



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, August 25, 2020

COMMITTEE MEETING NOTICE

AD 04

DOBLE, Michael P, Agent  
The Explorium Brewpub Third Ward LLC  
143 W ST PAUL Av

Milwaukee, WI 53203

You are requested to attend a virtual hearing to be held on:

**Tuesday, September 01, 2020 at 08:45 AM**

**Regarding:** Your Class B Tavern, Food Dealer, and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Bands, and Disc Jockey as agent for "The Explorium Brewpub Third Ward LLC" for "The Explorium Brewpub" at 143 W ST PAUL Av.

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/989151413>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 989-151-413.

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 attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: \_\_\_\_\_

Jessica Celella

License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

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)



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DOBLE, Michael P, Agent  
The Explorium Brewpub Third Ward LLC  
W249S7180 Center Dr

Waukesha, WI 53189

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**Tuesday, September 01, 2020 at 08:45 AM**

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JIM OWCZARSKI, CITY CLERK

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Jessica Celella

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**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

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

Date: 07-07-20  
Officer: Xavier Benitez

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

Name of Premise: Explorium Brewpub  
Address: 143 W. St Paul St  
Phone:

Owner: Michael Double  
Owner address: W249S7180 Center Dr  
City State Zip: Waukesha WI 53189  
Owner Phone: 813-240-9445  
Owner email: mike@exploriumbrew.com

Licensee/Agent: Same  
Home Address:  
City State Zip:  
Phone:  
Email:

Preferred contact: by phone

Location currently open:  YES  NO

Projected open date: End of July

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

Hours of Operation: Sun: 9am-10pm  24 hours  Y  N  
Mon: 11am-11pm  
Tue: 11am-11pm  
Wed: 11am-11pm  
Thu: 11am-11pm  
Fri: 11am-2am  
Sat: 9am-2am

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: 2
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: 30 Days
21. Are there exterior cameras  Yes  No How many: 2
22. Are there interior cameras  Yes  No How many: 24
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No

24. Cameras located in parking lot Yes No How many N/A

**Interior Survey:**

25. What is the planned capacity 180
26. What is the minimum number of employees That will be on premise 8
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: N/A
34. How ill they be deployed: Interior Exterior
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 Bartenders will id customers if the need arises

**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

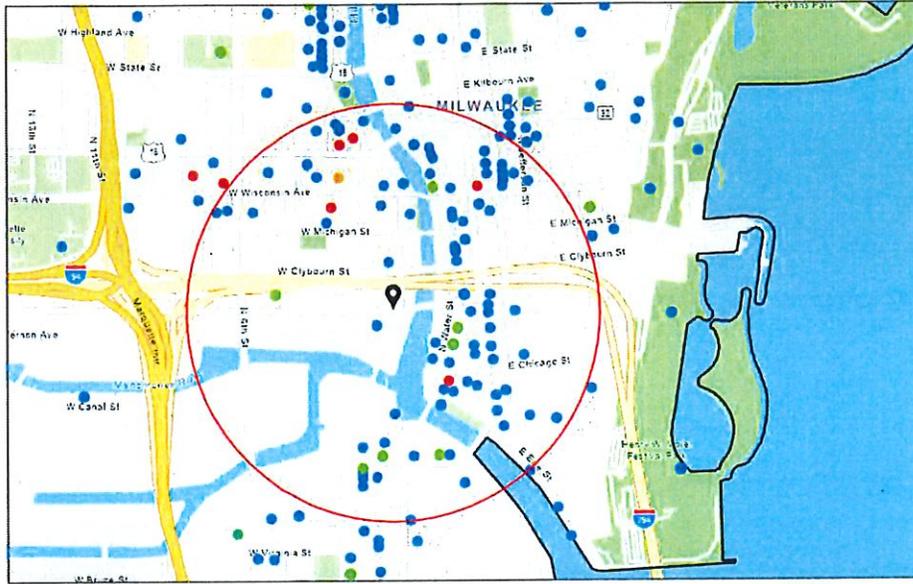
The location is undergoing the final stages of the remodel, and the establishment will have 24 cameras on the premise. The cameras will cover the entrance/exit doors, the table areas of the restaurant, the bar area, registers, and the outside patio areas. The business is connect to the Pritzlaff Building and exterior cameras are mounted to the building itself.

