



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, February 22, 2017

COMMITTEE MEETING NOTICE

AD 13

NILAND, Mary M, Agent  
Gingerz Sportz Pub LLC  
4171 S 1st Pl

Milwaukee, WI 53207

You are requested to attend a hearing which is to be held in Common Council Chamber, Third Floor, City Hall on:

**Wednesday, March 01, 2017 at 08:45 AM**

**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Bands, Karaoke, Jukebox, and 1 Amusement Machine as agent for "Gingerz Sportz Pub LLC" for "Gingerz Sportz Pub and Grill" at 3915 S Howell 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.

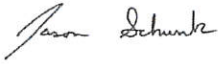
You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may 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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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: 

Jason Schunk

License Division Manager

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

Date:01-30-17  
Officer: P.O. Josh Dummann

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

Name of Premise: Gingerz  
Address: 3915 S. Howell Av.  
Phone: 414-482-9700

Owner: Niland, Mary M.  
Owner address: 4171 S. 1<sup>st</sup>  
City State Zip: Milwaukee, WI 53207  
Owner Phone: 414-364-6297  
Owner email: mary.niland@gingerzsportzpub.com

Licensee/Agent: Niland, Mary M.  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: Mary Niland

Location currently open:  YES  NO

Projected open date: March 1, 2017

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

Hours of Operation: Sun: 3PM - 2AM  
Mon: 3PM - 2AM  
Tue: 3PM - 2AM  
Wed: 3PM - 2AM  
Thu: 3PM - 2AM  
Fri: 3PM - 2AM  
Sat: 3PM - 2AM  
24 hours Y N

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:
- Tobacco:  Yes  No #:
- Food:  Yes  No #:
- Occupancy:  Yes  No #:
- Other:  Yes  No Type: #:
- Other:  Yes  No Type: #:

Who is your alcohol distributor? Possibly Miller/Beachwood

**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: Library
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: 6
18. Are the address numbers prominently displayed and easy to see  Yes  No

Exterior Comments:

**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: 6 days on average
- 23. Are there exterior cameras  Yes  No How many: 6
- 24. Are there interior cameras  Yes  No How many: 11
- 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: 4

Camera Survey Comments: Manager and owner will have access to retrieve video only.

**Interior Survey:**

- 27. What is the planned/posted capacity 180
- 28. What is the minimum number of employees that will be on premise 2
- 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:  N/A
- 35. How will they be deployed: Interior 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
  - Wanding/metal detector
  - ID Scanner
  - Dress Code Standard dress code
  - Cover Charge
  - Age restriction 21
  - Other
- 40. When at capacity, how will the overflow crowd be managed? have staff manage line outside.
- 41. Will a guard monitor the overflow crowd at all times?  Yes  No

Security Comments:

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

This report is written by P.O. Joshua Dummann assigned to District Six, Early Power Shift.

On Monday, January 30, 2017 I met with NILAND, Mary M. at 3915 S. Howell Av. This location is currently Rookies Bar. NILAND stated she is in the process of purchasing the property from the current owner (Randall J. Bibas) and will be keeping the location a tavern named Gingerz. It will be a sports bar themed tavern and will host UFC fight nights, and NFL Sunday Football. NILAND stated most of the interior will stay as is with the addition of more TV's for sports viewing.

