



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Wednesday, October 04, 2023

COMMITTEE MEETING NOTICE

AD 07

GOODSON, Mirian, Agent
Cheers Limited Liability Company
N58W19382 Fox River WA
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, October 17, 2023 at 10:45 AM

The access code is <https://meet.goto.com/428236653>. If you wish to call in: +1 (571) 317-3122 and use Access Code: 428-236-653. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern License Application as agent for "Cheers Limited Liability Company" for "Cheers" at 3536 W FOND DU LAC Av #201.



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
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Date: September 23, 2023
Officer: Alicia Walker &
Dominique Thompson

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

Name of Premise: Cheers
Address: 3536 W. Fond Du Lac Av. #201
Phone: 414-397-4975

Owner: Sherman Phoenix
Owner address: 1850 W Fond Du Lac Av
City State Zip: Milwaukee, WI 53205
Owner Phone: 414
Owner email:

Licensee/Agent: Mirian Goodson
Home Address: N58#W19382 Fox River Way
City State Zip: Menomonee, Wisconsin 53051
Phone: 414-397-4975
Email: mrrngoodson@yahoo.com

Preferred contact: Mirian Goodson

Location currently open: YES NO

Projected open date: October 15, 2023

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

Hours of Operation: Sun: 11:00AM – 12:00AM 24 hours Y N
Mon: 11:00AM – 12:00AM
Tue: 11:00AM – 12:00AM
Wed: 11:00AM – 12:00AM
Thu: 11:00AM – 12:00AM
Fri: 11:00AM – 12:00AM
Sat: 11:00AM – 12:00AM

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held:

- Alcohol: Yes No Class: BTAVN #: 356034
Tobacco: Yes No #:
Food: Yes No #:
Extended Hours: Yes No #:
Secondhand Dealer: Yes No Type: #:
Other: Yes No Type: C
Other: Yes 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: Police District 7
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 parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appears to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No OUTSIDE OF THE BUILDING
15. Are there exterior security cameras Yes No How Many: CAMERAS ARE OUTSIDE OF SHERMAN PHOENIX.
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
18. Are they in working order? Yes No
19. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
20. How long is footage stored for later viewing: SHE DON'T KNOW

21. Are there exterior cameras Yes No How many: SHE DON'T KNOW
 22. Are there interior cameras Yes No How many: 6
 23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many SHE DON'T KNOW

Interior Survey:

25. What is the planned capacity 75
 26. What is the minimum number of employees That will be on premise 3
 27. 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
 28. Is the interior of the location neat and clean? Yes No
 29. Does an interior camera face the entrance/exit? Yes No
 30. Is there a lockable area that separates employees from customers? Yes No Are emergency and non-emergency numbers posted near the phone? Yes No
 31. 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

Security

32. How many security personnel are going to be employed: 2
 33. How will they be deployed: Interior 2 Exterior 0
 34. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 35. Will the security be managed by business or contracted
 36. Will they be armed Yes No
 37. What type of security measures to be used:
 Wanding/metal detector
 ID Scanner
 Dress Code
 Cover Charge
 Age restriction
 Other SEARCH