# City of Milwaukee Concentration Map

**143 W St Paul Ave**

Area : 21,862,585.89 ft<sup>2</sup>

May 22 2020 9:43:12 Central Daylight Time



**Alcohol Licenses**

-  Class A Fermented Malt Beverage
-  Class B Tavern
-  Class A Liquor and Malt
-  Class B Fermented Malt Beverage
-  Class C Wine Retailer
-  City Boundary

1:19,147

0 0.1 0.2 0.4 mi  
0 0.17 0.35 0.7 km

Source: Esri, HERE, Garmin, FAO, NOAA, USGS, © OpenStreetMap contributors

### Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	129		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Next Act Theatre, Inc.	Next Act Theatre	David A Ceccarini, Agt	255 S Water ST	Class B Tavern License		9/18/2020, 7:00 PM	1
2	Red Elephant LLC	Nicole's Third Ward Social	JACOB E DEHNE, Agt	333 N Broadway	Class B Tavern License		9/8/2020, 7:00 PM	1
3	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	BARTOLOTTA CATERING - GRAIN EXCHANGE LLC	JOHN M WISE, Agt	225 E MICHIGAN ST	Class B Tavern License	299	9/21/2020, 7:00 PM	1
4	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N OLD WORLD THIRD ST	Class B Tavern License	100	10/16/2020, 7:00 PM	1
5	SINCERESWAN, LLC	SWINGIN DOOR EXCHANGE	MICHELLE M SINCERE, Agt	219 E MICHIGAN ST	Class B Tavern License	80	10/10/2020, 7:00 PM	1
6	X-O, LLC	XO Cocktail Parlor	Larry A Taylor, Agt	326 E Mason ST	Class B Tavern License		2/27/2021, 6:00 PM	1
7	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2021, 7:00 PM	1
8	SURG Waterfront, LLC	SURG On The Water	Joseph McLean, Agt	102 N WATER ST	Class B Tavern License	290	3/21/2021, 7:00 PM	1
9	International Exports LLC	The Safe House	Michael L Swasey, Agt	779 N Front ST	Class B Tavern License	248	3/8/2021, 6:00 PM	1
10	Foot Paw LLC	Amilinda	ORRY P Leon, Agt	315 E Wisconsin AV	Class B Tavern License		3/2/2021, 6:00 PM	1
11	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		3/2/2021, 6:00 PM	1
12	HTWA MARKET PROJECT, LLC	MILWAUKEE PUBLIC MARKET	MICHAEL GARDNER, Agt	400 N WATER ST	Class B Tavern License	320	5/28/2020, 7:00 PM	1
13	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2020, 7:00 PM	1
14	Sweet Diner LLC	Sweet Diner	George S Prassas, Agt	239 E Chicago ST 103	Class B Tavern License		10/14/2020, 7:00 PM	1
15	Indulgence Chocolatiers LLC	Indulgence Chocolatiers	Julie A Waterman, Agt	211 S 2nd ST	Class B Tavern License		9/22/2020, 7:00 PM	1
16	Rosko Thomas Enterprises, LLC	Press Au Marche	Aaron Rosko, Agt	207 E Buffalo ST 104	Class B Tavern License		10/9/2020, 7:00 PM	1
17	VINO THIRD WARD, LLC	VINO THIRD WARD	PAUL J MONIGAL, Agt	102C N WATER ST	Class B Tavern License	41	11/1/2020, 6:00 PM	1
18	GROOM FOR MEN, INC	Groom for Men / Groom Lounge	Terri J DeJoode, Agt	330 E ST PAUL AV	Class B Tavern License		11/1/2020, 6:00 PM	1