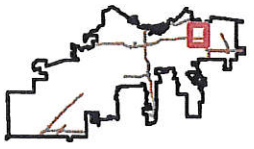
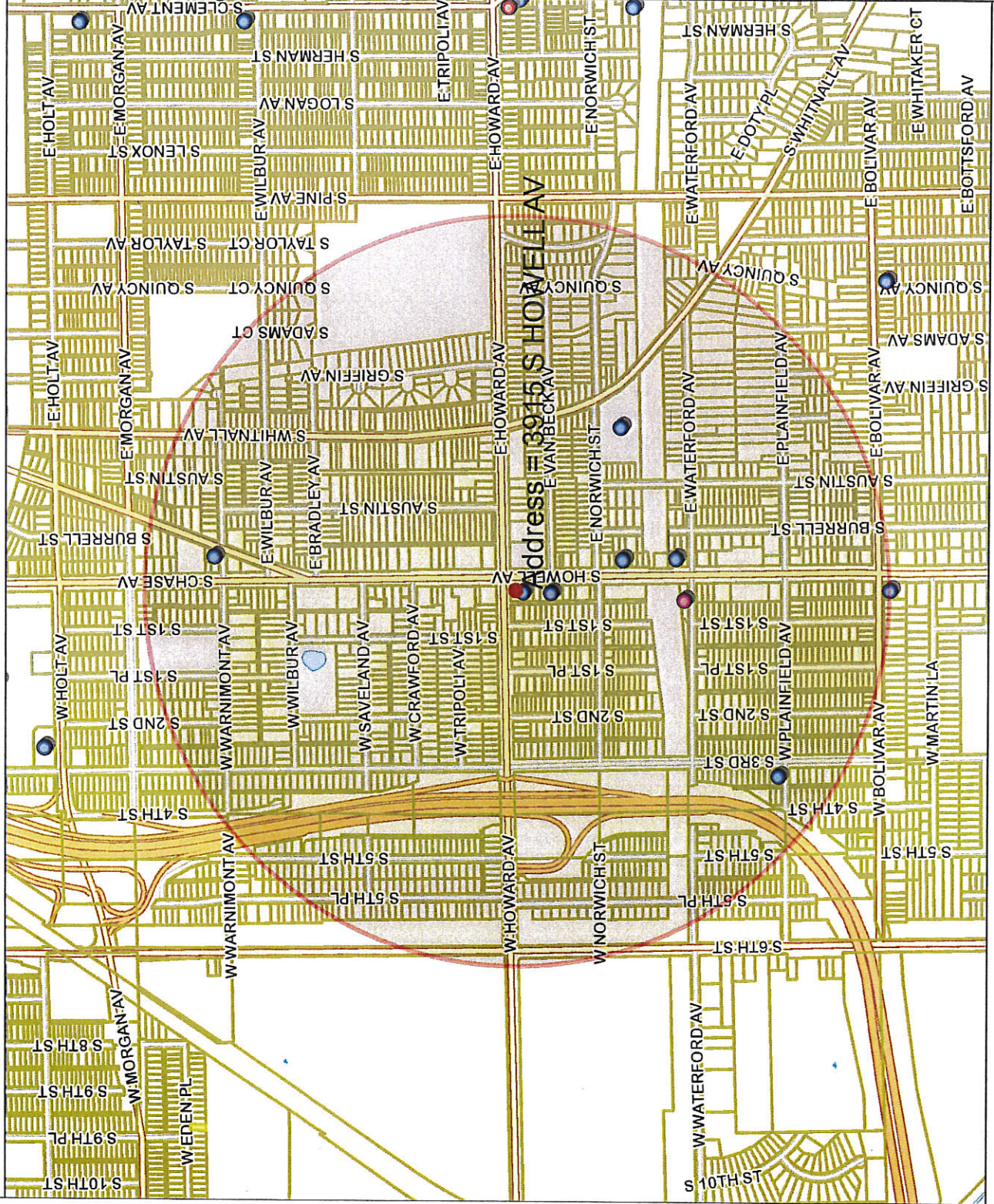
NILAND stated the projected grand opening will be March 1st. She plans to have the tavern open seven days a week from 3:00PM to 2:00AM. They plan on being open 11:30AM to 2:00AM in the future after creating a lunch staff and menu. She projected this happening approximately three months from the grand opening.

The tavern has a total of seventeen working digital cameras. Six of the cameras are located on the exterior of the building. Four of the six face the parking lot located on the southside of the building. There is a total of eleven in the interior of the tavern. The tavern has a large open space with a large bar counter and numerous tables. I observed a full kitchen and supply closet on the north end of the tavern space. NILAND escorted me to the basement where the cooler and supply shelving and inventory is located. I also observed a safe which was bolted to the wall in the basement.

NILAND was asked if she would be employing or contracting security. NILAND stated she has no plans to hire security personnel, but is open to hiring security personnel for special events or holidays events.

