

GRANVILLE-HAVENWOODS ADVISORY COUNCIL BUSINESS QUESTIONNAIRE

Date: 06/17/2020

The Granville-Havenwoods Advisory Council reviews plans and proposals for redevelopment projects in the Granville-Havenwoods Development Area for consistency with the goals, needs, and desires of the Granville-Havenwoods community and its residents, businesses, property owners and other stakeholders. The Granville-Havenwoods Development Area is bounded by W. County Line Road, Good Hope Road, N. 43rd Street, and N. 107th Street. Additionally, the council would like to be informed of new businesses or developments coming into the Granville-Havenwoods Development Area or altering operations within the area. The council would like to review those businesses/developments and possibly offer recommendations or provide input on them. Any recommendations made by this council are advisory only to other required processes.

Please be prepared to present on your business or proposed business for roughly 5 minutes. If you are not confident in your command of English, please bring a translator with you. Applicants must meet with the local Council member prior to appearing at this meeting and may be moved to the next meeting date, if the meeting runs long.

Individual Name: INCLUDE ALIASES AND PRIOR NAMES	Satanya Pierce
Email:	littlefeetbigdreamsllc2@gmail.com
1. What is the legal name and D/B/A name of your business?	Little Feet Big Dreams
2. What is the address of your business or proposed business?	2347 W. Fond du Lac Ave (current) 5730 W. Good Hope Rd (propose)
3a. Are you a new or existing business?	Existing business.
3b. How many years have you been in business?	4 years.
4. Describe the product(s) or service(s) you offer. Include specific activities to be held at the proposed location. Include all licensing needed/applied for.	child care center.
5. What problem does your business solve?	Provide safe reliable and affordable childcare for working families. Our extended hours will help parents maintain employment.
6a. How will you involve the community?	I will partner with local schools, libraries, community organizations, and other small businesses to host family engagement nights, holiday celebrations, attend neighborhood events events and support other business.
6b. How will you give back to the community?	I will offer reduce tuition for families experiencing hardships financially. Have back to school drives donating to schools or shelters, organize food drives. create employment or volunteer opportunities for the youth.

Continued →

7. What are the business hours of operation?	Monday - Sunday 10am - 1030pm (current) 24hour day care (proposed location).
8. Who is your target audience? Working families with children 1-5 years of age. Especially parents who work 1st, 2nd, 3rd shift. Single parent households, parents that work in wealth care, essential workers, and families seeking high quality affordable childcare.	
9a. Why do you want your business to be located within the 9th district?	There is a need for quality childcare services There is a need for quality childcare services particularly with extended hours for working families. This location is easily accessible. close to residential areas close to residential areas allowing us to better support working parents, and increase access to increase access to quality childcare. As well as strengthen the community through partnerships, family engagement and educational programs.
9b. How will your business improve the 9th district?	Little feet big dreams will create local jobs, support working parents, and increase access to increase access to quality childcare. As well as strengthen the community through partnerships, family engagement and educational programs.
10. Who will maintain the exterior premise of your establishment?	The owner (myself) and management team will maintain ensure the property is maintained daily to keep a clean, safe, and welcoming appearance
11. Are you leasing or buying the building where your business will be located?	Leasing the building.
12. Describe your security design. The facility will have secured entrances, with controlled access, video surveillance covering inside and outside, visitor sign in procedures. Secure tracking system for children, smoke detectors, outdoor lighting, and trained staff for emergency response and child safety.	
13. Does your proposal involve any City approvals? If so, what are those approval processes?	Yes. The project requires City zoning approval (Special Use) building, occupancy inspections, and licensing approval through Wisconsin Department of Children and Families before operation begins.
14. What is the project timeline or schedule for your development or business, including any City approvals that are required?	upon approval the approximate timeline is is 60-90 days to full operation depending on inspection and licensing schedule.
15a. Do you have a written business plan?	Yes.
15b. Does your plan include a marketing plan? Yes, social media, community outreach and community events, and word of mouth marketing.	
15c. Are you doing financing? If yes, with whom?	Yes. financing will consist of owner investment (myself), business revenue, and business financing through SBA loan or grant opportunities as needed.
15d. What is your plan on hiring and how many full/part-time employees?	I plan to hire qualified early childhood professionals such as lead teachers, teachers , assistant teachers, administration personnel. we we anticipate to employ 10 full time employees and 2-4 part time employees.