19	HOJOP, INC	AVENUE BAR & GRILL	JEFFREY M WELK, Agt	611 W WISCONSIN AV	Class B Tavern License		11/10/2020, 6:00 PM	1
20	The Hudson Business Lounge LLC	The Hudson Business Lounge	Nicholas G Schultz, Agt	310 E Buffalo ST	Class B Tavern License		10/14/2020, 7:18 AM	1
21	BAM RESOURCES, LLC	FIRE ON WATER	ADAM F GRIFFIN, Agt	518 N WATER ST	Class B Tavern License	156	10/15/2020, 7:00 PM	1
22	Carters Mini Mart	Carters Mini Mart	Lathea D Brooks, Agt	823 N 2nd ST 007	Class A Malt & Class A Liquor License		3/9/2021, 6:00 PM	1
23	SBB of Milwaukee Inc.	Stack'D Burger Bar	TREVOR M DANIELSEN, Agt	170 S 1st ST	Class B Tavern License		3/30/2021, 7:00 PM	1
24	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2021, 7:00 PM	1
25	Jay Squared LLC	The Box	Jamie A Berger, Agt	311 E Wisconsin AV	Class B Tavern License	270	3/31/2021, 7:00 PM	1
26	BRUNCH MKE LLC	BRUNCH	Morgan K Schnabl, Agt	714 N MILWAUKEE ST	Class B Tavern License	160	4/15/2021, 7:00 PM	1
27	Rec Room Craft Co LLC	Rec Room Craft Co	Krista A Bach, Agt	219 S 2ND ST	Class B Tavern License		4/16/2021, 7:00 PM	1
28	Foltz Family Market, Inc	Foltz Family Market	Casey C Foltz, Agt	400 N WATER ST 6	Class B Tavern License		5/29/2020, 7:00 PM	1
29	SCREAMING TUNA RESTAURANT, LLC	SCREAMING TUNA	Jeff T Bronstad, Agt	106 W SEEBOTH ST 102	Class B Tavern License	174	6/13/2020, 7:00 PM	1
30	MC ZAR'S, LLC	O'Lydia's Bar & Grill	Linda M Sackett, Agt	338 S 1ST ST	Class B Tavern License	150	6/4/2020, 7:00 PM	1
31	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2020, 7:00 PM	1
32	First MKD, LLC	Hilton Garden Inn	Charles R Simmons, Agt	611 N BROADWAY	Class B Tavern License		6/10/2020, 7:00 PM	1
33	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2020, 7:00 PM	1
34	Kimpton Hotel & Restaurant Group LLC	Journeyman Hotel	Patrick J Gaskin, Agt	310 E Chicago ST	Class B Tavern License		6/15/2020, 7:00 PM	1
35	OUZO CAFE	OUZO CAFE	NICKEY G PAPPAS, Agt	776 N MILWAUKEE ST	Class B Tavern License	40	11/8/2020, 6:00 PM	1
36	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2020, 6:00 PM	1

37	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class B Fermented Malt Beverage Retailer's License		11/26/2020, 6:00 PM	1
38	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class B Fermented Malt Beverage Retailer's License		11/29/2020, 6:00 PM	1
39	The Angry Taco LLC	The Angry Taco	Robert Montemayor, Agt	753 N Water ST	Class B Tavern License	90	11/19/2020, 6:00 PM	1
40	The Brownstone LLC	The Brownstone	COREY L SMITH, Agt	524 N Water ST	Class B Tavern License		11/27/2020, 6:00 PM	1
41	Pin-It-Live LLC	Pin-It-Live	Garrett M Shesky, Agt	522 N Water ST 203	Class B Tavern License		12/3/2020, 6:00 PM	1
42	Shake Shack Wisconsin LLC	Shake Shack	ARI B DOMNITZ, Agt	220 E Buffalo ST 110	Class C Wine Retailer's License		11/26/2020, 6:00 PM	1
43	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	422 N 5th ST	Class C Wine Retailer's License		11/29/2020, 6:00 PM	1
44	Kipper LLC	Fore Milwaukee	Timothy M Grogan, Agt	530 N Water ST	Class B Tavern License		3/24/2021, 7:00 PM	1
45	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2021, 7:00 PM	1
46	Pritzlaff Events LLC	Pritzlaff / Aperitivo	Kendall G Breunig, Agt	311-333 N Plankinton AV	Class B Tavern License	915	5/20/2021, 7:00 PM	1
47	Pritzlaff Events LLC	Pritzlaff	Kendall G Breunig, Agt	143 W ST PAUL AV	Class B Tavern License		5/20/2021, 7:00 PM	1
48	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Peter T O'Malley, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/13/2021, 7:00 PM	1
49	Fenix Milwaukee LLC	Rodizio Grill	Rosalee A Bleser, Agt	777 N WATER ST	Class B Tavern License		5/6/2021, 7:00 PM	1
50	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2021, 7:00 PM	1
51	Benelux Third Ward, LLC	Cafe Benelux	ERIC G WAGNER, Agt	346 N Broadway	Class B Tavern License	455	5/1/2021, 7:00 PM	1
52	Memento LLC	Bavette	Karen E Bell, Agt	330 E Menomonee ST	Class B Tavern License		5/19/2021, 7:00 PM	1
53	HTWA MARKET PROJECT, LLC	MILWAUKEE PUBLIC MARKET	MICHAEL GARDNER, Agt	400 N WATER ST	Class B Tavern License	320	5/28/2021, 7:00 PM	1
54	Olive Tree LLC	Convenience +	Jamal T Shawar, Agt	308 E Wisconsin AV	Class A Malt & Class A Liquor License		5/19/2021, 7:00 PM	1