# Alcohol License Concentration for 3915 S Howell Ave

City of Milwaukee, Wisconsin



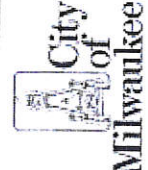
## - Legend -

- City limits
- Parcels
- Freeways
- Freeways
- Exit ramps
- Entry ramps
- Ramps
- Major streets
- Streets
- Waterways
- Alcohol licenses
- Class A intoxicating liquor
- Class A fermented malt beverage
- Class A liquor and malt
- Class B fermented malt beverage
- Class B tavern
- Class C wine retailer



## - Notes -

Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 3915 S Howell Ave on 01/19/2017



Department of Administration - ITMD



Map Scale: 1: 12,026

Disclaimer  
1/19/2017

© City of Milwaukee, Wisconsin  
Map Milwaukee: Property Information

| Licensed Alcohol Establishments Within a .5 Mile Radius Centered on 3915 S Howell Ave on 01/19/2017 |                           |                         |  |                |               |                 | Total |
|---|---------------------------|-------------------------|--|----------------|---------------|-----------------|-------|
| License Summary:  |                           |                         |  |                |               |                 |       |
| Class A Retailer's Intoxicating Liquor License  |                           |                         |  |                |               |                 | 1     |
| Class B Tavern License  |                           |                         |  |                |               |                 | 7     |
| Grand Total = 8   |                           |                         |  |                |               |                 |       |
| Legal entity  | Trade name                | Licensee                | License type name                              | Total capacity | Room capacity | Expiration date |       |
| AVENUE WINE & LIQUOR, INC   | AVENUE WINE & LIQUOR      | MICHAEL J BUGALSKI, Agt | Class A Retailer's Intoxicating Liquor License |                |               | 6/30/2017       |       |
| Dale and Carrie, LLC  | Dale Z's                  | Dale J Zbieranek, Agt   | Class B Tavern License                         | 79             |               | 12/17/2017      |       |
| LIQEN CORPORATION   | COPPER KITCHEN RESTAURANT | XHEVIT ZEQRIRI, Agt     | Class B Tavern License                         | 80             |               | 7/23/2017       |       |
| PACKY'S PUB, LLC  | Campbells Irish Pub       | PATRICK G CAMPBELL, Agt | Class B Tavern License                         | 90             |               | 4/10/2017       |       |
| PLAINFIELD PUB, LLC   | PLAINFIELD PUB            | DEBRA A SEIBEL, Agt     | Class B Tavern License                         | 74             |               | 2/10/2017       |       |
| ROOKIES OF MILWAUKEE, INC   | ROOKIES SPORTS CLUB       | RANDALL J GIBAS, Agt    | Class B Tavern License                         | 180            |               | 11/27/2017      |       |
| Sokolowski Enterprize LLC   | Jerseys Pub & Grill       | TODD G SOKOLOWSKI, Agt  | Class B Tavern License                         | 180            |               | 2/6/2017        |       |
| ST VERONICA CONGREGATION  | ST VERONICA CONGREGATION  | Mary Jo Hallfeld, Agt   | Class B Tavern License                         |                |               | 5/3/2017        |       |



Wednesday, February 22, 2017

## Licenses Committee Notice of Hearing

MELINDA GIBAS  
RANDALL GIBAS  
3915 S Howell Ave  
Milwaukee, WI 53207

Date: 3/1/2017  
Time: 08:45 AM  
Location: Common Council Chamber, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Bands, Karaoke, Jukebox, and 1 Amusement Machine  
NILAND, Mary M, Agent  
Gingerz Sportz Pub and Grill at 3915 S Howell Av

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.

If you have any questions, please call (414) 286-2238.







Wednesday, February 22, 2017

## Licenses Committee Notice of Hearing

Mary N Niland  
3915 S Howell Ave  
Milwaukee, WI 53207

Date: 3/1/2017  
Time: 08:45 AM  
Location: Common Council Chamber, Third Floor, City Hall

The Licenses Committee will consider the following license application:

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If you have any questions, please call (414) 286-2238.





