



HONORARY STREET NAME SIGN APPLICATION

City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

PLEASE NOTE: A \$100 PAYMENT MUST ACCOMPANY THIS FORM
(Checks should be made payable to "City Treasurer")

1. Applicant information:

Applicant's Name MARY Freeman regarding Karl Kopp
Organization or Company Elisa's on the Park
Street Address 833 N Jefferson St City/State Milw, WI Zip 53202
Telephone 414.614.3969 Fax _____ Email MARYFreeman68@gmail.com

2. Honorary Street Name Request

Street name requested Karl Kopp Way
Location of proposed designation: (for example, West Main Street from North 12th Street to North 15th Street)
Jefferson Street between Wells & Kilbourn

3. Required Submittals:

- Refer to Chapter 113-3, Milwaukee Code of Ordinances (attached)
- A typed statement containing no fewer than **500 words** describing the significance of the person, place, or event being honored. The statement should indicate why a particular section of street has been requested for the honorary designation.

4. SIGNATURE OF APPLICANT:

My application consists of the following items necessary to complete the application. Please check:

- ☒ \$100 fee (check made payable to "City Treasurer").
- ☒ Completed Application Form.
- ☒ Autobiography or statement regarding the person, place, or event being honored.

Signature [Signature] Date 4.8.25
Printed Name MARY Freeman

Dear Reader,

Elsa and Karl Kopp, both German immigrants, met in Milwaukee in the 1930's. They soon married and had three children: Friede, Karl, and Elizabeth.

Karl (the father) worked as a tool and die maker until one day the doctors informed him that he was suffering from Parkinson's disease, leaving him unable to perform his job. It forced Elsa to leave her job as a full-time homemaker and find work to support the family.

Her friend Leon from Leon's Frozen Custard offered to help. In 1950, Kopp's Frozen Custard opened its doors.

Karl, (the son), was 11 years old when he began working at Kopp's after school. Kopp's became his lifeblood for the next 70 years, and he also became the owner.

During this time, Karl provided thousands of career opportunities. Many of the employees worked with Karl for over 30 years because of the safety, structure and stability he provided for them and their families. They learned from his work ethic, his firm but fair style and high quality hospitality. Some branched out into having their own successful businesses.

Kopp's Frozen Custard is legendary because rather than franchising what he helped create, Karl remained firm on staying in the Milwaukee area only. In return, he offered millions of customers the highest quality food at affordable prices.

In the 1970's, Karl bought the building at 833 N Jefferson Street and on New Year's Eve, 1979, Elsa's on the Park opened.

For over 45 years, generations of families have been dining at Elsa's since the opening because of Karl's commitment to providing excellent food and service to everyone.

Karl's appreciation for artists is iconic, but rather than keeping a private collection, he shared his art with his customers at Elsa's, allowing people to wonder in amazement and expectation with the ever-evolving collection.

We will remember Karl for his accomplishments, his grace, and his style. He is a very private man, never political, and he accepts and welcomes everyone. Karl Kopp lived the American dream from his humble beginnings to establishing thriving businesses not only in Milwaukee but all over the country. It is a testament of what one can achieve through hard work, discipline and a dedicated spirit.

Naming Jefferson Street, (between Wells and Kilbourn), after Karl will not only be an honorary name, but a way of life for people to reach for and achieve.

Thank you for your consideration.

Sincerely,

Elizabeth Collins
Christopher Collins
Mary Freeman

Receipt of Street Naming Fee

Date:	4/9/25
Received Of:	Mary Freeman (Elsa's on the Park)
Received By:	LME
Check # (If Applicable):	013498
Amount Received	\$100.00