



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

Friday, July 11, 2025

**COMMITTEE MEETING NOTICE**

AD 04

MONROE, Jamilah, Agent  
LION CAPITAL HOLDING LLC  
N55W17923 High Bluff DR #B  
Menomonee Falls, WI 53051

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, July 22, 2025 at 01:45 PM**

The access code is <https://meet.goto.com/827697613>. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern License Application as agent for "LION CAPITAL HOLDING LLC" for "THE RIVERWALK EVENT CENTER" at 800 N PLANKINTON 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](http://www.milwaukee.gov/license)  
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: [License@milwaukee.gov](mailto:License@milwaukee.gov)

Date: 5/21/2025  
Officer: PLUMLEY

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

Name of Premise: River Walk Event Center  
Address: 800 N. Plankinton  
Phone:

Owner: Jamilah Monroe  
Owner address: N 55 W 17923 Unit B  
City State Zip: Menomonee Falls, WI 53051  
Owner Phone: (414) 759-7614  
Owner email: jadaw32@gmail.com

Licensee/Agent: Jamilah Monroe  
Home Address: N 55 W 17923 Unit B  
City State Zip: Menomonee Falls, WI 53051  
Phone: (414) 759-7614  
Email: jadaw32@gmail.com

Preferred contact: Phone- (414) 759-7614

Location currently open: ☐ YES ☒ NO

Projected open date: August 1, 2025

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

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

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

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



Tobacco:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Food:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Occupancy:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	#:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Type:	#:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No Type:	#:

### **Exterior Survey:**

1. Is the area around the location clean? ☒ Yes ☐ No
  2. What surrounds the location? (Check all the apply)
    - a. ☐ Park
    - b. ☐ School
    - c. ☐ Youth Center
    - d. ☐ Church
    - e. ☐ Tavern(s) If so, how many
    - f. ☐ Residential
    - g. ☒ Other businesses
    - h. ☐ Other:
  3. Can you see from the outside of the location into the interior ☒ Yes ☐ No
  4. Can you see the employees inside of the location from the outside ☒ Yes ☐ No
  5. Are exterior windows free of signage ☒ Yes ☐ No
  6. Is there a 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: Possibly 3-4
  18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No
- Exterior Comments: Possibly 3-4 exterior cameras will be added

### **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: Around 8 interior cameras will be added and 3-4 exterior

### **Interior Survey:**

27. What is the planned/posted capacity 99 interior  
 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: Interior cameras not installed yet, If bar is being rented then 1-2 employees will be present, If event is catered then no employees will be present

### **Security**

34. How many security personnel are going to be employed: 1 ☐ N/A  
 35. How will they be deployed: Interior X Exterior X ☐ 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  
     ☐ Cover Charge  
     ☐ Age restriction  
     ☒ Other Crowd Monitoring  
 40. When at capacity, how will the overflow crowd be managed? Wait Outside  
 41. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

Security Comments:

### **ADDITIONAL COMMENTS/RECOMMENDATIONS:**

Consider more security for larger events



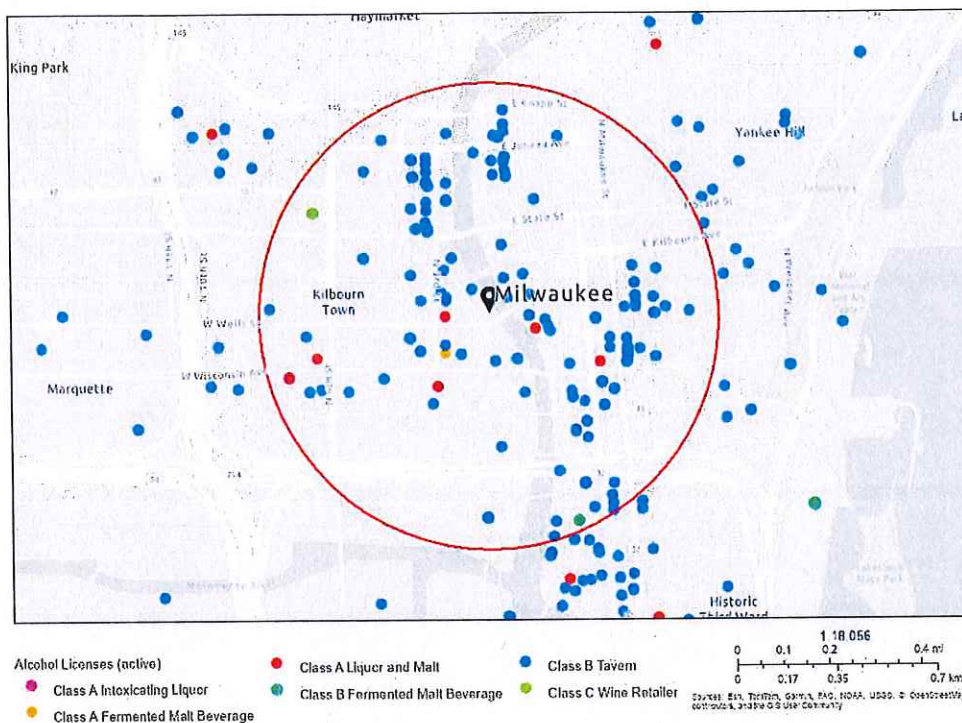


## Concentration Map for 800 N Plankinton Ave

### Area of Interest (AOI) Information

Area : 21,862,585.72 ft<sup>2</sup>

May 15 2025 11:21:06 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	165		

Alcohol Licenses



#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	V & V PARTNERS, LLC	BENIHANA	Cesar E Cordero Escarzaga, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2025, 7:00 PM	1
2	PTM VENTURES LLC	State Street Pizza Pub	Andrew P Fish, Agt	322 W STATE ST	Class B Tavern License		5/18/2025, 7:00 PM	1
3	1209 WATER ST, INC	BROTHERS BAR & GRILL	MARC R FORTNEY, Agt	1209-13 N WATER ST	Class B Tavern License	750	5/18/2025, 7:00 PM	1
4	Olive Tree LLC	Convenience +	Jamal T Shawar, Agt	308 E Wisconsin AV	Class A Malt & Class A Liquor License		5/19/2025, 7:00 PM	1
5	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Richard K Lorbach, Agt	320 W Highland AV	Class B Tavern License	160	5/19/2025, 7:00 PM	1
6	Soche, LLC	City Social Bar and Grill and The LYNQ	COREY L SMITH, Agt	530 N WATER ST	Class B Tavern License		5/20/2025, 7:00 PM	1
7	NOBLE CATERING MKE, LLC	NOBLE CATERING	Kaelyn M Cervero, Agt	800 W WELLS ST	Class B Tavern License		5/20/2025, 7:00 PM	1
8	Giovannis Hospitality Family LLC	Safina's	DAVID J SAFINA, Agt	783-785 N Jefferson ST	Class B Tavern License		5/22/2025, 7:00 PM	1
9	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2025, 7:00 PM	1
10	WESTOWN ASSOCIATION OF MILW, INC	WESTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N Dr Martin L King Jr DR	Class B Tavern License		5/22/2025, 7:00 PM	1
11	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2025, 7:00 PM	1
12	Wisconsin & Milwaukee Hotel, LLC	Milwaukee Marriott Downtown/Starbucks	Benjamin A Risseuw, Agt	323 E Wisconsin AV	Class B Tavern License	312	5/23/2025, 7:00 PM	1
13	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2025, 7:00 PM	1
14	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Martin L King Jr DR	Class B Tavern License	297	5/25/2025, 7:00 PM	1
15	12AM Management Group, LLC	Room Seven	Andre B Lewis, Agt	780 N Jefferson ST	Class B Tavern License	240	5/25/2025, 7:00 PM	1
16	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2025, 7:00 PM	1
17	HTWA MARKET PROJECT, LLC	MILWAUKEE PUBLIC MARKET	MICHAEL GARDNER, Agt	400 N WATER ST	Class B Tavern License	320	5/28/2025, 7:00 PM	1
18	Foltz Family Market, Inc	Foltz Family Market	Casey C Foltz, Agt	400 N WATER ST 6	Class B Tavern License		5/29/2025, 7:00 PM	1

