



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, May 03, 2023

COMMITTEE MEETING NOTICE


AD 06

MARKING, Nicholas E, Agent  
PRIMETIME EVENTS LLC  
8073 S River Lane  
Franklin, WI 53132

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, May 16, 2023 at 01:10 PM**

The access code is <https://meet.goto.com/500790805>. If you wish to call in: +1 (646) 749-3122 and use Access Code: 500-790-805. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Food Dealer License Applications as agent for "PRIMETIME EVENTS LLC" for "The Tap Yard-Schlitz Park/The Tap Yard- Milwaukee" at 1555 N RIVERCENTER DR. 

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 OWZARSKI, CITY CLERK

BY: \_\_\_\_\_  
Jim Cooney  
License Division Manager

**If you have questions regarding this notice, please contact the License Division at (414) 286-2238.**

Date: 04/04/2023  
Officer: PO J. Emmons

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

Name of Premise: The Tap Yard  
Address: 1555 N Rivercenter Dr.  
Phone: 773-220-3227

Owner: Nicholas E MARKING  
Owner address: 8073 S River Lane  
City State Zip: Franklin, WI 53132  
Owner Phone: 773-220-3227  
Owner email: thetapyards@gmail.com

Licensee/Agent: Nicholas E MARKING  
Home Address: 8073 S River Lane  
City State Zip: Franklin, WI 53132  
Phone: 773-220-3227  
Email: thetapyards@gmail.com

Preferred contact: PHONE

Location currently open:  YES  NO

Projected open date: November 2023

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

Hours of Operation: Sun: Closed 24 hours Y N  
Mon: Closed  
Tue: 3pm – 9pm  
Wed: 3pm – 9pm  
Thu: 3pm – 9pm  
Fri: Closed  
Sat: Closed

Premise Type: Tavern/Bar  
Restaurant  
Other:

Licenses currently held:

Alcohol:  Yes  No Class: #:  
 Tobacco:  Yes  No #:  
 Food:  Yes  No #:  
 Extended Hours:  Yes  No #:  
 Secondhand Dealer:  Yes  No Type: #:  
 Other:  Yes  No Type: #:  
 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:
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
15. Are there exterior security cameras  Yes  No How Many: 31
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: More then a month
21. Are there exterior cameras  Yes  No How many: 30
22. Are there interior cameras  Yes  No How many: 1
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No How many 30

**Interior Survey:**

- 25. What is the planned capacity Occupancy Survey in progress
- 26. What is the minimum number of employees That will be on premise 1
- 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
- 31. Are emergency and non-emergency numbers posted near the phone? Yes No
- 32. 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**

- 33. How many security personnel are going to be employed: 9 spread through three shifts
- 34. How ill they be deployed: Interior 2 Exterior 2
- 35. What days will they be deployed MonTueWedThuFriSatSun
- 36. Will the security be managed by business or contracted
- 37. Will they be armed Yes No
- 38. What type of security measures to be used:
  - Wanding/metal detector
  - ID Scanner
  - Dress Code
  - Cover Charge
  - Age restriction
  - Other

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

The location is located on the first floor, in the front lobby of the office building, similar to a restaurant you would see in a mall food court. The location was opened mainly for people that work within the office building. Although there is no camera facing the front entrance, to enter the building, you need to pass a security office that is staffed 24 hours 7 days a week. This security office is within ear shot and close proximity to where this location will be. Security conducts multiple patrols in the interior and exterior of the building by foot and vehicle. All are equipped with walkie talkies.