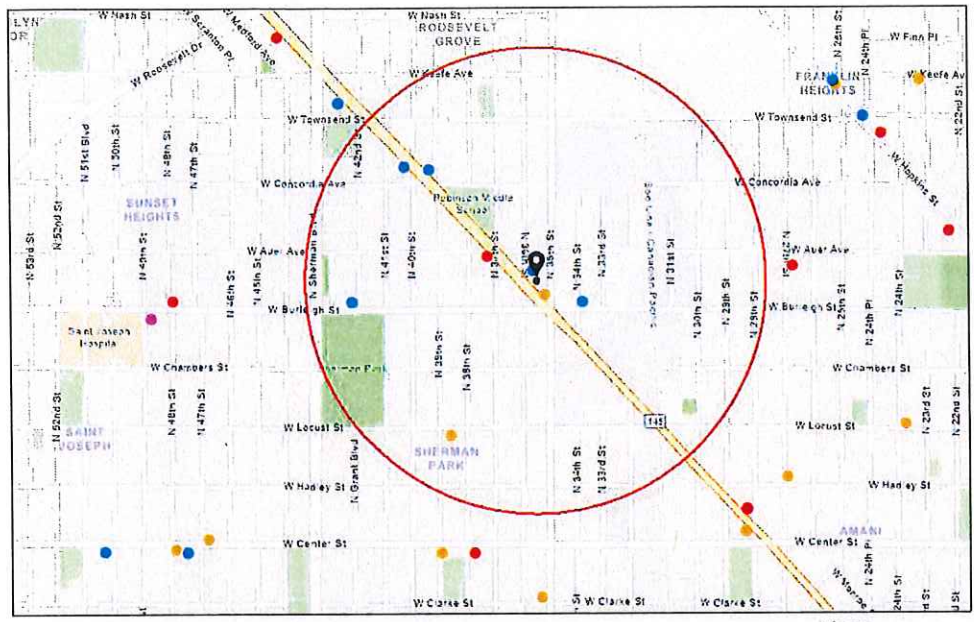
ADDITIONAL COMMENTS/RECOMMENDATIONS:

She is finishing putting together the building.

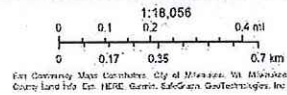
Area of Interest (AOI) Information

Area : 21,862,585.76 ft²

Aug 29 2023 11:56:39 Central Daylight Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Tavern
- City Limits



Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	8		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	HAR & GUR, INC.	All For Us	Harjinder Singh, Agt	3500 W FOND DU LAC AV	Class A Fermented Malt Beverage Retailer's License		9/21/2023, 7:00 PM	1
2	GD Enterprises LLC	Happy Days Day Bar	Patrice Green, Agt	3536 W Fond Du Lac AV 201	Class B Tavern License		9/27/2023, 7:00 PM	1
3	SRJEWELL ENTERTAINMENT LLC	42nd Street Bar & Grill	SHERLISE A JEWELL, Agt	4200 W BURLEIGH ST	Class B Tavern License	80	10/31/2023, 7:00 PM	1
4	Fond Du Lac Beer & Liquor Inc	Polina Liquor	HAKAM SINGH, Agt	3179 N 37TH ST	Class A Malt & Class A Liquor License		1/20/2024, 6:00 PM	1
5	Infinity Lounge LLC	Infinity Lounge	Mario A Spencer, Agt	4001 W FOND DU LAC AV	Class B Tavern License		3/20/2024, 7:00 PM	1
6	Splendicare Bar and Grill Limited Liability Company	Play By Play	Gloria D Diggs, Agt	3910 W FOND DU LAC AV	Class B Tavern License		6/6/2024, 7:00 PM	1
7	PEOPLE'S LOUNGE	PEOPLE'S LOUNGE	MC WILLIE LEWIS, SP	3328 W BURLEIGH ST	Class B Tavern License	150	6/29/2024, 7:00 PM	1
8	Walters Grocery, LLC	Walters Grocery	ASTON B WALTERS, Agt	3821 W LOCUST ST	Class A Fermented Malt Beverage Retailer's License		7/25/2024, 7:00 PM	1

Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, October 04, 2023



Notice of Public Hearing

Blank Notice

GOODSON, Mirian, Agent
Cheers at 3536 W FOND DU LAC Av #201
Class B Tavern License Application

Tuesday, October 17, 2023 at 10:45 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 10/17/2023 at 10:45 AM 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 phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or 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.