15e. Are you going to hire within the community and how do you plan to recruit/train these individuals? Yes. We will post online job boards and referrals, local job fairs all employees will receive orientation and ongoing training, in job development, CPR/first aid, child abuse reporting.
15f. What insurance coverage do you have? general and liability insurance.
16. If needed, have you contacted the Department of Public Works? No I haven't.
17. Do you have a contractor for plumbing, HVAC, and architect? If yes, who are they? No I don't.
18. Have you obtained your seller's permit? No, childcare services are not required to obtain any a Wisconsin seller's permit.
19. Have you registered with the Department of Financial Institutions? Yes.
20. Do you have an accountant and a lawyer? If yes, who are they? I currently utilize professional tax preparation and bookkeeping services and will retain legal representation as needed for business.
21. Do you currently have any unpaid financial judgments against you personally or any businesses you are involved with and/or in? If the questionnaire is not answered in full you will not be recommended to proceed in the process. I don't have any business judgments. I don't have any Personal Judgements.

Please provide interest in the land. The following documents are acceptable forms of proof of interest in the land:

- Land Contract, Quit Claim Deed or Warranty Deed, if you own the property
- Offer to Purchase, if you are expecting to purchase the property
- Lease, if you rent the property
- Option, if you have an option on the property

All documents must be signed by all parties. Tax bills, title policies, mortgage papers or rent receipts are not acceptable forms of interest

GRANVILLE-HAVENWOODS ADVISORY COUNCIL INDIVIDUAL QUESTIONNAIRE

Date: 06/17/20

All individuals involved in the business must complete this form, including:

- sole proprietor
- all officers, directors, and agent of a corporation or nonprofit organization
- all partners of a partnership
- members and agent of a limited liability company

Your application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information

1. Legal Business Name (individual name if sole proprietor)	
Little feet big dreams	
2. Business Trade Name or DBA	
3. Entity Type (check one)	
☐ Sole Proprietor ☐ Partnership ☒ Limited Liability Company ☐ Corporation ☐ Nonprofit Organization	

Part B: Individual Information

1. Last Name		2. First Name		3. M.I.
Pierce		Latanya		N
4. Relationship to Business (Title)		5. Email		6. Phone
Owner		piercelatanya1@gmail.com		(414) 412-8127
7. Home Address				
4337 N 62nd street				
8. City		9. State	10. Zip Code	11. Date of Birth
Milwaukee		WI	53216	05-06-1997
12. Driver License/State ID Number			13. Driver License/State ID State of Issuance	
P6205349766404			Wisconsin	

Part C: Address History

1. Do you currently reside in Wisconsin? ☒ Yes ☐ No				
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?			Years	Months
			29	0
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.				
Previous Address 1		City	State	Zip Code
Previous Address 2		City	State	Zip Code
Previous Address 3		City	State	Zip Code
Previous Address 4		City	State	Zip Code
Previous Address 5		City	State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.				
State	County	State	County	State
State	County	State	County	State

Continued

Part D: Criminal History

1. Have you ever been convicted of any offenses (excluding traffic offenses) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No

If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

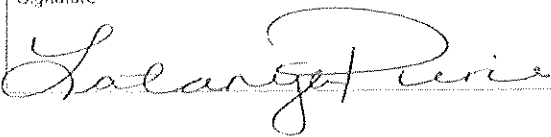
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed		Was sentence completed? ☐ Yes ☐ No

2. Are charges for any offenses currently pending against you (excluding traffic offenses) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☐ No

If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully.

Signature 	Date 06/16/2026
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Daycare Questionnaire

1. Please submit your business proper license and Insurance paperwork.
2. What is the address of your location? 5730 W Good Hope Rd (relocation area)

3. Do you have any other locations and what are the names of them? 2347 w fond du lac Ave
Little Feet Big Dreams LLC (closing this
location). _____

4. Please share a copy of your complete business plan. Template can be provided.
5. How many children will you have in each location (s)? I have 30 children enrolled at my fond
du lac location and I am looking to increase that number at the good hope location.

6. How many children will attend daily in each location (s)? I am allowed to have 18 kids per
shift at my location on fond du lac. I am looking to have 60 kids per shift at the location on
good hope. _____
7. What are your planned hours of operations in each location? Monday-Sunday 6am -1030pm
1st and 2nd shift_ (3rd shift as well if possible) _____
8. How long have you been open? I have been open in family child care for 3years I will be
open for 1 year in Group Child Care.
9. Have you had your state visit? Yes, I have my license Do you have proof of the visit? Please
share
10. Please address any violation in writing prior to seeking support from our office.

Little Feet Big Dreams Childcare

Business Plan

Executive Summary

Business Name: Little Feet Big Dreams Childcare

Owner: Latanya Pierce

Mission Statement:

Little Feet Big Dreams Childcare is committed to providing a safe, nurturing, and educational environment where children can learn, grow, and build confidence. Our goal is to support families by offering quality childcare that encourages creativity, independence, social development, and school readiness.

Vision Statement:

To become one of the most trusted and respected childcare providers in the community by creating a foundation where every child is valued, inspired, and prepared for future success.