19	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Joshua S Schoggins, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/30/2025, 7:00 PM	1
20	Kinn GH LL LLC	Kinn MKE Guesthouse	Charles Bailey, Agt	600 N BROADWAY	Class B Tavern License	258	6/9/2025, 7:00 PM	1
21	RIVER HOUSE RESTAURANT, INC	VagaBond	MATTHEW R SCHMIDT, Agt	1122 N EDISON ST	Class B Tavern License	150	6/9/2025, 7:00 PM	1
22	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		6/9/2025, 7:00 PM	1
23	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		6/13/2025, 7:00 PM	1
24	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N MARTIN L KING JR DR	Class B Tavern License	120	6/13/2025, 7:00 PM	1
25	First MKD, LLC	Hilton Garden Inn	Sarah I Frost, Agt	611 N BROADWAY	Class B Tavern License		6/15/2025, 7:00 PM	1
26	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2025, 7:00 PM	1
27	Pritzlaff Events LLC	Pritzlaff / Aperitivo	Kendall G Breunig, Agt	311-315 N Plankinton AV	Class B Tavern License	915	6/18/2025, 7:00 PM	1
28	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
29	WA Cheese & Sausage Shoppe, Inc	WA Cheese & Sausage Shoppe	Mark S Lutz, Agt	400 N WATER ST 24	Class B Tavern License		6/29/2025, 7:00 PM	1
30	THIS IS IT, INC	THIS IS IT	GEORGE R SCHNEIDER, Agt	418 E WELLS ST	Class B Tavern License	160	6/29/2025, 7:00 PM	1
31	THIEF WINE, LLC	THIEF WINE SHOP & BAR	PHILIP M BILODEAU, Agt	400 N WATER ST	Class B Tavern License	42	6/29/2025, 7:00 PM	1
32	THE MILWAUKEE CLUB	THE MILWAUKEE CLUB	Molly J Schick, Agt	706 N JEFFERSON ST	Class B Tavern License	180	6/29/2025, 7:00 PM	1
33	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
34	East Town Association, Inc	East Town Association	Edgar L Sturkey, Agt	520 E WELLS ST	Class B Tavern License		7/3/2025, 7:00 PM	1
35	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
36	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



37	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE	Mark A Peterson, Agt	509 W WISCONSIN AV	Class B Tavern License	8,578	7/5/2025, 7:00 PM	1
38	GRANDVIEW MANAGEMENT, INC.	Zilli Hospitality Group	ROBERT J ZILLI, Agt	325-333 N PLANKINTON AV	Class B Tavern License		7/5/2025, 7:00 PM	1
39	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
40	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
41	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
42	Good Land LLC	Draft & Co.	Nathaniel A Davauer, Agt	401 W WISCONSIN AV	Class B Tavern License		7/8/2025, 7:00 PM	1
43	TUPELO HONEY HOSPITALITY CORPORATION	Tupelo Honey Southern Kitchen & Bar	Sarah A Reinhardt, Agt	511 N BROADWAY	Class B Tavern License		7/11/2025, 7:00 PM	1
44	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
45	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
46	DOS BONITAS, LLC	CUBANITAS	MARTA C BIANCHINI, Agt	728 N MILWAUKEE ST	Class B Tavern License	50	7/25/2025, 7:00 PM	1
47	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
48	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
49	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
50	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
51	MARCUS HOTELS HOSPITALITY, LLC	Pfister Hotel & Tower	Mark A Peterson, Agt	424 E WISCONSIN AV	Class B Tavern License	419	7/29/2025, 7:00 PM	1
52	746JAMESLOVELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2025, 7:00 PM	1
53	NOBLE RIVERCENTRE MKE, LLC	Vault	Kaelyn M Cervero, Agt	111 E KILBOURN AV	Class B Tavern License	432	7/30/2025, 7:00 PM	1
54	MP On Wheels Catering Service	MP On Wheels Catering Service	DULCE M ALARCON, SP	400 N WATER ST	Class B Tavern License	320	8/3/2025, 7:00 PM	1

55	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
56	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
57	Hotel Metro Operator, LLC	Hotel Metro	Thys V Jones, Agt	411 E Mason ST	Class B Tavern License	150	8/30/2025, 7:00 PM	1
58	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
59	INDULGE WINE ROOMS, LLC	INDULGE	MARC R BIANCHINI, Agt	708 N MILWAUKEE ST	Class B Tavern License	60	8/30/2025, 7:00 PM	1
60	RIVERWALK COMMONS LLC	Riverwalk Commons	PAUL H SCHWARTZ, Agt	423 N WATER ST	Class B Tavern License		9/1/2025, 7:00 PM	1
61	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
62	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
63	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
64	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
65	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
66	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
67	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
68	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
69	ST. PAUL SEAFOOD, LLC	ST. PAUL FISH CO.	TIMOTHY G COLLINS, Agt	400 N WATER ST	Class B Tavern License		9/20/2025, 7:00 PM	1
70	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	CHRISTIAN M DAMIANO, Agt	225 E MICHIGAN ST	Class B Tavern License	299	9/21/2025, 7:00 PM	1
71	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
72	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



