

July 17, 2025

*VIA EMAL ONLY (yadira.melendez@milwaukee.gov) and (Jim.Cooney@milwaukee.gov)*

Honorable Members of the Licenses Committee  
Milwaukee City Hall  
200 East Wells Street  
Milwaukee, Wisconsin 53202

Re: Play by Play Bar and Restaurant  
3910 West Fond du Lac Avenue

Dear Honorable Members of the Licenses Committee:

We represent Gloria Diggs, registered agent for Splendicare Bar and Grill, LLC, which operates Play by Play, a bar and restaurant located at 3910 West Fond du Lac Avenue. The establishment is currently seeking renewals of its Class B Tavern, Public Entertainment Premises, and Food Dealers licenses, as well as approval of the removal of a stockholder and transfer of stock.

In reviewing the meeting notice and supplemental materials for these licenses, it is evident that the chief complaint, generally speaking, concerns noise. The file indicates frequent, recurring complaints from a nearby neighbor regarding noise from the establishment, particularly when patrons are on the outdoor patio. While the police reports further indicate cooperation from the agent and her employees in their interactions with the responding officers, it is clear that the issues experienced by the neighbor deserve attention. Ms. Diggs has indicated a willingness to mediate the dispute with the neighbor, as recommended by the Milwaukee Police Department, but those attempts have been rebuffed. With that in mind, the establishment has taken its own steps to invest in solutions to the noise issue, such as:

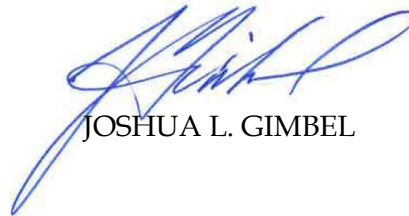
1. Last year, removed exterior speakers from patio area that appear to have drawn the most concerns about noise;
2. Purchased and utilized an in-house decimeter to better identify and respond when sound levels exceed acceptable levels;
3. Is in the process of gaining City approval for a higher fence on the back side of the building to better insulate the patio area and contain the noise patrons generate. That request is currently pending before BOZA;

4. Hired an acoustic expert and discussed with them the installation of noise dampening panels to better prevent sound from traveling beyond the patio area, to supplement the fencing improvements once approved and completed;
5. Hosted a community meeting in June 2025 at the establishment for neighbors and other stakeholders to raise issues and discuss operations;
6. Maintained contact with Alderman Jackson as issues have arisen to offer any and all assistance that the establishment can to address the noise issue identified by the neighboring property owner.

In short, Ms. Diggs is taking a proactive approach to addressing the concerns of the neighbor. She has made, and will continue to make, herself available for a discussion with any neighbor who expresses operational concerns or concerns about patrons, has provided a direct line of communication to further identify issues, and remains ready to participate in any form of mediation that would potentially improve the relationship between the establishment and any community member, this particular neighbor or otherwise.

Ms. Diggs is a conscientious business owner with a deep desire to provide a fun, safe, and welcoming environment for her patrons. She is also deeply committed to continuing to be a benefit to the community, rather than a detriment, and is proactively working to address issues identified by the concerned neighbor in this instance. As a result, we request that her licenses be renewed and she continue to implement positive improvements that benefit her customers and neighbors alike.

Very truly yours,



JOSHUA L. GIMBEL

/jdm