



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

Thursday, March 14, 2024

**COMMITTEE MEETING NOTICE**

AD 06

LUNDT, Richard, Agent  
Milwaukee DD Lodging Investors, LLC  
PO Box 620994  
Madison, WI 53652

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, March 26, 2024 at 10:55 AM**

The access code is <https://meet.goto.com/913368045>. If you wish to call in: +1 (408) 650-3123 and use Access Code: 913-368-045  
Please see the enclosed best practices document for further instructions.

**Regarding:** Your Hotel/Motel, Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining License Renewal Applications as agent for "Milwaukee DD Lodging Investors, LLC" for "The Trade Milwaukee" at 420 W Juneau 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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. 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)

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 02/08/24  
LICENSE TYPE: HOTEL  
NEW:   
RENEWAL:

No. 361361  
Application Date:

License Location: 420 W Juneau  
Business Name: The Trade

Licensee/Applicant: Lundt, Richard  
(Last Name, First Name, MI)

Date of Birth: 02/13/68

Home Address: 407 S 94<sup>th</sup> Pl  
City: Milwaukee  
Home Phone:

State: WI Zip Code: 53214

This report is written by Police Officer Penny Monreal, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 06/05/23 at 10:15p.m., Milwaukee Police were dispatched to a Battery at 420 W Juneau. Investigation revealed two employees were in a physical dispute and security was asked to step in. Security observed one employee to be intoxicated and ultimately pepper sprayed the uncooperative while they were being escorted out of the building. The employee was issued a citation and released.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231560190

OtherEvent #: 23-LP-1916

## Incident

### 420 W JUNEAU AV MILWAUKEE, WISCONSIN 53203

Incident Date/Time:: 06/05/2023 22:15:00  
CAD Number:: 231561879  
District:: 1  
Beat:: 140  
Reporting Area:: 4285

## Business Agent (1)

### LUNDT, RICHARD

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 02/13/1968  
Sex:: UNKNOWN  
Race:: UNKNOWN  
Phone 1 Number:: (214)-783-1685  
Phone 1 Type:: Cell  
Address:: 407 S 94TH PL  
Apartment or Suite:: #411  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53214

## Licensed Premise Data (1)

### The Trade

Phone 1 Number:: (414)-644-0080  
Phone 1 Type:: Work  
Address:: 420 W JUNEAU AV  
City:: MILWAUKEE  
State:: WISCONSIN  
Zip Code:: 53203  
License Type:: Alcohol  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: No

## Narrative (1)

### LICENSED PREMISE REPORT

Hernandez, Lorenzo 029199

06/05/2023

This report is being submitted by Police Officer Lorenzo HERNANDEZ, Squad

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231560190

OtherEvent #: 23-LP-1916

1240 in full duty uniform, wearing a body worn camera. I am assigned to District One, early shift.

On Monday, 6/5/23 at 10:29 PM, I was dispatched to 420 W Juneau Ave "The Trade" for a battery complaint, located in the City and County of Milwaukee, WI.

Upon arrival I spoke with the security worker identified as Jonathan C FRANZ (w/m, 5/23/93). FRANZ stated he was notified of kitchen staff fighting. FRANZ stated as he was told the subject Alanson EHRLICH (l/m, 3/7/97) was fighting with another kitchen employee ( No longer on scene.) Due to EHRLICH's indecent behavior FRANZ asked EHRLICH to leave the premises. EHRILCH and FRANZ went to the third floor to get EHRLICH's belongings. FRANZ stated EHRLICH continued to yell loudly. FRANZ stated he observed EHRLICH to appear to be intoxicated. FRANZ stated as the two came back to the lower leave via the stairs EHRLICH continued to yell and came in close proximity to FRANZ so FRANZ drew his pepper spray fearing EHRLICH may cause him harm. FRANZ stated EHRLICH struck his arm in attempts to dislodge the pepper spray from FRANZ's grasp, then FRANZ pepper sprayed EHRLICH in the face area. FRANZ stated EHRLICH then fled the area on foot. FRANZ pointed the subject out to me, EHRLICH was taken into custody in the area of N 5th St and W McKinley Ave for said actions, issued a citation and released.

I spoke with a witness/ kitchen supervisor identified as Tidas T BATTON (b/m, 8/21/98).

BATTON stated while in the east kitchen area, he asked EHRLICH to clean up and EHRLICH started screaming and it appeared EHRLICH was intoxicated. BATTON stated he told EHRLICH to go home, EHRLICH replied, " I'm not fucking going home!" BATTON stated he followed behind EHRLICH and observed EHRLICH shoulder bump another employee named "Mike" (not on scene when I arrived.) BATTON stated Mike and EHRLICH began to "wrestle" with one another and no one was struck. BATTON stated he got between the two so they would stop. BATTON stated security officer FRANZ and the assistant Director of outlets identified as Bradley J CHRZANOWSKI (w/m, 1/30/79) were notified.