Wednesday, February 22, 2017



# Notice of Public Hearing

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NILAND, Mary M, Agent  
Gingerz Sportz Pub and Grill at 3915 S Howell Av  
Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications  
Requesting Bands, Karaoke, Jukebox, and 1 Amusement Machine

**Wednesday, March 01, 2017 at 8:45 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 3/1/2017 at 8:45 AM, in Common Council Chamber, Third Floor, City Hall. If you wish, you may provide testimony at the hearing regarding the request; see below for further information. You are not required to attend the hearing. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing. Please review the information below and if you have further questions regarding this process, please contact the License Division at (414) 286-2238.

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## 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 AND ZIP CODE        |
|------------------|---------------------|--------------------------|
| CURRENT OCCUPANT | 3914A S 1ST ST      | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 139 W HOWARD AVE    | MILWAUKEE, WI 53207-3834 |
| CURRENT OCCUPANT | 3903 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3952 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3948A S 1ST ST      | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 107 E VAN BECK AVE  | MILWAUKEE, WI 53207-4451 |
| CURRENT OCCUPANT | 118A W HOWARD AVE   | MILWAUKEE, WI 53207-3835 |
| CURRENT OCCUPANT | 3901 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 107A E VAN BECK AVE | MILWAUKEE, WI 53207-4451 |
| CURRENT OCCUPANT | 3925 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3933 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3937 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3954 S HOWELL AVE 2 | MILWAUKEE, WI 53207-4478 |
| CURRENT OCCUPANT | 3950A S HOWELL AVE  | MILWAUKEE, WI 53207-4467 |
| CURRENT OCCUPANT | 3942 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3936 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3914 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3858 S 1ST ST       | MILWAUKEE, WI 53207-3825 |
| CURRENT OCCUPANT | 3954 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3933A S 1ST ST      | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3937A S 1ST ST      | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3943 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3915 S HOWELL AVE   | MILWAUKEE, WI 53207-4421 |
| CURRENT OCCUPANT | 114 W HOWARD AVE    | MILWAUKEE, WI 53207-3835 |
| CURRENT OCCUPANT | 132 W HOWARD AVE    | MILWAUKEE, WI 53207-3835 |
| CURRENT OCCUPANT | 3954 S HOWELL AVE 1 | MILWAUKEE, WI 53207-4478 |
| CURRENT OCCUPANT | 3936A S 1ST ST      | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3915 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3925A S 1ST ST      | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3911 S 1ST ST       | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3932 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3922 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3948 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3926 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 3906 S 1ST ST       | MILWAUKEE, WI 53207-4302 |
| CURRENT OCCUPANT | 124 W HOWARD AVE    | MILWAUKEE, WI 53207-3835 |
| CURRENT OCCUPANT | 3911A S 1ST ST      | MILWAUKEE, WI 53207-4301 |
| CURRENT OCCUPANT | 3955 S HOWELL AVE   | MILWAUKEE, WI 53207-4421 |

**Total Records: 39**

**Radius: 250.0 feet and Center of Circle: 3915 S Howell AV**



# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 9/26/16

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:

SPORTS PUB & GRILL

Do you have any experience operating this type of business?  No  Yes If yes, explain: Current RESTAURANT MANAGER AT MADERS.

## 2. Business Operations

- a. Proposed Opening Date: 3-1-17
- 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: CLASS B TAVERN
- 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: Food license
- 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: AS NEEDED
- b. How often will grounds be cleaned?  Daily  Weekly  As Needed  Monthly  Other: AS NEEDED
- 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: by employees
- e. Will a sound amplification system be used?  No  Yes If yes, describe: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: Patio
- b. Number of Garbage Cans: Inside: 8 Locations: Bathrooms, Bar-Kitchen  
Outside: 4 Locations: Patio/BEERGARDEN
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor:  Advanced Disposal  Waste Management  Other: \_\_\_\_\_

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, indicate how many? 14 and describe the parking security plan: (Cameras) + lighting outside + inside
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: \_\_\_\_\_
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, where? 4 outside & 12 inside
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe FBI's for drinking age @ 21