73	CDWI ASSOCIATES LLC	Cambria Milwaukee Downtown	Yolanda M Allen, Agt	503 N PLANKINTON AV	Class B Tavern License		9/22/2025, 7:00 PM	1
74	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
75	Satori Restaurant LLC	Thai-namite Thai Bistro and Sushi Bar	KHEMANONG KONGSIN, Agt	400 N WATER ST	Class B Tavern License		9/25/2025, 7:00 PM	1
76	WELLS-JEFFERSON CORPORATION	TAYLOR'S	DANIEL R TAYLOR, Agt	795 N JEFFERSON ST	Class B Tavern License	160	9/25/2025, 7:00 PM	1
77	THE WESTOWN ASSOCIATION OF MILWAUKEE, INC.	Westown Association	STACIE J CALLIES, Agt	310 W WISCONSIN AV	Class B Tavern License		9/25/2025, 7:00 PM	1
78	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
79	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
80	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
81	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
82	SINCERESWAN, LLC	SWINGIN DOOR EXCHANGE	MICHELLE M SINCERE, Agt	219 E MICHIGAN ST	Class B Tavern License	80	10/10/2025, 7:00 PM	1
83	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
84	THE WOLF LLC	The Wolf on Broadway	Matthew A Schaefer, Agt	600 N BROADWAY	Class B Tavern License		10/18/2025, 7:00 PM	1
85	BW HOLDINGS, LLC	WARD'S HOUSE OF PRIME	BRIAN J WARD, Agt	540 E MASON ST	Class B Tavern License	260	11/1/2025, 7:00 PM	1
86	Artisan Ramen LLC	Artisan Ramen	Yufeng Qiu, Agt	530 E Mason ST	Class B Tavern License	93	11/4/2025, 6:00 PM	1
87	BBC 782 LLC	Barrel Burrito Co	MICHAEL J EITEL, Agt	782 N JEFFERSON ST	Class B Tavern License		11/4/2025, 6:00 PM	1
88	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
89	The Explorium Brewpub Third Ward LLC	The Explorium Brewpub	Michael P Doble, Agt	143 W ST PAUL AV	Class B Tavern License	399	11/9/2025, 6:00 PM	1
90	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

91	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
92	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
93	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
94	HDS 777, LLC	The Sofie	DAVID J SAFINA, Agt	777 N JEFFERSON ST	Class B Tavern License		11/20/2025, 6:00 PM	1
95	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
96	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		11/24/2025, 6:00 PM	1
97	REAL CHILI OF MILWAUKEE, INC	REAL CHILI	STEPHEN J KASTELIC, Agt	419 E WELLS ST	Class B Tavern License	80	11/27/2025, 6:00 PM	1
98	The Brownstone LLC	The Brownstone	Jona J Moore, Agt	524 N Water ST	Class B Tavern License		11/27/2025, 6:00 PM	1
99	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
100	HOJOP, INC	AVENUE BAR & GRILL	ANTHONY S BEER, Agt	611 W WISCONSIN AV	Class B Tavern License		12/11/2025, 6:00 PM	1
101	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
102	MKE Water Street LLC	ELMNT Lounge	Nicholas M Murado, Agt	618 N WATER ST	Class B Tavern License		12/17/2025, 6:00 PM	1
103	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
104	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
105	DAA SMOKEHOUSE MKE LLC	David Alan Alan's Smokehouse & Saloon MKE	David A O'Bryan, Agt	400 N WATER ST	Class B Tavern License		12/28/2025, 6:00 PM	1
106	OUZO CAFE	OUZO CAFE	NICKEY G PAPPAS, Agt	776 N MILWAUKEE ST	Class B Tavern License	40	1/4/2026, 6:00 PM	1
107	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
108	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