Business Description

Little Feet Big Dreams Childcare is a family-centered childcare program dedicated to meeting the developmental needs of children through structured learning and play. We believe that every child deserves an environment filled with love, patience, guidance, and opportunities to explore their unique abilities.

Our program focuses on:

- Early childhood education
 - Social and emotional development
 - Physical activity and healthy habits
 - Creative arts and imagination
 - Kindergarten readiness
 - Building positive relationships with families
-

Goals and Objectives

Short-Term Goals

- Maintain full enrollment capacity.
- Continue building strong relationships with families.
- Provide a clean, safe, and welcoming learning environment.
- Increase parent engagement through newsletters and family events.

Long-Term Goals

- Expand the childcare program.
 - Hire and develop qualified staff.
 - Introduce additional educational programs and enrichment activities.
 - Open a larger childcare center or multiple locations.
-

Services Offered

Full-Time Childcare

Monday through Sunday care for infants, toddlers, and preschool-aged children.

Before and After School Care

Safe supervision and homework assistance for school-age children.

Summer Program

Educational and recreational activities during school breaks.

Educational Curriculum

- Reading readiness
 - Math foundations
 - Science exploration
 - Arts and crafts
 - Music and movement
 - Outdoor learning
 - Social skills development
-

Market Analysis

Target Market

- Working parents
- Single-parent households
- Families seeking quality childcare
- Parents looking for early learning opportunities

Community Need

Many families need affordable, dependable childcare that offers more than babysitting. Little Feet Big Dreams Childcare fills that need by combining education with compassionate care.

Competitive Advantage

- Family-oriented atmosphere
 - Small group sizes for individualized attention
 - Affordable pricing
 - Strong communication with parents
 - Educational curriculum with hands-on learning
 - Flexible scheduling options
-

Marketing Plan

Branding

Slogan:

“No Dream is too BIG, and No Kid is too SMALL.”

Marketing Strategies

- Social media marketing
- Community events
- Parent referral program
- Local business partnerships
- Flyers and brochures
- Google Business Profile
- Positive online reviews and testimonials

Referral Program

Current families who refers a new enrolled family receive a childcare credit or special incentive.

Operations Plan

Hours of Operation

Monday–Sunday

6:00 AM -1030 PM

Daily Schedule

6:00 AM – 8:00 AM

Arrival, breakfast, and quiet morning activities

8:00 AM – 9:00 AM

Morning circle time and educational lessons

9:00 AM – 11:00 AM

Learning centers and hands-on activities

11:00 AM – 12:00 PM

Outdoor play and physical development

12:00 PM – 1:00 PM

Lunch

1:00 PM – 3:00 PM

Nap and quiet time

3:00 PM – 4:00 PM

Snack and story time

4:00 PM – 6:00 PM

Creative arts, music, and group activities

6:00 PM – 8:00 PM

Dinner, homework assistance, and educational games

8:00 PM – 10:30 PM

Evening wind-down, quiet activities, and parent pick-up

Staffing Plan

Owner/Director

- Business management
- Curriculum oversight
- Parent communication
- Licensing compliance

Childcare Staff

- Daily supervision
- Educational activities
- Health and safety monitoring
- Record keeping

Professional Development

Staff will participate in ongoing training including:

- CPR and First Aid
 - Child development
 - Health and safety
 - Behavior management
 - Continuing education requirements
-

Financial Plan

Startup and Operating Expenses

- Licensing and permits
- Insurance
- Rent or mortgage
- Utilities
- Educational materials

- Furniture and equipment
- Food program supplies
- Cleaning supplies
- Marketing
- Payroll
- Emergency reserve fund

Revenue Sources

- Weekly tuition
- Registration fees
- Before and after school care
- Summer programming
- Childcare subsidy programs
- Grants and community partnerships

Financial Goals

- Maintain positive monthly cash flow.
 - Build a six-month emergency operating reserve.
 - Increase annual revenue through enrollment growth.
 - Reinvest profits into facility improvements and educational resources.
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Health and Safety Plan

Little Feet Big Dreams Childcare prioritizes the safety and well-being of every child by:

- Maintaining licensing standards.
 - Conducting regular safety inspections.
 - Following emergency preparedness plans.
 - Practicing proper sanitation procedures.
 - Ensuring all staff maintain CPR and First Aid certification.
 - Keeping open communication with families regarding health concerns.
-

Community Involvement

Little Feet Big Dreams Childcare will strengthen community relationships through:

- Family engagement events
 - Holiday celebrations
 - Educational field trips
 - Volunteer opportunities
 - Partnerships with local schools and organizations
-

Success Strategy

Our success is built on four core values:

Love – Every child deserves to feel safe and cared for.

Learning – Children learn best through exploration and play.

Leadership – We encourage confidence, independence, and responsibility.