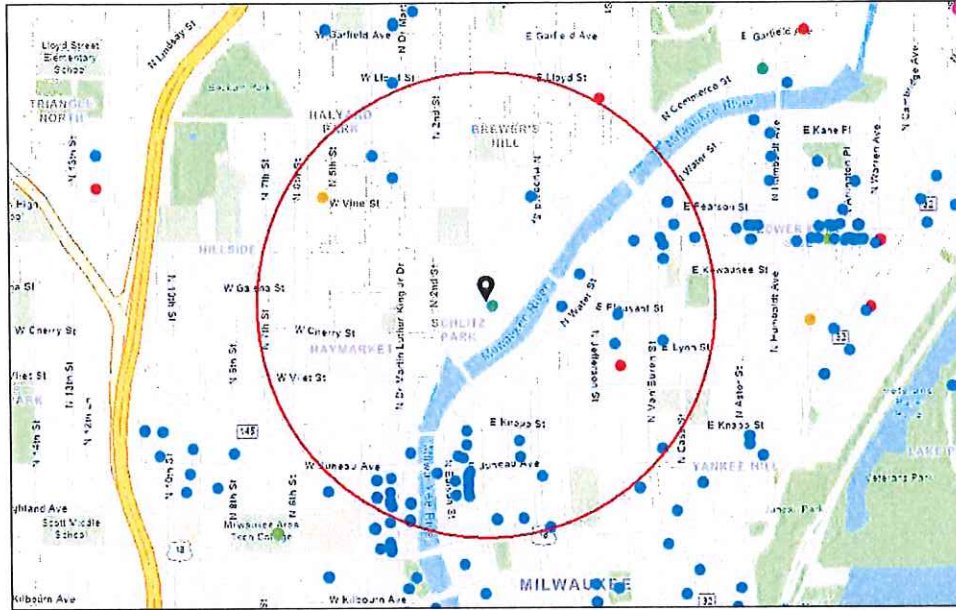


# Concentration Map for 1555 N Rivercenter Dr

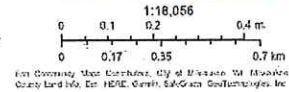
## Area of Interest (AOI) Information

Area : 21,862,585.72 ft<sup>2</sup>

Mar 15 2023 10:33:59 Central Daylight Time



- Alcohol Licenses (active)
- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage
- Class A Liquor and Malt
- Class B Fermented Malt Beverage
- Class B Tavern
- Class C Wine Retailer



### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	56		

### Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2023, 7:00 PM	1
2	Lounge 340, LLC	Lounge 340, LLC	Patrice Dickerson, Agt	340 W Reservoir AV	Class B Tavern License	77	4/5/2023, 7:00 PM	1
3	OTOD, LLC	Birch Restaurant	Kyle T Knall, Agt	459 E PLEASANT ST	Class B Tavern License		4/16/2023, 7:00 PM	1
4	HOWL MILWAUKEE, LLC	Howl At The Moon	Michael A Wabiszewski, Agt	1103 N MARTIN L KING JR DR	Class B Tavern License		4/17/2023, 7:00 PM	1
5	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	Christine R Conrad, Agt	320 W Highland AV	Class B Tavern License		4/17/2023, 7:00 PM	1
6	LIU'S ORIENTAL KITCHEN, LLC	Lucky Liu's	HENRY LIU, Agt	1664 N VAN BUREN ST	Class B Tavern License	80	5/3/2023, 7:00 PM	1
7	PRIMETIME EVENTS LLC	The Tap Yard-Schlitz Park	Nicholas E Marking, Agt	1555 N RIVERCENTE R DR	Class B Fermented Malt Beverage Retailer's License		5/11/2023, 7:00 PM	1
8	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Bradly T Meyer, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2023, 7:00 PM	1
9	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2023, 7:00 PM	1
10	Milwaukee School of Engineering	Milwaukee School of Engineering	Bradly T Meyer, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2023, 7:00 PM	1
11	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2023, 7:00 PM	1
12	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/23/2023, 7:00 PM	1
13	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Martin L King DR	Class B Tavern License	90	5/25/2023, 7:00 PM	1
14	Lakes Venture LLC	Fresh Thyme Market #701	William Andrew Kreuser, Agt	470 E Pleasant ST	Class B Tavern License		5/29/2023, 7:00 PM	1
15	Mexcaleria & Cocina LLC	Tauro Cocina	Ahide Valdepena, Agt	1758 N Water ST	Class B Tavern License		6/1/2023, 7:00 PM	1
16	Mexcaleria & Cocina LLC	Tauro Cocina	Ahide Valdepena, Agt	1758 N Water ST	Class B Tavern License		6/1/2023, 7:00 PM	1
17	RIVER HOUSE RESTAURANT, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2023, 7:00 PM	1
18	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2023, 7:00 PM	1