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 STATE ZIP
CURRENT OCCUPANT	3103 N 36TH ST	MILWAUKEE, WI 53216-3713
CURRENT OCCUPANT	3110 N 35TH ST# 1	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 2	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 3	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 4	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3110 N 35TH ST# 5	MILWAUKEE, WI 53216-3746
CURRENT OCCUPANT	3120 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3120 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3120A N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3122 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3124 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3126 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3126A N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3128 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3130 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3130 N 37TH ST	MILWAUKEE, WI 53216-3722
CURRENT OCCUPANT	3132 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3134 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3136 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3138 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3139 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3139A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3140 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3144 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3147 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3147A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3150 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3150A N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3151 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3151A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3154 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3156 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3157 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3158 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3160 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3161 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3161A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3164 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3169 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3169A N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3170 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3171 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3172 N 35TH ST	MILWAUKEE, WI 53216-3706
CURRENT OCCUPANT	3173 N 35TH ST	MILWAUKEE, WI 53216-3705
CURRENT OCCUPANT	3200 N 35TH ST	MILWAUKEE, WI 53216-3708
CURRENT OCCUPANT	3201 N 35TH ST	MILWAUKEE, WI 53216-3707

CURRENT OCCUPANT	3201 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3203 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3207 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3209 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3210 N 35TH ST	MILWAUKEE, WI 53216-3708
CURRENT OCCUPANT	3211 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3213 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3217 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3217A N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3222 N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3222A N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3223 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3223A N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3225 N 35TH ST	MILWAUKEE, WI 53216-3707
CURRENT OCCUPANT	3226 N 36TH ST	MILWAUKEE, WI 53216-3716
CURRENT OCCUPANT	3227 N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3227A N 36TH ST	MILWAUKEE, WI 53216-3715
CURRENT OCCUPANT	3426 W AUER AVE	MILWAUKEE, WI 53216-3730
CURRENT OCCUPANT	3506 W AUER AVE	MILWAUKEE, WI 53216-3732
CURRENT OCCUPANT	3530 W FOND DU LAC AVE# 1	MILWAUKEE, WI 53216-3737
CURRENT OCCUPANT	3530 W FOND DU LAC AVE# 2	MILWAUKEE, WI 53216-3737
CURRENT OCCUPANT	3614 W BURLEIGH ST	MILWAUKEE, WI 53210-1931

Blank Notice

Total RecordS: 68

Radius 250.0 feet and Center of the Circle: 3536 W Fond Du Lac Av



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

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:

Class B Tavern

Do you have any experience operating this type of business? No Yes If yes, explain:

2. Business Operations

- a. Proposed Opening Date: 10/01/2023
- 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: _____
- 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: Sherman Phoenix Market Place

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: When there is a band or Dj for special events.

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: Outside
- b. Number of Garbage Cans: Inside: 2 Locations: Top of Stairs + by the bar
Outside: 0 Locations: _____
- c. Is a crowd control barrier used? No Yes If yes, describe: _____
- d. How many restrooms are on the premises? 2 downstairs
- 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? 40 and describe the parking security plan: Sherman Phoenix has parking for customers + staff.
- 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? 2 and answer the following:
 What are their responsibilities? To secure the facility, Check/ searches
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials Building Controlled
- d. Will there be security cameras? No Yes If yes, how many? 5 and list locations: Around the perimeter of the building, all entrances + exits, sitting area, + stair case.
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe After 10pm Only

6. Percentage of Sales (must total 100% and by checks staff; if purchasing liquor)

Alcohol <u>100</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>0</u> % Describe: _____
Pawnbroker Activity <u>0</u> %	Salvaged Materials (such as scrap metal) <u>0</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: _____ 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 56 (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):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: Inside the Sherman Phoenix
- c. Nearest Major Cross Street: 35th + Fondulac
- d. Describe Building: Free Standing Building Strip Mall Other: Multi-Business Facility
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 2 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Sherman Phoenix LLC Phone Number: 414-248-5993 Valentine Group
 Building Owner Address: 1850 W Fondulac Ave

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

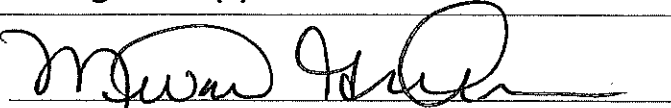
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	10:00am	12:00am	75	25-65	None
Monday	↓	↓	↓	↓	
Tuesday					
Wednesday					
Thursday					
Friday					
Saturday					