109	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
110	APARTMENT 720, LLC	APARTMENT 720	Tony T Skoufis, Agt	720 N MILWAUKEE ST	Class B Tavern License	299	1/24/2026, 6:00 PM	1
111	Carnivoras Inc	Carnevor	Joseph McLean, Agt	718 N Milwaukee ST	Class B Tavern License	99	1/25/2026, 6:00 PM	1
112	ALEM ETHIOPIAN RESTAURANT, LLC	ALEM ETHIOPIAN VILLAGE	MULU H HABTESILAS SIE, Agt	307 E WISCONSIN AV	Class B Tavern License	98	1/25/2026, 6:00 PM	1
113	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
114	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
115	The Belmont Tavern, Inc	The Belmont Tavern	MICHAEL J VITUCCI, Agt	784 N Jefferson ST	Class B Tavern License	160	2/6/2026, 6:00 PM	1
116	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2026, 6:00 PM	1
117	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
118	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
119	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
120	STEE V GEE LLC	Sportclub Nomad	MICHAEL J EITEL, Agt	750 N Jefferson ST	Class B Tavern License	240	2/14/2026, 6:00 PM	1
121	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
122	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
123	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
124	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
125	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
126	EDISON MKE LLC	The Edison	David J Marcus, Agt	322 N BROADWAY	Class B Tavern License		2/25/2026, 6:00 PM	1
127	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

128	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
129	ANDY ZXL, INC.	FUSION POKE	Yulin Zheng, Agt	329 N BROADWAY	Class B Tavern License		2/27/2026, 6:00 PM	1
130	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2026, 6:00 PM	1
131	Mediterranean Kuzina LLC	Mediterranean Cuisine	Ender Erk, Agt	753 N WATER ST	Class B Tavern License		3/2/2026, 6:00 PM	1
132	Sevenbirds LLC	The Rivulet	Tyler T Curran, Agt	309 N WATER ST 110	Class B Tavern License	318	3/4/2026, 6:00 PM	1
133	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
134	PRITZLAFF EVENTS, LLC	LAS GARDENIAS	RICHARD J KERHIN, Agt	305 N PLANKINTON AV 102	Class B Tavern License		3/5/2026, 6:00 PM	1
135	Foot Paw LLC	Amilinda	Gregory R Leon, Agt	315 E Wisconsin AV	Class B Tavern License		3/13/2026, 7:00 PM	1
136	ManCave Milwaukee, LLC	ManCave Milwaukee	Jeffrey L Taylor, Agt	706 N MILWAUKEE ST	Class B Tavern License		3/14/2026, 7:00 PM	1
137	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
138	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
139	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
140	GROOM FOR MEN, INC	Groom for Men / Groom Lounge	Terri J DeJoode, Agt	330 E ST PAUL AV	Class B Tavern License		3/24/2026, 7:00 PM	1
141	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
142	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
143	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
144	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
145	FLOUR POWER LLC	Flourchild	Andrew H Miller, Agt	722 N MILWAUKEE ST	Class B Tavern License		3/31/2026, 7:00 PM	1
146	3CP LLC	Third Coast Provisions	Andrew H Miller, Agt	724 N Milwaukee ST	Class B Tavern License		3/31/2026, 7:00 PM	1



147	Charro Latino, LLC	CARBON/LUC ID	Singh G Saini, Agt	725-729 N Milwaukee ST	Class B Tavern License	490	4/2/2026, 7:00 PM	1
148	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
149	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
150	Shake Shack Wisconsin LLC	Shake Shack	Jonathon V Maurice, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		4/8/2026, 7:00 PM	1
151	Shake Shack Wisconsin LLC	Shake Shack	Jonathon V Maurice, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		4/8/2026, 7:00 PM	1
152	Higbee's MKE LLC	BODEGA	PATSY SMITH-JAMES, Agt	628 N Water ST	Class B Tavern License	225	4/15/2026, 7:00 PM	1
153	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
154	Jay Squared LLC	The Box	Jaime D Levine, Agt	311 E Wisconsin AV	Class B Tavern License	270	4/17/2026, 7:00 PM	1
155	BRUNCH MKE LLC	BRUNCH	Morgan K Schnabl, Agt	714 N MILWAUKEE ST	Class B Tavern License	160	4/20/2026, 7:00 PM	1
156	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
157	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
158	ELEVATE MKE LLC	ELEVATE MKE	Tino K Bates, Agt	1131 N WATER ST	Class B Tavern License		5/1/2026, 7:00 PM	1
159	Benelux Third Ward, LLC	Cafe Benelux	ERIC G WAGNER, Agt	346 N Broadway	Class B Tavern License	455	5/1/2026, 7:00 PM	1
160	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
161	LUPI & IRIS, LLC	Lupi & Iris/Andiamo	Daria J Aitken-Siegel, Agt	777 N VAN BUREN ST	Class B Tavern License		5/7/2026, 7:00 PM	1
162	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
163	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
164	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