## 6. Percentage of Sales (must total 100%)

|                             |   |   |                                  |
|-----------------------------|---|---|----------------------------------|
| Alcohol <u>70</u> %         | Food <u>30</u> %                                    | Secondhand Merchandise _____ %  | Precious Metals & Gems _____ %   |
| Entertainment _____ %       | Cigarettes _____ %                                  | _____ %   | _____ %                          |
| Pawnbroker Activity _____ % | Salvaged Materials _____ %<br>(such as scrap metal) | Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ % | Other _____ %<br>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 180 (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):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: Fenced in Patio

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: HOWARD AVE

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 2  Other: 1st Floor is only used for business

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: Mary M Niland Phone Number: 414-364-6297

Business Owner Address: 3915 S HOWELL AVE

## 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          | 10AM                             | 1:30AM                            | 150   | 21+                              | None   |
| Monday          | 11AM                             | 2AM                               | 100   | 21+                              |  |
| Tuesday         | 11AM                             | 2AM                               | 100   | 21+                              |  |
| Wednesday       | 11AM                             | 2AM                               | 100   | 21+                              |  |
| Thursday        | 11AM                             | 2AM                               | 150   | 21+                              |  |
| Friday          | 11AM                             | 2:30AM                            | 200   | 21+                              |  |
| Saturday        | 11AM                             | 2:30AM                            | 250   | 21+                              |  |

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

Alcohol Establishments 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 Closing Hours: Indoors: Alcohol beverage establishments: Same as alcohol license hours  
Non-alcohol establishments: 1:00 am Sunday thru Thursday, 1:30 am Friday & Saturday  
Outdoors: All establishments: 10:00 pm Sunday thru Thursday, 12:00 am Friday & Saturday (unless otherwise approved by the Common Council in licensee's plan of operation)

## 11. Signature(s)

Mary Niland  
Sole Proprietor, Partner, Agent, or 20% or more Shareholder

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 PLAN OF OPERATION**

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: GINGERZ SPORTS PUB LLC

Premise Address: 3915 S. HOWELL AVE

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

Is there at least 300 feet between the building and any church, school, daycare center or hospital?  Yes  No

**"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 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 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: \_\_\_\_\_

**Proof of Ownership, Lease, or Offer to Purchase (new & transfer applicants only)**

Submit proof of ownership, lease, or offer to purchase the building with this application.  
A lease or offer to purchase must:  
a) Be in the same legal entity name as that apply for the license  
b) Reflect the same address as the premises address on this application  
c) Reflect current dates and  
d) Be signed by the lessor/seller and lessee/buyer

**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.)? ROOKIES SPORTS CLUB
- c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 35,000.00
- d) Total amount paid for business \$ 0
- 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

**See Application Information for a list of all required application forms.**

**Lease Information (new & transfer applicants who are leasing the premises only)**

- a) Date lease begins 3/1/17 Ends 3/1/2037
- b) Monthly rental \$ 0
- c) Do you have an option to renew the lease?  No  Yes
- d) Does your lease allow for assignment to another party without the consent of the owner?  No  Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? \_\_\_\_\_
- 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 occupancy 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): \_\_\_\_\_

**Notarized Signatures of Applicants**

SUBSCRIBED AND SWORN TO BEFORE ME

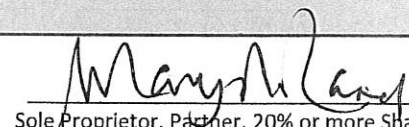
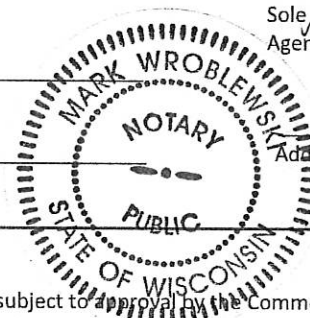
This 11 day of January, 2017



(Clerk/Notary Public)

mw  
My Commission Expires ~~07-11-17~~ 07-06-18

\*Notary Seal must be affixed.