Legacy – We aim to leave a lasting positive impact on children, families, and our community.

Conclusion

Little Feet Big Dreams Childcare exists to help children build a strong foundation for life while giving parents peace of mind. Through quality education, compassionate care, and meaningful family partnerships, we are creating a place where children are encouraged to dream big, learn confidently, and grow into their fullest potential.

Little Feet Big Dreams Childcare

“No Dream is too BIG, and No Kid is too SMALL .”

Tru City National Bank.

under group.
SRA Investment LLC.

Lease Agreement

This Commercial Lease Agreement ("Lease") is made this day 6-10-26 and effective 6-10-26 by and between SRA Investment LLC (Landlord) and Little Feet Big Dreams LLC (Tenant)

1. Landlord is the owner of land and improvements commonly known and numbered as address (property address) 5730 W good hope Rd
Milwaukee WI.

2. Landlord desires to lease the Leased Premises to Tenant, and Tenant desires to lease the Leased Premises from Landlord for the term, at the rental and upon the covenants, conditions provisions herein set forth.

THEREFORE, in consideration of the mutual promises herein, contained and other good and valuable consideration, it is agreed:

Rent 6000 month one dayeare open Rent
1. Term: The term of the rental will begin on 6-10-26 for the term of 2 years (0) and expires is \$10,000
midnight of 6-30-28 if lease is not terminated either by tenant or Landlord.

2. Rental: From the rent shall be \$..... per month, after the approval of State lincence for the first year upto the rent shall be per month, from the rent shall be \$..... per month due in advance no later than the 5th day of each calendar month during the lease term to Landlord at address identified in Section 20 or at such other place designated by written notice from Landlord without deduction or offset to Landlord.

after one
years
of open
dayeare
Rent 12,000

3. Details of Rent: If rent is not paid in full by the 5th day of a particular month, Landlord has the option to assess tenant an administrative charge of \$100. Tenant further agrees that an additional charge of \$50.00 per day may be added to all balances not paid in full by the fifth day of the month.

4. Use: Tenant shall obtain a valid Certificate of Occupancy from the City of Milwaukee and only use the Leased Premises for such activities as allowed by said certificate. Tenant shall furnish landlord with a copy of said Certificate.

electric Bill \$1800 month.
water bill \$150 month.

5. Sublease and Assignment: Tenant shall not sublease all or any part of the Leased Premises, or assign this Lease in whole or in part without Landlord's consent.

for Fresh You R responsible for yourself.

6. Repairs: During the Lease term, Tenant shall make, at Tenant's expense, all necessary repairs to the Leased Premises. Repairs shall include such items as routine repairs of floors, walls, ceilings, exterior, and other parts of the Leased Premises, Landlord will repair any roof repairs subject to the obligations of the parties otherwise set forth in this Lease.

7. Alterations and Improvements: Tenant, without Landlord's consent, shall have the right following Landlord's consent to remodel, redecorate, and make alterations, improvements and replacements of and to all or any part of the Leased Premises from time to time as deemed desirable, provided the same are made in a workmanlike manner and shall not be a burden on the Landlord. Tenant shall have the right to place and install personal property, trade fixtures, signs, and other temporary installations in and upon

this month Rent \$6000 6-10-26.

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Name of Tenant

Latanya Pierre

Date:

6-10-20

Name of Landlord

SFA Investment Group LLC

Date:

6-10-20

Roman2, Carmen

From: LaTanya Pierce <littlefeetbigdreamsllc2@gmail.com>
Sent: Wednesday, June 17, 2026 2:14 PM
To: Roman2, Carmen
Subject: Re: Request to appear before the Granville-Havenwoods Advisory Council (GHAC) on July 8, 2026 Latanya Pierce - Little Feet Big Dreams Childcare located at 5730 W Good Hope Rd
Attachments: IMG_2815.jpeg; IMG_2814.jpeg

Hi Carmen,

I apologize for missing that. Please find my signed lease agreement attached as proof of interest in the property at 5730 W Good Hope Rd.

Best regards,

LaTanya Pierce
Little Feet Big Dreams Childcare

On Wed, Jun 17, 2026 at 2:09 PM Roman2, Carmen <Carmen.Roman2@milwaukee.gov> wrote:

Thank you for submitting the questionnaire you forgot to include the following: (The majority of the applicants provide the lease if they are renting the space.)

Please provide interest in the land. The following documents are acceptable forms of proof of interest in the land:

- Land Contract, Quit Claim Deed or Warranty Deed, if you own the property
- Offer to Purchase, if you are expecting to purchase the property
- Lease, if you rent the property
- Option, if you have an option on the property

All documents must be signed by all parties. Tax bills, title policies, mortgage papers or rent receipts are not acceptable forms of Interest

Please email it as soon as possible.

Thank you,

Carmen Roman