19	DJ ENTERPRISE S I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2023, 7:00 PM	1
20	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Bradly T Meyer, Agt	1245 N BROADWAY	Class B Tavern License	2,759	6/19/2023, 7:00 PM	1
21	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class B Tavern License		6/28/2023, 7:00 PM	1
22	Mi Casa Su Cafe LLC	Mi Casa Su Cafe	Paul L Whigham, Agt	1839A N MARTIN L KING JR DR	Class B Tavern License		6/28/2023, 7:00 PM	1
23	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N Martin L King Jr DR	Class B Tavern License	57	7/5/2023, 7:00 PM	1
24	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/25/2023, 7:00 PM	1
25	Baldwin Trade LLC	The Diplomat	Dane K Baldwin, Agt	815 E Brady ST	Class B Tavern License		7/25/2023, 7:00 PM	1
26	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		7/25/2023, 7:00 PM	1
27	Patronessy Boys LLC	Sticky Rice Brady St	Leo T Kingsawan, Agt	707 E BRADY ST	Class B Tavern License		7/26/2023, 7:00 PM	1
28	CASABLANCA RESTAURANT, LLC	CASABLANCA RESTAURANT	ALAA I MUSA, Agt	728 E BRADY ST	Class B Tavern License	365	7/29/2023, 7:00 PM	1
29	LC MKE LLC	The Lucky Clover Pub	JACOB E DEHNE, Agt	1048 N MARTIN L KING JR DR	Class B Tavern License		8/16/2023, 7:00 PM	1
30	Josh's Fine Dining LLC	Up-Down MKE	Austin E Barth, Agt	615 E Brady ST	Class B Tavern License		8/30/2023, 7:00 PM	1
31	VICTOR'S ON VAN BUREN, INC	VICTOR'S	Vic R Jones, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	8/30/2023, 7:00 PM	1
32	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2023, 7:00 PM	1
33	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2023, 7:00 PM	1
34	BRG 1000 Water St LLC	Room @ The Rumpus Room	CHRISTIAN M DAMIANO, Agt	1020 N Water ST	Class B Tavern License		9/21/2023, 7:00 PM	1
35	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	CHRISTIAN M DAMIANO, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2023, 7:00 PM	1
36	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	9/24/2023, 7:00 PM	1
37	LANDFALL II, LLC	POINTS EAST PUB	LORIA HASSETT, Agt	1501 N JACKSON ST	Class B Tavern License	160	10/10/2023, 7:00 PM	1



38	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2023, 7:00 PM	1
39	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2023, 7:00 PM	1
40	SANFORD RESTAURANT, INC	SANFORD RESTAURANT	Justin L Aprahamian, Agt	1547 N JACKSON ST	Class B Tavern License	80	10/29/2023, 7:00 PM	1
41	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N MARTIN L KING JR DR	Class B Tavern License	824	11/5/2023, 6:00 PM	1
42	New Punch Bowl Milwaukee LLC	Punch Bowl Social	Andrea Cornog Kenealey, Agt	1122 N VEL R PHILLIPS AV	Class B Tavern License	305	11/20/2023, 6:00 PM	1
43	Penny Saver, LLC	Penny Saver	Nayef M Azzam, Agt	510 W VINE ST	Class A Fermented Malt Beverage Retailer's License		11/20/2023, 6:00 PM	1
44	MIDAS HOSPITALITY, LLC	Aloft Milwaukee Downtown	Mathew W Meadows, Agt	1230 N Dr Martin L King Jr DR	Class B Tavern License		11/22/2023, 6:00 PM	1
45	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2023, 6:00 PM	1
46	S'LUSH LLC	S'Lush Daiquiri Lounge & Event Space	Tiana M Razaa, Agt	1110 N MARTIN L KING JR DR Suite #100	Class B Tavern License		12/6/2023, 6:00 PM	1
47	Uncle Wolfie's Breakfast Tavern LLC	Uncle Wolfie's Breakfast Tavern	Matthew A Schaefer, Agt	234 E Vine ST	Class B Tavern License		12/8/2023, 6:00 PM	1
48	MEGA MARTS, LLC	PICK 'N SAVE #868	NEIL F WALLACE, Agt	605 E LYON ST	Class A Malt & Class A Liquor License		2/5/2024, 6:00 PM	1
49	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2024, 6:00 PM	1
50	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Dr Martin L King Jr DR	Class B Tavern License		2/6/2024, 6:00 PM	1
51	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/7/2024, 6:00 PM	1
52	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N MARTIN L KING JR DR	Class B Tavern License	80	2/8/2024, 6:00 PM	1
53	Colglasand Investments LLC	Mangos Cafe East	FRANCISCO SANDINO-BADILLO, JR, Agt	1682 N Van Buren ST	Class B Tavern License	83	2/12/2024, 6:00 PM	1
54	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N MARTIN L KING JR DR	Class B Tavern License	320	2/17/2024, 6:00 PM	1
55	Mojo MKE LLC	Mojo MKE	Todd M Wargula, Agt	134 E JUNEAU AV	Class B Tavern License	239	2/21/2024, 6:00 PM	1