Sole Proprietor, Partner, 20% or more Shareholder, or Agent – only if there are no 20% or more shareholders

Additional partner or 20% or more shareholder

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 premise applicants must submit the following:**

- Proof of ownership, lease or offer to purchase the building
- Detailed floor plan
- If a restaurant, copy of the menu





# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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

### TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

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

Entertainment Indoor Hours: Alcohol beverage establishment: same as alcohol license hours.  
Non-alcohol establishment: 10:30am to 1:00am Sun to Thurs; 1:30am Fri-Sat  
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless otherwise approved by Common Council.

### PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment?  No  Yes If Yes, Describe:

At any time will sound amplification be used?  No  Yes If Yes, Describe: Speakers

### LEGAL CAPACITY OF PREMISES

180 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

### NOTARIZED SIGNATURES

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council.

I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize an employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.

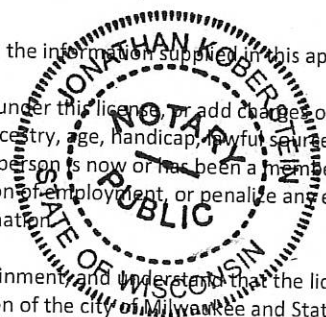
### SUBSCRIBED AND SWORN TO BEFORE ME

This 19<sup>th</sup> day of January, 20 17

[Signature]  
(Clerk/Notary Public)

My Commission Expires MARCH 22, 2019

\*Notary Seal must be affixed.



[Signature]  
Agent, 20% or More Shareholder/Partner

Additional 20% or More Shareholder/Partner

Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Check if only PEP (must be heard w/in 60 days) Granted \_\_\_\_\_ License # \_\_\_\_\_



# APPLICATION AMENDMENT

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV)

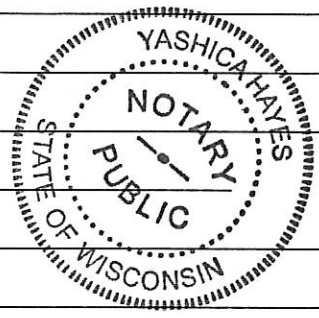
Date: 1/23/17

### To the License Division of the City of Milwaukee:

I, Mary Niland (full legal name), wish to amend my answer(s) on the application for a Bar + Food / Pub. ent. license at 3915 S. Howard Ave (premise address, if applicable):

by adding or amending the following information (complete only those sections being amended):

1. Answer to Question(s) # \_\_\_\_\_ should be: \_\_\_\_\_
2. Agent should be (full legal name): \_\_\_\_\_ Also complete 3, 4, 5 & 6
3. Date of birth should be: \_\_\_\_\_
4. Home address should be (include city/state/zip): \_\_\_\_\_
5. Home phone number should be (include area code): \_\_\_\_\_
6. Driver's License Number/State ID Number should be: \_\_\_\_\_
7. Corporation/LLC name should be (full legal name): \_\_\_\_\_
8. Business name should be: \_\_\_\_\_
9. Business address should be (include city/state/zip): \_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Premises address should be: \_\_\_\_\_
12. Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_
13. Age Distinction should be (for Class B Taverns only): \_\_\_\_\_
14. Other: add amusement machine = 1 (Golder tee machine)



Subscribed and sworn to before me \*\*A notarized signature is required for amendments relating to Alcohol Beverage Establishment, Temporary Public Entertainment Premise, & Temporary Extension Applications

this 23 day of January 17  
Yashica Hayes  
Notary Public - State of Wisconsin  
My Commission expires 9/24/18  
Notary Seal must be affixed

Mary Niland M.N. Land Owner  
Print Name of Individual, Partner, Agent or 20% or More Shareholder  
Mary N. Land  
Signature of Individual, Partner, Agent or 20% or More Shareholder

Office Use Only: Application #: 245733 Date Received/Entered: 1/23/17 Initials: YN  
Date LC Advised LIU: \_\_\_\_\_ NS: \_\_\_\_\_ Health: \_\_\_\_\_ Initials: \_\_\_\_\_



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 8/1/16

245735

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: GINGERZ SPORTZ PUB LLC

Premises Address: 3915 S HOWELL AVE MILWAUKEE WI 53207

## SECTION 1 TYPE OF BUSINESS

Type of application (check one):  taking over a currently operating business  starting a new business  
Anticipated opening date? 3/1/2017

Check the type that best describes your business (check only one):  
See Food Dealer License Information sheet for definitions.