\*\*\*End of report\*\*\*

## Officer (2)

|                           |                             |                     |
|---------------------------|-----------------------------|---------------------|
| Reporting Officer:        | Hernandez, Lorenzo (029199) | 06/05/2023 22:32:09 |
| Section: (Work Location): | 12                          |                     |
| Approving Officer:        | Wilke, Kevin M (016282)     | 06/06/2023 00:31:06 |

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:231560190

OtherEvent #: 23-LP-1916

Section: (Work Location): 33



Thursday, March 14, 2024



# Notice of Public Hearing

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LUNDT, Richard, Agent  
The Trade Milwaukee at 420 W Juneau Av  
Hotel/Motel, Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining  
License Renewal Applications

**Tuesday, March 26, 2024 at 10:55 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 3/26/2024 at 10:55 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](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.**











|                  |                                  |                          |
|------------------|----------------------------------|--------------------------|
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2802 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2803 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2804 | MILWAUKEE, WI 53203-1141 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2805 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2806 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2807 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2808 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2901 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2902 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 2903 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3001 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3002 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3003 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3004 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 3005 | MILWAUKEE, WI 53203-1142 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 801  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 802  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 803  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 804  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 805  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 901  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 902  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 903  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 904  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 905  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 906  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 907  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 908  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 909  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 910  | MILWAUKEE, WI 53203-1123 |
| CURRENT OCCUPANT | 1141 N MARTIN L KING JR DR# 911  | MILWAUKEE, WI 53203-1123 |

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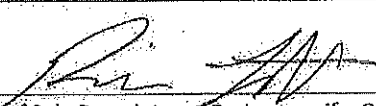
Total records: 218

Radius 350.0 feet and Center of the Circle: 420 W Juneau Av



# HOTEL & MOTEL LICENSE SUPPLEMENTAL RENEWAL 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:   | Milwaukee DD Lodging Investors, LLC |
| Premises Address:  | 420 W JUNEAU AV                     |
| <b>MILWAUKEE COUNTY REPRESENTATIVE</b>   |                                     |
| Is the applicant (sole proprietor, partners, or agent of Corp/LLC) a resident of Milwaukee County? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No<br>If NO, a local representative (natural person) residing in Milwaukee County must be appointed.<br>Provide the person's name and street address. P.O. Boxes are not acceptable. |                                     |
| Name of Person:  | Phone number:                       |
| Street Address (including city and zip code):  |                                     |
| <b>PLAN OF OPERATION &amp; FLOOR PLAN</b>  |                                     |
| Describe your plans to train employees to recognize and report guest or resident behaviors that are indicative of human trafficking at the premises.<br><br><i>Marriott required training</i>  |                                     |
| Rooms =  | 207                                 |
| Are there any changes to your current plan of operation or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____  |                                     |
| *If there are changes to the floor plan, a new floor plan must be submitted with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information.  |                                     |
| <b>HOURS OF OPERATION</b>  | <i>24</i>                           |
| Are there any changes to the current hours of operation?<br><input checked="" type="checkbox"/> NO <input type="checkbox"/> YES If Yes, describe changes: _____  |                                     |
| Hours of operation are listed on your current license.   |                                     |
| <b>SIGNATURE</b>   |                                     |
| <br>Signature of Sole Proprietor, a Partner, or if a Corporation or LLC, the Agent must sign  |                                     |