56	190 Octane Retail LLC	Fat Tuesday	JOHN P HAUPER, Agt	333 W JUNEAU AV C space 4	Class B Tavern License	25	3/1/2024, 6:00 PM	1
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Establishments within a 0.5 miles radius centered on area of interest.



Wednesday, May 03, 2023



# Notice of Public Hearing

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MARKING, Nicholas E, Agent  
The Tap Yard-Schlitz Park/The Tap Yard- Milwaukee at 1555 N RIVERCENTER DR  
Class B Tavern and Food Dealer License Applications

**Tuesday, May 16, 2023 at 1:10 PM**

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 5/16/2023 at 1:10 PM 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	455 E PLEASANT ST# 605	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 606	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 607	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 608	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 609	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 610	MILWAUKEE, WI 53202-2695
CURRENT OCCUPANT	455 E PLEASANT ST# 611	MILWAUKEE, WI 53202-2695

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Total Records: 852

Radius 250.0 feet and Center of the Circle: 1555 N Rivercenter Dr



# 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](mailto: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:

*Beer tavern*

Do you have any experience operating this type of business?  No  Yes If yes, explain: *Owned the Brass Tap & The Tap Yard*

## 2. Business Operations

- a. Proposed Opening Date: 11/1/2023
- 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: The Tap Yard Beer Garden - in parking lot
- 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: office complex

## 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: \_\_\_\_\_

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 8 Locations: all corners of designated yellow area  
Outside: 4 Locations: dumpster court
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 6
- 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? 3, 000 + and describe the parking security plan: Security in house at Schlitz Park
- 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? 3 and answer the following:  
 What are their responsibilities? protect & guard premises and Schlitz Park Campus  
 Is security equipment used?  No  Yes If yes, describe Cameras  
 List their licensing, certification, or training credentials Security firm
- d. Will there be security cameras?  No  Yes If yes, how many? 16 and list locations: \_\_\_\_\_  
all around Schlitz Park Campus.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

## 6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food <u>10</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other _____ % Describe: _____
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		

## 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: \_\_\_\_\_ Number of Rooms: \_\_\_\_\_  
 Rooming House: Number of Floors: \_\_\_\_\_ 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 \_\_\_\_\_ (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):

1<sup>st</sup> Floor  2<sup>nd</sup> Floor  Basement Storage  Patio  Beer Garden  Sidewalk Café  Deck  Rooftop

Other: Describe: \_\_\_\_\_

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: Inside main building - cafe

c. Nearest Major Cross Street: Dr Martin Luther King & Cherry St

d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories \_\_\_\_\_  Other: \_\_\_\_\_

f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_

g. Building Owner Name: SP Milwaukee Prop Co 1 Phone Number: 414-412-9195

Building Owner Address: 1601 Woodward Ave 5<sup>th</sup> floor Detroit Michigan 48206

## 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	12pm	6pm	50	21-70	None ↓
Monday	3pm	8pm	50	21-70	
Tuesday	3pm	9pm	75	21-70	
Wednesday	3pm	9pm	75	21-70	
Thursday	3pm	9pm	75	21-70	
Friday	1pm	9pm	100	21-90	
Saturday	12pm	9pm	100	21-70	

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 Class A: 8:00 am to 9:00 pm Sunday thru Saturday  
Permitted Hours of Operation: 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](http://www.milwaukee.gov/license)

Legal Entity Name: Primetime Events LLC  
 Premise Address: 1555 N. River Center Milwaukee, WI 53202

**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.)? Building owner

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ \_\_\_\_\_

d) Total amount paid for business \$ N/A

e) Total amount paid for goodwill of the business \$ N/A

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 3/1/22 Ends 11/1/24

b) Monthly rental \$ 4000

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)? 3

**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



# FOOD DEALER LICENSE PLAN OF OPERATION

OFFICE OF THE CITY CLERK, LICENSE DIVISION  
CITY HALL, 200 E. WELLS ST, ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 • [license@milwaukee.gov](mailto:license@milwaukee.gov) • [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