165	Wisconsin & Milwaukee Hotel, LLC	Milwaukee Marriott Downtown/Starbucks	Benjamin A Risseuw, Agt	323 E Wisconsin AV	Class B Tavern License	312	5/23/2026, 7:00 PM	1
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Establishments within a 0.5 miles radius centered on area of interest.





Friday, July 11, 2025



# Notice of Public Hearing

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MONROE, Jamilah, Agent  
The Riverwalk Event Center at 800 N Plankinton Av  
Class B Tavern License Application

**Tuesday, July 22, 2025 at 1:45 PM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 7/22/2025 at 1:45 PM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto: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.

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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.**

[illegible]







[illegible]



[illegible]



[illegible]









CURRENT OCCUPANT	823 N 2ND ST# 812	MILWAUKEE, WI 53203-1822
CURRENT OCCUPANT	823 N 2ND ST# 813	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 814	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 901	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 902	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 903	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 904	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 905	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 906	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 907	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 908	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 909	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 910	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 911	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 912	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 913	MILWAUKEE, WI 53203-1812
CURRENT OCCUPANT	823 N 2ND ST# 914	MILWAUKEE, WI 53203-1812

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Total Records: 345

Radius 250 feet and Center of the Circle: 800 N Plankinton Av



## APPLICATION AMENDMENT

Office of the City Clerk License Division  
200 E. Wells Street, Room 105, Milwaukee, WI 53202 (414) 286-2238


Date: 06/04/2025

To the License Division of the City of Milwaukee:

I, Jamilah Monroe, wish to amend my answer(s) on the application for a  
(full legal name)  
PEP License license at 800 N. Plankinton Ave:  
(type of license) (premises 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. 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. Premises address should be (include city/state/zip): \_\_\_\_\_  
\_\_\_\_\_
10. Business phone number should be (include area code): \_\_\_\_\_
11. Mailing address should be (include city/state/zip): \_\_\_\_\_  
\_\_\_\_\_
12. Email address should be: \_\_\_\_\_
13. Recycling/Salvaging/Towing: Location where vehicle will be parked should be (include city/state/zip): \_\_\_\_\_  
\_\_\_\_\_
14. Class B Tavern: Age Distinction should be: \_\_\_\_\_ (B Tavern)
15. Other: Withdrawing PEP License & changing closing hours  
on Friday & Saturday from 2:30am to midnight 12:00 AM  
(Check with the License Division before submitting "Other" amendments using this form.)

  
Signature of Licensee (Individual, Partner, or Agent of Corp/LLC)

Office Use Only: Application # BTAVN 381060 Date: 6/4/25 Initials: (40) To LC: \_\_\_\_\_  
LC Email: ☐ MPD ☐ NS ☐ HD Initials: \_\_\_\_\_





## 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](mailto: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:

Banquet Hall Rental

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: I have experience managing a restaurant and

### 2. Business Operations

- a. Proposed Opening Date: 09.01.2025
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: 08.15.2025
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: \_\_\_\_\_
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: \_\_\_\_\_
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes  
If yes, explain: \_\_\_\_\_
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes  
If yes, list address(es): \_\_\_\_\_
- h. Are other businesses operating in the same building? ☐ No ☒ Yes If yes, describe: JoSa' on The River - Restaurant

### 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: \_\_\_\_\_

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 3 Locations: behind service bar, seating area, kitchen area  
Outside: 5 Locations: east side of rear building
- 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, how many? \_\_\_\_\_ and describe the parking security plan: There is street parking and public parking lot available.
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Loading zone is near front entrance. Security and/or staff designated to area when necessary.
- c. Will you have licensed security on premise? ☒ No ☐ Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Describe equipment used \_\_\_\_\_  
 List their License Number (s) \_\_\_\_\_
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 7 and list locations: 1 near main entrance  
1 behind service bar, 1 emergency exit, 1 outside bathroom, 1 kitchenette, 2 seating area
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>20</u> %	Food <u>      </u> % Cigarettes, Electronic Vape Devices, <u>0</u> % Tobacco Products	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %			
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>80</u> % Describe: <u>Rental</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: 1 ☐ 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  
 Electronic Vape Products
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: \_\_\_\_\_