- Restaurant
  - Retail Establishment
  - Community Food Program
  - Bed & Breakfast
  - Base for Food Peddler
  - Base for Temporary/Seasonal Food Stand
- If retail, will it be a convenience store?  Yes  No  
(less than 5,000 sq ft of retail space, primary business is the sale of basic food items, and in addition sells household products)

In addition, will any wholesale business be done?  Yes  No

If yes, what percentage of the business will be wholesale?  Less than 25%  25% or More (Contact DATCP)\*

Will retail items be sold?  No  Yes If Yes, indicate percentage of food sales \_\_\_\_\_ %

Will restaurant items be sold?  No\*  Yes If Yes, indicate percentage of food sales 30 %

\* If you checked "25% or More" of the business will be wholesale and answered "No" to restaurant items being sold, do not continue completing this application. A City of Milwaukee License is not required. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes  
*Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.*

- If Yes, check the types of food items:
- SNACKS & BEVERAGES  
*includes, but is not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, popcorn, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese*
  - MEALS  
*includes, but is not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads*

## SECTION 3 HAZARDOUS FOODS

Will any hazardous food be sold?  No  Yes  
*Hazardous foods require temperature control (includes dairy products such as milk, cheese, and ice cream, fish shellfish, meat, poultry)*

If yes, list the types of food items: Fish, meat, poultry, milk, cheese

**SECTION 8 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

- No If No, SKIP to Section 9
- Yes If YES, if your food license is approved prior to the alcohol beverage license, when do you want the food license issued?  Immediately  At the same time as the alcohol license

**SECTION 9 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

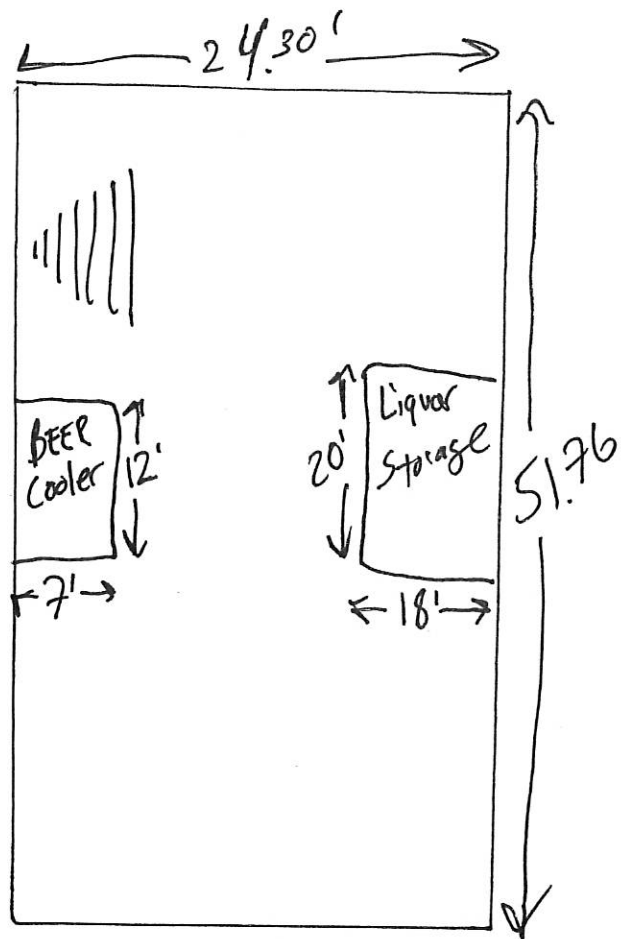
- TL I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.
- TL I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.
- TL I understand the district alderperson will review and either approve or deny my application. If denied, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.
- TL I understand proof of payment for all license fees must be on file in the License Division before the license may be issued.
- TL I understand the license must be issued and posted in my establishment prior to opening for business.
- TL I will not operate my food business until the license has been issued and posted in the establishment.