Legal Entity Name: Primetime Events LLC

Premises Address: 1555 N. River Center Milwaukee WI 53202

## SECTION 1 TYPE OF BUSINESS

What will be the majority of your food sales? (check one)

Restaurant Items (meals):

MEALS include, but are not limited to, chicken, ribs, sandwiches, roasted corn, baked potatoes, hot dogs, brats, tacos, nachos w/ cheese and meat, French fries, cooked or deep fried vegetables/fruit, cooked cheese curds, corn dogs, egg rolls, salads.

Retail Items (snacks and beverages):

RETAIL items include, but are not limited to, ice cream/soft serve, lemonade, snow cones, coffee, espresso, cappuccino, tea, fruit juice, smoothies, candy, dispensed soda, fruit cups, bakery, cookies, kettle corn, cotton candy, funnel cakes, fritters, tortilla chips w/ cheese.

Will it be a convenience store?  Yes  No

A convenience store contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and in addition, sells household products or is a filling station that sells basic food items and household products.

Bed & Breakfast

Micro Market

All Applicants: Submit a menu or a list of food items that will be sold.

Will any wholesale business be done?  No  Yes If yes, what percentage of food sales will be wholesale?

Less than 25%

25% or More AND:

Restaurant items (meals) will be sold – Complete this application and also contact DATCP.

NO restaurant items (meals) will be sold - Do NOT complete this application. Contact DATCP only.

## SECTION 2 FOOD PROCESSING

Will any food processing be done?  No  Yes

Processing is defined as assembling, grinding, cutting, mixing, baking, coating, stuffing, packing, bottling, grilling, canning, extracting, fermenting, distilling, pickling, freezing, drying, smoking, or packaging.

## SECTION 3 FOOD REQUIRING TEMPERATURE CONTROL

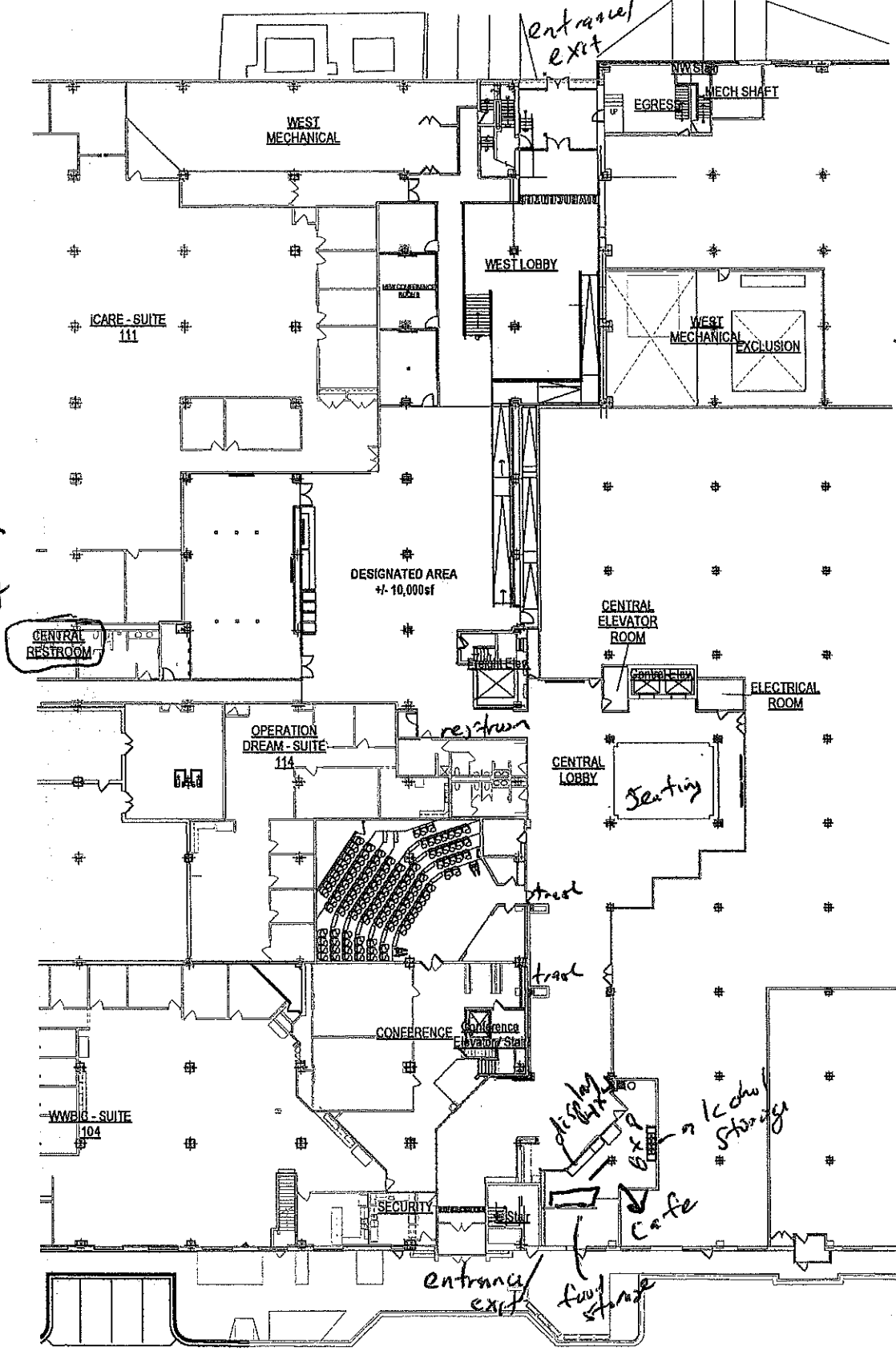
Will any food that requires temperature control be sold?  No  Yes