55	Wisconsin & Milwaukee Hotel, LLC	Milwaukee Marriott Downtown/Starbucks	Keith A Fillpak, Agt	323 E Wisconsin AV	Class B Tavern License	312	5/8/2021, 7:00 PM	1
56	goRi Food Entertainment Inc	Char'd	Jongsoo Kim, Agt	222 E Erie ST 100	Class B Tavern License		5/9/2021, 7:00 PM	1
57	GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N OLD WORLD THIRD ST	Class A Fermented Malt Beverage Retailer's License		6/13/2020, 7:00 PM	1
58	ARBED, LLC	MO'S IRISH PUB	JAMES A VASSALLO, Agt	142-44 W Wisconsin AV	Class B Tavern License	480	6/22/2020, 7:00 PM	1
59	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		7/14/2020, 7:00 PM	1
60	Button Block Holdings LLC	Homewood Suites Hotel	Tammy L.C. Fraley, Agt	500 N Water ST	Class B Tavern License		11/18/2020, 6:00 PM	1
61	CARNAL LLC	CLUB CHARLIES	CRAIG M BLOOMFIELD, Agt	320 E MENOMONEE ST	Class B Tavern License	128	12/14/2020, 6:00 PM	1
62	The Xenia Group, LLC	Tied House	Ralph A Weber, Agt	124 N Water ST	Class B Tavern License		12/17/2020, 6:00 PM	1
63	MKE Water Street LLC	ELMNT Lounge	HABIB MANJEE, Agt	618 N WATER ST	Class B Tavern License		12/17/2020, 6:00 PM	1
64	CIRCLE K LLC	CIRCLE K PANTRY	ZIAD W KAID, Agt	130 N WATER ST	Class A Malt & Class A Liquor License		12/9/2020, 6:00 PM	1
65	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class C Wine Retailer's License		12/3/2020, 6:00 PM	1
66	Bowls LLC	Bowls	Andrew C Larson, Agt	207 W Freshwater WA	Class B Fermented Malt Beverage Retailer's License		12/3/2020, 6:00 PM	1
67	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class C Wine Retailer's License		12/16/2020, 6:00 PM	1
68	Higbee's MKE LLC	District IV	PATSY SMITH-JAMES, Agt	628 N Water ST	Class B Tavern License	225	4/11/2021, 7:00 PM	1
69	MP On Wheels Catering Service	MP On Wheels Catering Service	DULCE M ALARCON, SP	400 N WATER ST	Class B Tavern License	320	6/29/2020, 7:00 PM	1
70	MY OFFICE, INC	MY OFFICE	BRIAN J PETERSON, Agt	759-763 N MILWAUKEE ST	Class B Tavern License		6/29/2020, 7:00 PM	1
71	THE MILWAUKEE CLUB	THE MILWAUKEE CLUB	RICHARD H ROEHRBORN, Agt	706 N JEFFERSON ST	Class B Tavern License	180	6/29/2020, 7:00 PM	1
72	THIEF WINE, LLC	THIEF WINE SHOP & BAR	PHILIP M BILODEAU, Agt	400 N WATER ST	Class B Tavern License	42	6/29/2020, 7:00 PM	1