Signature of sole proprietor, partner, agent or 20% shareholder: Mary Nilsen

Signature of additional partner(s): \_\_\_\_\_

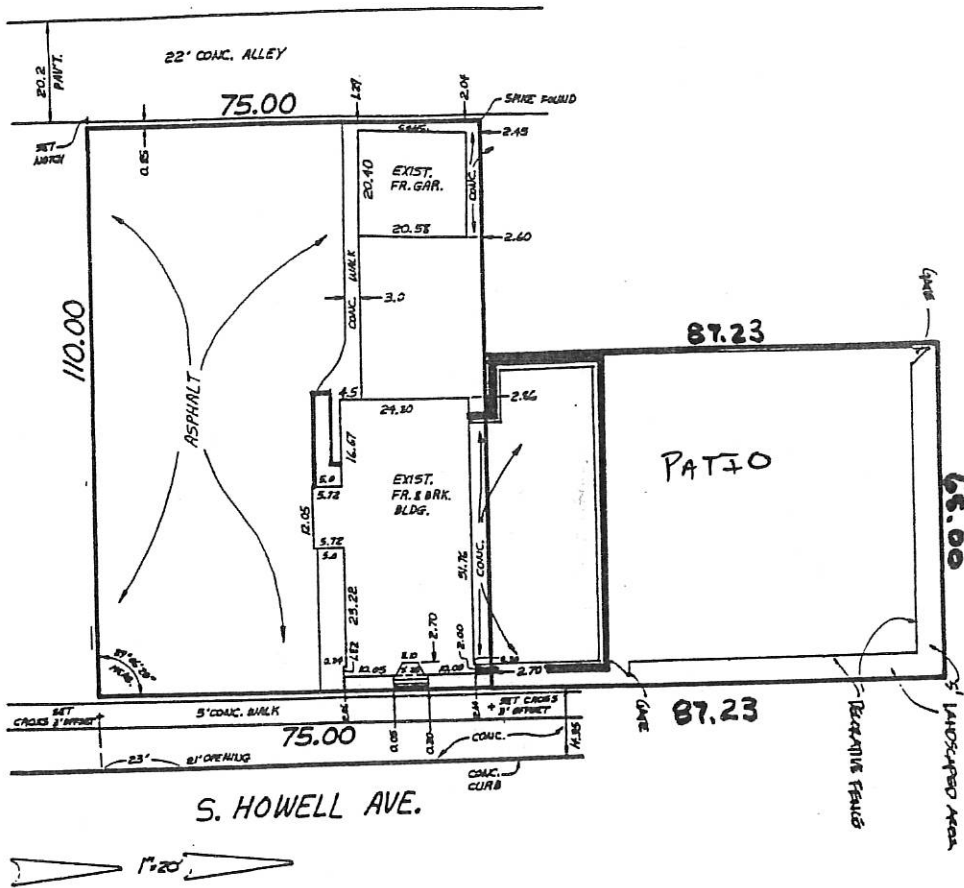
Gingerz Sportz Pub and Grill  
3915 S. Howell Ave, Milwaukee, WI 53207  
Agent: Mary M Niland for Gingerz Sportz Pub, LLC

Jan 10, 2017



### BASEMENT STORAGE





H. HOWARD AVE.

ADDITION TO:

Gingerz Sportz Pub  
 3915 S. Howell Ave. and GRILL  
 Minn.

1/10/2017

Agent: Mary N Niland  
 For Gingerz Sportz Pub LLC

**CAPACITY TABLE**

**AREA:**

1807 S.F. / 10 S.F. per person = 180 capacity

**AGGREGATE EXIT WIDTH:**

- 50" per 100 people
- (3) Doors @ 36" = 108"
- 108" = 216 capacity

**TOILET FIXTURES:**

- WOMEN'S:**
- (1) Toilets @ 30 people = 90 \* 2 = 180 capacity
  - (2) Sinks

- MEN'S:**
- (2) Toilets @ 75 people = 150 \* 2 = 300 capacity
  - (2) Urinals @ 50 people = 100 \* 2 = 200 capacity
  - (2) Sinks

MAXIMUM CAPACITY BASED ON LOWEST OF THE ABOVE CALCULATIONS:  
**180 PERSONS**