(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: \_\_\_\_\_



PrimeTime Events LLC - NCC Howard Market  
 The Top Park Milwaukee - 1555 N  
 Rivercenter  
 Milwaukee,  
 WI  
 53201  
 3/15/17



→  
 north  
 Pleasant Street

←  
 South  
 Cherry Street

1 FIRST FLOOR - DESIGNATED AREA DIAGRAM

Entire Atrium including Cafe Area and the Gaming Area and West Exit

11/4/21

PrimeTime Events LLC

OBA. The Tap

Agent: Alice Marking

Total Sq Ft: 16,000

Schitz Park

1555 N. Riverwater  
M. Luchessa SPAE Parking (B)

STADIUM  
STADIUM

Dupe Beer Line

Restaurant  
inside  
building

Food Trucks

30 - 8 ft Picnic Tables

Parkway (10x10)

Parkway

entrance/exit

South

West

entrance/exit

Beer Storage  
Fridge

20 FX  
Container Bar

Container Bar

8x10 Stage  
entertainment area

Riverwalk

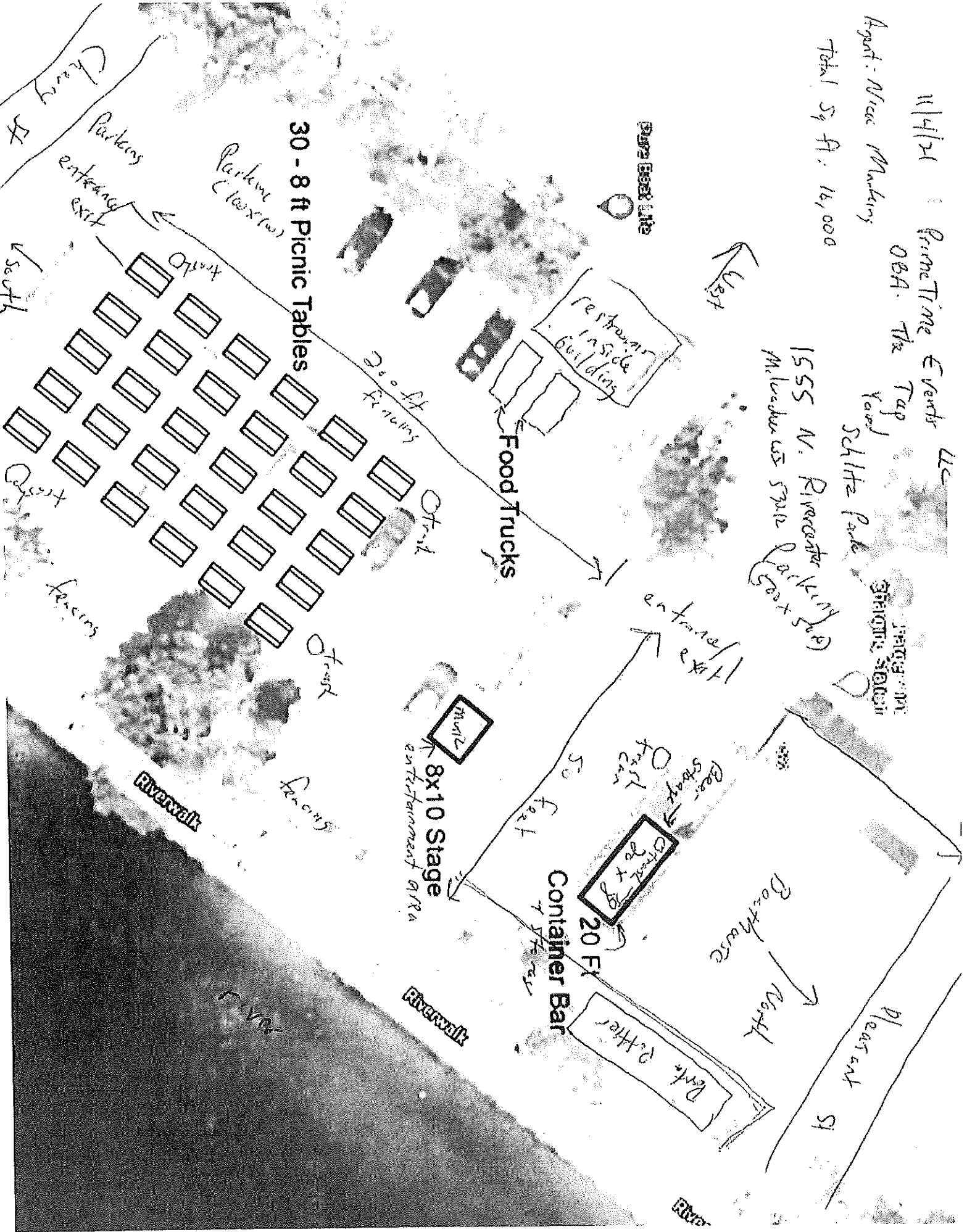
Riverwalk

Boothhouse

North

Pleasant St

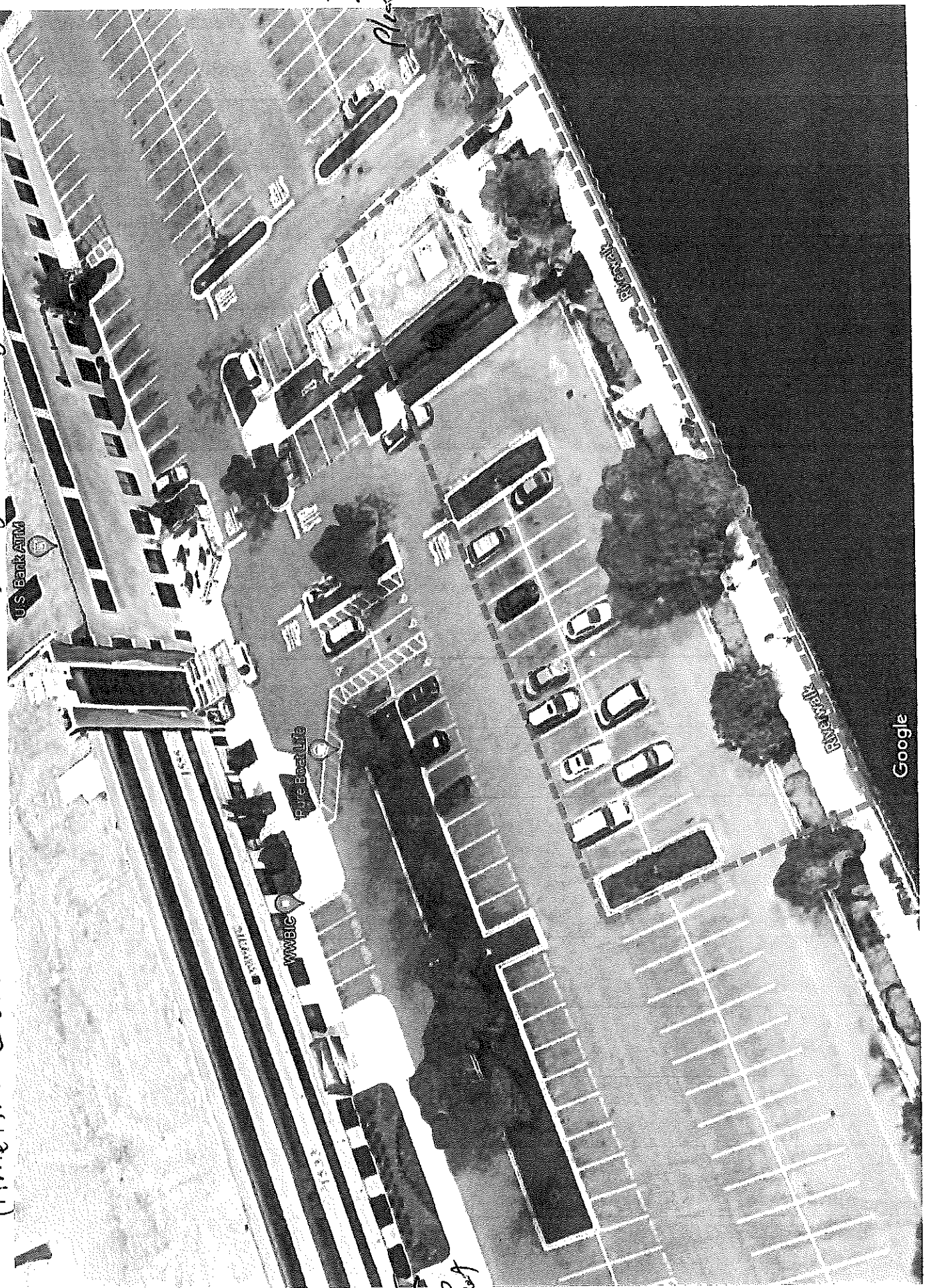
River



1311 Milwaukee, WI 53202  
PrimoTime Events LLC - Michaels Making Agent The Top End - Milwaukee 3/15/23

→ next Pleasant Hill

S  
←  
Clemens Street

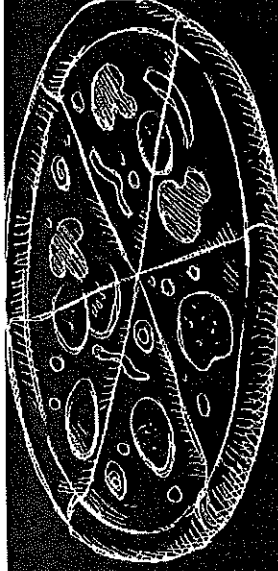


Google



# QUICK EATS

- Hot Dog \$3.00
- Corn Dog \$4.00
- Chili Cheese Dog \$5.00
- Brat \$4.00
- Tornado \$3.00
- Nachos \$6.00
- Walking Taco \$4.00
- Pizza Slice \$3.00  
Cheese or Pepperoni
- Whole Pizza \$20.00  
Cheese or Pepperoni



# COLD TREATS

## CEDAR CREST ICE CREAM

Vanilla, Chocolate, Butter Pecan, Cookies & Cream, and  
Waffle or Cake Cones

- Single Scoop \$4.00
- Double Scoop \$5.00
- Sprecher Rootbeer Float \$5.00

# COMBOS

Includes a soft drink and chips

- Hot Dog \$7.00
- Corn Dog \$7.00
- Brat \$7.00
- Pizza \$7.00

# NOVELTIES

- Snickers Ice Cream \$3.00
- SpongeBob \$3.00
- M&M Cookie Sandwich \$4.00
- Ice Cream Sandwich \$3.00
- Push Pop \$3.00

# MAUI WOWI Smoothies

- Tropical Smoothie \$10.00
- Strawberry Smoothie \$10.00

# SNACKS/SODA

- Pop's Popcorn \$7.00
- Pop's Pretzels \$6.00
- Churro - Caramel \$4.00
- Carrie's Crispies \$5.00
- Heavenly Roasted Nuts \$8.00
- Milwaukee Pretzel with nacho cheese \$7.00
- Chips \$6.00
- Candy \$4.00
- Soda \$5.00