73	ST. PAUL SEAFOOD, LLC	ST. PAUL FISH CO.	TIMOTHY G COLLINS, Agt	400 N WATER ST	Class B Tavern License		7/8/2020, 7:00 PM	1
74	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseeuw, Agt	744 N VEL R PHILLIPS AV 100	Class B Tavern License	95	6/29/2020, 7:00 PM	1
75	DOS BONITAS, LLC	CUBANITAS	MARTA C BIANCHINI, Agt	728 N MILWAUKEE ST	Class B Tavern License	50	7/13/2020, 7:00 PM	1
76	THE SALOON, LTD	JUST ART'S SALOON	ARTHUR R GUENTHER, Agt	181 S 2ND ST	Class B Tavern License	70	6/29/2020, 7:00 PM	1
77	CENTANNI, LLC	Gouda's Italian Deli and Bugsy's, A Back Alley Saloon	Joseph McLean, Agt	218 N WATER ST	Class B Tavern License	160	7/14/2020, 7:00 PM	1
78	WA Cheese & Sausage Shoppe, Inc	WA Cheese & Sausage Shoppe	Mark S Lutz, Agt	400 N WATER ST 24	Class B Tavern License		6/29/2020, 7:00 PM	1
79	Full of Beans LLC	Full of Beans Cafe	JoAnn R Hausknecht, Agt	184 S 2nd ST	Class B Fermented Malt Beverage Retailer's License		12/16/2020, 6:00 PM	1
80	Milwaukee Comedy LLC	Underground Collaborative	MATTHEW S KEMPLE, Agt	161 W Wisconsin AV L1100	Class B Tavern License		12/11/2020, 6:00 PM	1
81	Science and Fun LLC	Save Milwaukee	Shlomo Levin, Agt	207 E Buffalo 312	Class B Fermented Malt Beverage Retailer's License		1/11/2021, 6:00 PM	1
82	Fazzari & Company, LLC	Pizzeria San Giorgio	GIORGIO G FAZZARI, Agt	838 N Old World Third ST	Class B Tavern License		1/1/2021, 6:00 PM	1
83	ALEM ETHIOPIAN RESTAURANT, LLC	ALEM ETHIOPIAN VILLAGE	MULU H HABTESILAS SIE, Agt	307 E WISCONSIN AV	Class B Tavern License	98	12/24/2020, 6:00 PM	1
84	Milwaukee Athletic Club	Milwaukee Athletic Club	Maikel Correa, Agt	731 N WATER ST 190	Class B Tavern License		1/17/2021, 8:22 AM	1
85	Indulge Wine Rooms LLC.	Indulge Wine Room	MARC R BIANCHINI, Agt	158 N Broadway	Class B Tavern License	156	1/16/2021, 6:00 PM	1
86	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N OLD WORLD THIRD ST	Class B Tavern License	240	12/20/2020, 6:00 PM	1
87	Charro Latino, LLC	The Garden/Lucid	Joseph McLean, Agt	725-729 N Milwaukee ST	Class B Tavern License	490	12/27/2020, 6:00 PM	1
88	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	158 S Barclay ST	Class B Fermented Malt Beverage Retailer's License	149	7/21/2020, 7:00 PM	1
89	PTG Live Events LLC	The Riverside	Tiffani A Hart, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2020, 7:00 PM	1