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

Capacity 99 (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: \_\_\_\_\_
- b. Describe Location: ☒ Major Thoroughfare ☐ Secondary Street ☐ Other: \_\_\_\_\_
- c. Nearest Major Cross Street: Wells & Plankinton St
- d. Describe Building: ☐ Free Standing Building ☐ Strip Mall ☒ Other: Commercial Condo Building with Reside
- e. Describe Premises Structure: ☐ Single Story ☐ Multi-Story - # of Stories 17 ☐ Other: \_\_\_\_\_
- f. Describe Surrounding Area: ☒ Commercial ☐ Residential ☐ Industrial ☐ Other: \_\_\_\_\_
- g. Building Owner Name: Lion Capital Holding LLC Phone Number: 4147597614  
Building Owner Address: 800 N Plankinton Ave Milwaukee WI 53203

## 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	7:00 am	12:00 AM	100	21-55	None
Monday	7:00 am	12:00 am	100	21-55	None
Tuesday	7:00 am	12:00 am	100	21-55	None
Wednesday	7:00 am	12:00 am	100	21-55	None
Thursday	7:00 am	12:00 am	100	21-55	None
Friday	7:00 am	2:30 am	100	21-55	None
Saturday	7:00 am	2:30 am	100	21-55	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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Lion Capital Holding LLC DBA The Riverwalk Event Center

Premise Address: 800 N Plankinton Ave Milwaukee WI 53203

## 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.)? owner

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

d) Total amount paid for business \$290,000

e) Total amount paid for goodwill of the business \$0

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

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

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

a) Date lease begins \_\_\_\_\_ Ends \_\_\_\_\_

b) Monthly rental \$ \_\_\_\_\_

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

d) Does your lease allow for assignment to another party without the consent of the owner? ☐ No ☐ Yes

e) For what length of time have you been guaranteed occupancy (number of years)? \_\_\_\_\_



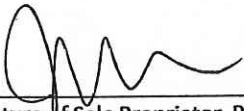
### Lease Information (Continued)

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

### Change of Agent Applicants Only

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

### Signature



Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If 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 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)

PREMISES ADDRESS: 800 N. Plankinton Ave Milwaukee, WI 53203

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

- |   |   |   |   |
|---|---|---|---|
| <input checked="" type="checkbox"/> Instrumental Musicians                          | <input type="checkbox"/> Battle of the Bands        | <input checked="" type="checkbox"/> Dancing by Performers               | <input type="checkbox"/> Amusement Machines<br>How many? _____                |
| <input checked="" type="checkbox"/> Bands   | <input checked="" type="checkbox"/> Comedy Acts     | <input type="checkbox"/> Adult Entertainment/<br>Strippers/Erotic Dance | <input checked="" type="checkbox"/> Concerts<br>Approx. # per year? <u>12</u> |
| <input type="checkbox"/> Bowling Alley<br>How many? _____                           | <input checked="" type="checkbox"/> Disc Jockey     | <input type="checkbox"/> Wrestling                                      | <input type="checkbox"/> Theatrical Performances<br>Approx. # per year? _____ |
| <input type="checkbox"/> Pool Tables<br>How many? _____                             | <input checked="" type="checkbox"/> Magic Shows     | <input type="checkbox"/> Patron Contests                                | <input type="checkbox"/> Jukebox  |
| <input type="checkbox"/> Motion Pictures (movies by<br>admission) - How many? _____ | <input checked="" type="checkbox"/> Poetry Readings | <input checked="" type="checkbox"/> Patrons Dancing                     | <input checked="" type="checkbox"/> Karaoke                                   |
| <input type="checkbox"/> Hookah Service   | <input type="checkbox"/> Other: _____               |   |   |

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

### PROMOTERS/SOUND AMPLIFICATION

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

Individuals may opt to engage a promoter to facilitate the promotion of their event.

