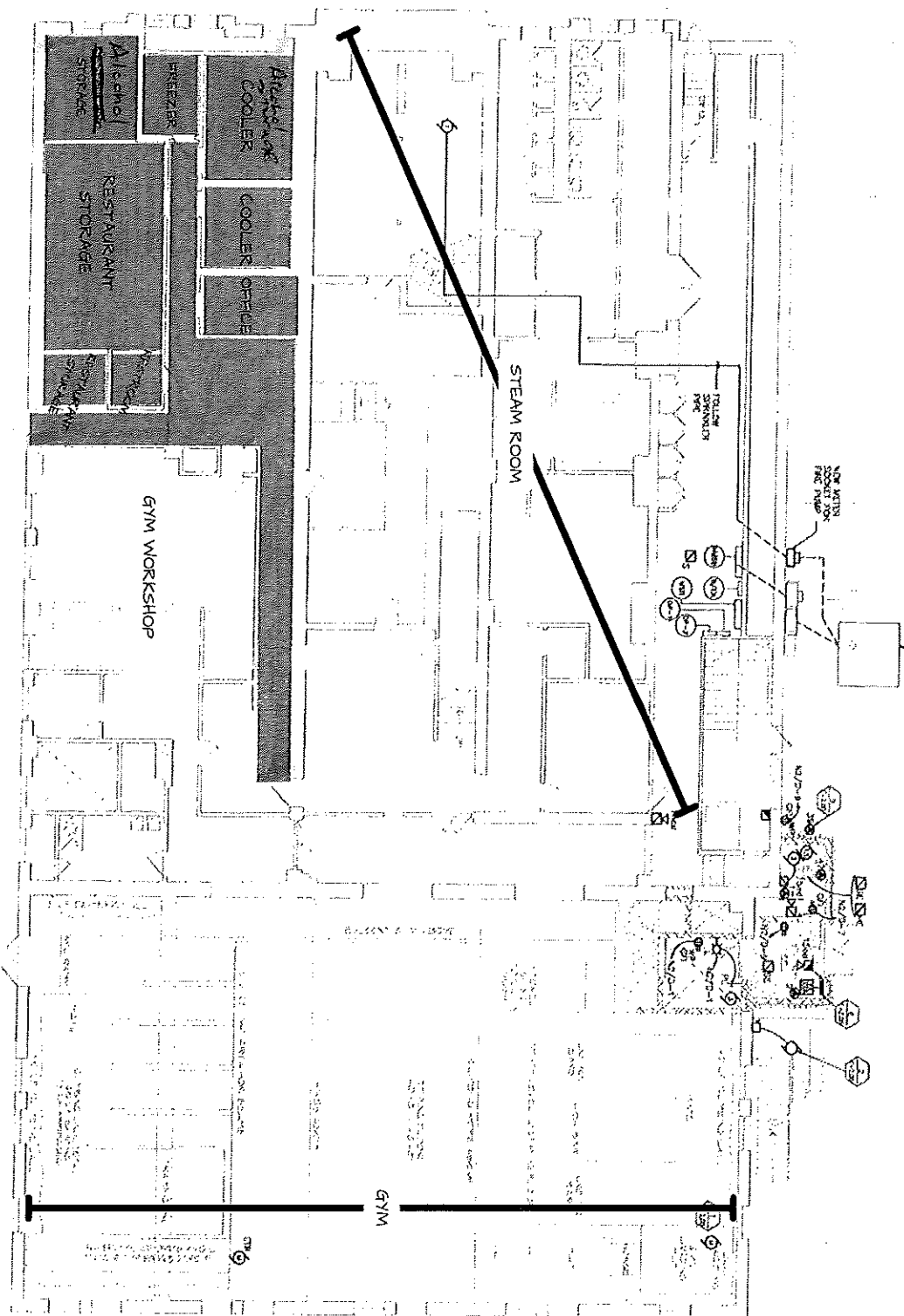
1034 N. Vel R Phillips Av Milwaukee WI 53203

5540 Square Feet

SOUTH

Temp door
that can be
closed to save P
P

Ground Floor / Basement Level



WEST

EAST

SOUTH

Richard Ryan as Agent
d/b/a Turner Hall Ballroom
1034 N. Vel R Phillips Av Milwaukee WI 53203
5540 Square Feet