Also Complete Reverse Side

# 2024-2025 Plan of Operation for 420 W JUNEAU AV

|   |                        |  |  |
|---|------------------------|--|--|
| <b>1. Litter &amp; Security Plans</b>   |                        |  |  |
| How are the grounds kept clean? <input checked="" type="checkbox"/> Sweep <input checked="" type="checkbox"/> Pressure Wash <input checked="" type="checkbox"/> Pick Up Litter <input type="checkbox"/> Other:  |                        |  |  |
| How often will grounds be cleaned? <input checked="" type="checkbox"/> Daily <input type="checkbox"/> Weekly <input type="checkbox"/> Other:  |                        |  |  |
| Who cleans the grounds? <input type="checkbox"/> Licensee <input type="checkbox"/> Building Owner <input checked="" type="checkbox"/> Employees <input type="checkbox"/> Hired Maintenance <input type="checkbox"/> Other:  |                        |  |  |
| How are noise issues prevented and/or addressed? <input checked="" type="checkbox"/> Security <input type="checkbox"/> Manager approaches customer(s) <input type="checkbox"/> Call Police <input type="checkbox"/> Signs Posted <input type="checkbox"/> Other:  |                        |  |  |
| Are there designated outdoor smoking areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, Describe: <u>Receptacles @ least 25ft from entrance</u>   |                        |  |  |
| Number of garbage cans: Inside <u>21</u> Locations: <u>Bathrooms + public areas</u><br>Outside <u>16</u> Locations: <u>Each main entrance</u>   |                        |  |  |
| Is a crowd control barrier used? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:  |                        |  |  |
| Number of restrooms: <u>11 public</u>   |                        | Name of solid waste contractor: <u>Waste Management</u>  |  |
| Are there parking spaces on the premises? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, list number of spaces: _____ and describe security plans:   |                        |  |  |
| Are there designated loading areas? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe security plans:<br><u>All loading &amp; unloading take place @ back dock. All doors are restricted to employee only</u>  |                        |  |  |
| Do you have security personnel on the premise? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, how many? <u>1</u>   |                        |  |  |
| AND What are their responsibilities? <u>To patrol public areas &amp; outside entrances</u>  |                        |  |  |
| What security equipment do they use? <u>None</u>  |                        |  |  |
| List their licensing, certification or training credentials: <u>3rd party company</u>   |                        |  |  |
| Are there security cameras? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, list all locations:   |                        |  |  |
| Are searches and/or identification checks conducted upon entry? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If Yes, describe:<br><u>Guests must show valid ID upon check-in</u>   |                        |  |  |
| <b>2. Percentage of Sales (must total 100%)</b>   |                        |  |  |
| Alcohol <u>9</u> %  | Food Sales <u>16</u> % | Entertainment <u>0</u> %   | Other <u>75</u> % <u>Room revenue included</u> |
| <b>3. Businesses On The Premises (choose all that apply):</b>   |                        |  |  |
| <input checked="" type="checkbox"/> Restaurant <input type="checkbox"/> Cafe/Coffee Shop <input checked="" type="checkbox"/> Cocktail Lounge <input type="checkbox"/> Convenience Store <input type="checkbox"/> Night Club <input type="checkbox"/> Liquor Store <input type="checkbox"/> Tavern <input type="checkbox"/> Sports Facility  |                        |  |  |
| <input checked="" type="checkbox"/> Hotel <input type="checkbox"/> Banquet Hall <input type="checkbox"/> Supermarket <input type="checkbox"/> Private/Fraternal/Veterans' Club <input type="checkbox"/> Other:  |                        |  |  |
| <b>4. Hours of Operation and Age Restriction</b>  |                        |  |  |
| Are there any changes to the current hours of operation or age restriction? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:   |                        |  |  |
| Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.<br>Your hours of operation and age restriction are listed on your current license.                          |                        |  |  |
| <b>5. Floor Plan and Capacity</b>   |                        |  |  |
| Are you requesting any changes to your capacity or floor plan*? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, describe: _____ and submit a new floor plan with this renewal application. A sample plan can be found online at <a href="http://www.milwaukee.gov/licenses">www.milwaukee.gov/licenses</a> under License Forms and Related Information. |                        |  |  |
| Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.   |                        |  |  |
| <b>6. Sidewalk Dining: SD 1775 Fee: \$225.00</b>  |                        |  |  |
| Are there any changes to the sidewalk dining site plan? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If Yes, submit an updated site plan with this application.  |                        |  |  |
| <b>7. Food License: FREST 18420 Fee: \$1,250.00</b>   |                        | <b>8. Weights and Measures: Fee:</b>   |  |
| Your current food license includes the following food operations:<br>DHS - COMPLEX, Sales \$200,001 - \$2,000,000, Tavern Restaurant.<br>Are there any changes to your food operations as listed above? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes, If Yes, explain _____  |                        | Number/Type of Devices:<br>Are there any changes to the number or types of devices? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, contact our office for further instructions. |  |

**1. CURRENT APPROVED ENTERTAINMENT for The Trade Milwaukee 420 W JUNEAU AV**

The following types of entertainment have been approved for your current Public Entertainment Premises license:  
Disc Jockey, Instrumental Musicians, Bands

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE. ALSO SUBMIT AN UPDATED FLOOR PLAN AND PLAN OF OPERATION OR CONFIRMATION STATEMENT IF THE NEW ENTERTAINMENT DOES NOT CHANGE THE CURRENT PLAN OF OPERATION.**

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. PROMOTERS/SOUND AMPLIFICATION**

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

At any time will sound amplification be used?  No  Yes If Yes, Describe:  
*There are speakers located throughout the hotel, meeting space, restaurants & sidewalk dining area*

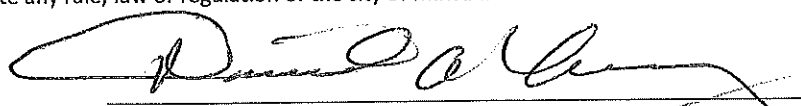
**5. SIGNATURE**

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, a Partner, or if a Corporation or LLC, the Agent must sign