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

### LEGAL CAPACITY OF PREMISES

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

### ACKNOWLEDGEMENT/SIGNATURE

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

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

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

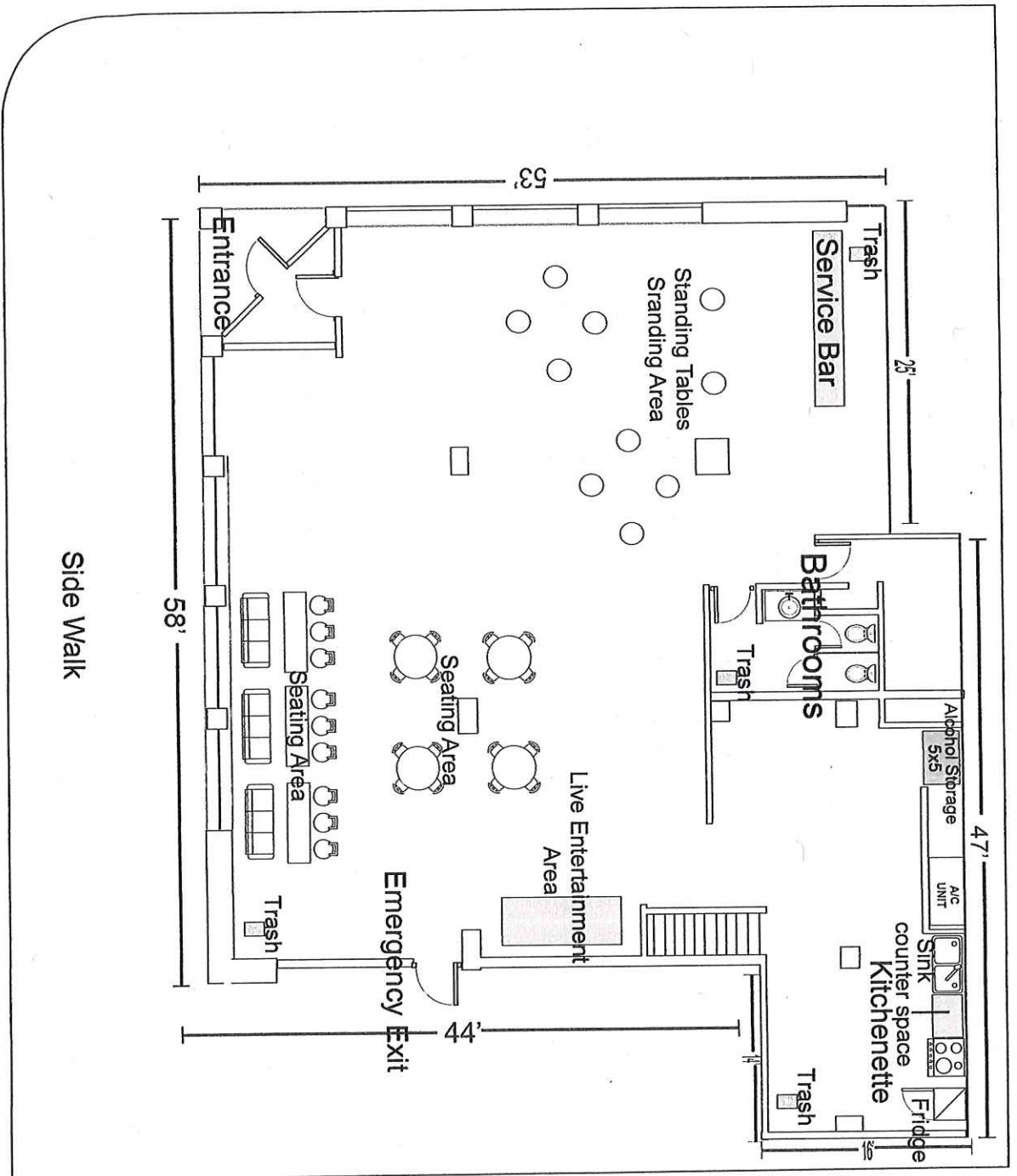
### Office Use Only:

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

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



Plankinton Ave



West Wells Street

800 N Plankinton/  
Milwaukee, WI 53202  
Lion Capital Holding, LLC  
DBA The Riverwalk Event Center  
Jamilah Monroe

Total  
Square  
Footage=  
3,650