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 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 www.milwaukee.gov/license

Legal Entity Name: Cheers Limited Liability Company
Premise Address: 3536 W Fondulac Ave Milwaukee, WI 53216

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.)? Cheers Limited Liability Company
c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ 2,500.00
d) Total amount paid for business \$ Not apply
e) Total amount paid for goodwill of the business \$ Not apply

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 September 1, 2023 ends September 1, 2025
b) Monthly rental \$ 1,500
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)? 2 years

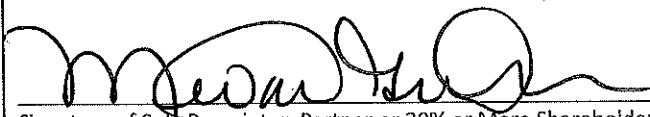
Lease Information (Continued)

- 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

NT ↑

07/25/2023

EXHIBIT A

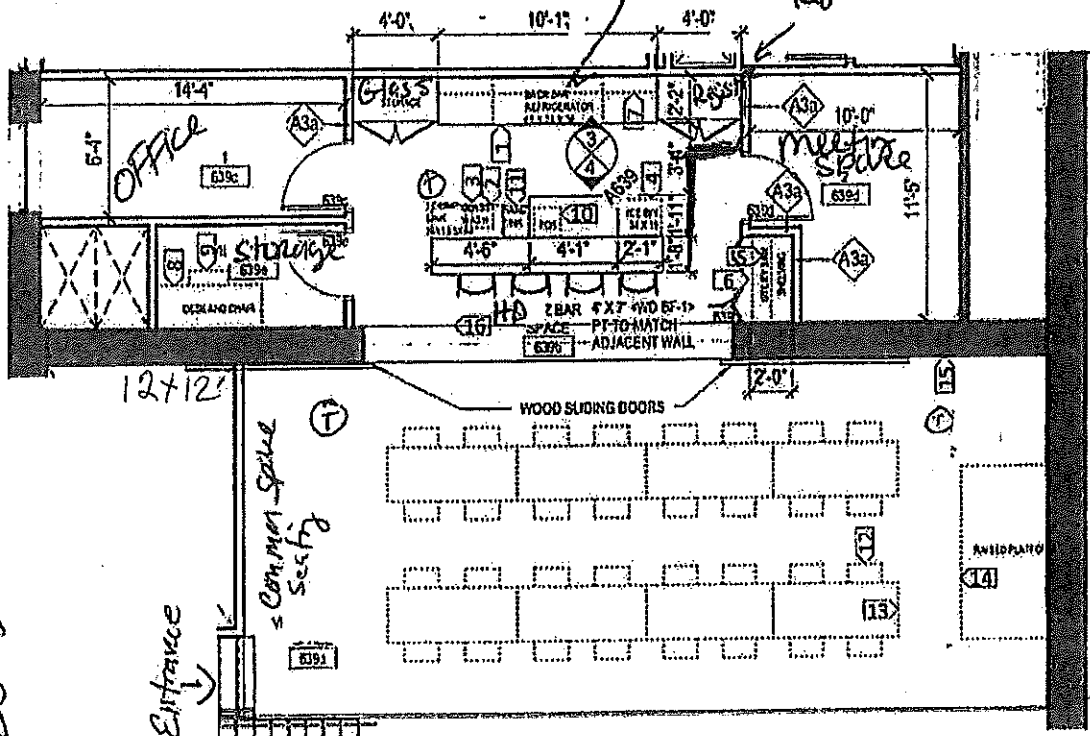
SUITE 201 - FLOOR PLAN OF TENANT PREMISES

1,195 Sq. Ft

47' 1"

cooler

Register



29' 6"

Parking

126'-8"

10,021

Exhibit A
Tenant Premises and Equipment List

Fond Du Lac Avenue
 Cheers Limited Liability Company DBA Cheers
 Mirian Goodson

3536 W. Fond du lac, Suite 201
 Milwaukee, WI 53216