90	Grand Royale LLC	Fauntleroy	Daniel P Jacobs, Agt	316 N MILWAUKEE ST	Class B Tavern License		7/15/2020, 7:00 PM	1
91	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	7/18/2020, 7:00 PM	1
92	JING'S CORPORATIO N	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class C Wine Retailer's License	45	7/29/2020, 7:00 PM	1
93	Giri Corporation	Stone Creek Coffee	Eric A Resch, Agt	158 S Barclay ST	Class C Wine Retailer's License		7/21/2020, 7:00 PM	1
94	JING'S CORPORATIO N	JING'S	JING WANG, Agt	207 E BUFFALO ST 168	Class B Fermented Malt Beverage Retailer's License	45	7/29/2020, 7:00 PM	1
95	TwoBirds LLC	Filament	Tyler T Curran, Agt	131 W SEEBOTH ST	Class B Tavern License		12/15/2020, 6:00 PM	1
96	CHINA GOURMET, INC	CHINA GOURMET RESTAURAN T	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/15/2021, 6:00 PM	1
97	APARTMENT 720, LLC	APARTMENT 720	Tony T Skoufis, Agt	720 N MILWAUKEE ST	Class B Tavern License	299	12/27/2020, 6:00 PM	1
98	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class C Wine Retailer's License		12/28/2020, 6:00 PM	1
99	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class B Fermented Malt Beverage Retailer's License		12/28/2020, 6:00 PM	1
100	Carnivoras Inc	Carnevor	Joseph McLean, Agt	718 N Milwaukee ST	Class B Tavern License	99	1/25/2021, 6:00 PM	1
101	Joy DB LLC	DryBar	Joy N Vertz, Agt	241 N BROADWAY	Class B Tavern License	60	1/30/2021, 6:00 PM	1
102	Camp Bar Inc	Campsite 131	Paul C Hackbarth, Agt	131 N Jackson ST	Class B Tavern License		2/9/2021, 6:00 PM	1
103	Gordo's Water Street, LLC	Toast	Gordon Goggin, Agt	231 S 2nd ST	Class B Tavern License		2/19/2021, 6:00 PM	1
104	Cuvee Champagne LLC	Cuvee	KRIS H GORSKI, Agt	177 N BROADWAY	Class B Tavern License	244	2/5/2021, 6:00 PM	1
105	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		2/4/2021, 6:00 PM	1
106	Smoke Shack Mke, LLC	Smoke Shack	David J Marcus, Agt	332 N Milwaukee ST	Class B Tavern License	91	2/6/2021, 6:00 PM	1
107	Onesto MKE, LLC	Onesto	David J Marcus, Agt	221-223 N Broadway	Class B Tavern License	288	2/6/2021, 6:00 PM	1

108	Blue Bat Kitchen MKE, LLC	Blue Bat Kitchen	David J Marcus, Agt	249 N WATER ST	Class B Tavern License	240	2/6/2021, 6:00 PM	1
109	3CP LLC	Third Coast Provisions	Andrew H Miller, Agt	724 N Milwaukee ST	Class B Tavern License		1/19/2021, 6:00 PM	1
110	S&S Hospitality Concepts, LLC	Black Sheep	MICHAEL R SORGE, Agt	216 S 2nd ST	Class B Tavern License		1/19/2021, 6:00 PM	1
111	Drury Hotels Company, LLC	Drury Plaza Hotel - Milwaukee Downtown	Chris Palid, Agt	700 N Water ST	Class B Tavern License		10/2/2020, 7:00 PM	1
112	Merriment Social LLC	Merriment Social	Andrew H Miller, Agt	240 E Pittsburgh AV	Class B Tavern License		7/30/2020, 7:00 PM	1
113	The North/South Club, Inc	North South Club	Marla R Poytinger, Agt	175 S Water ST	Class B Tavern License	299	7/17/2020, 7:00 PM	1
114	DICK'S PIZZA, LLC	DICK'S	ADAM D KIRCHNER, Agt	730 N MILWAUKEE ST	Class B Tavern License	330	7/28/2020, 7:00 PM	1
115	INDULGE WINE ROOMS, LLC	INDULGE	MARC R BIANCHINI, Agt	708 N MILWAUKEE ST	Class B Tavern License	60	8/12/2020, 7:00 PM	1
116	Woori Corp	Kanpai	Jongsoo Kim, Agt	408 E Chicago ST	Class B Tavern License	99	9/3/2020, 7:00 PM	1
117	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2020, 7:00 PM	1
118	HTWA - Catalano Square	HTWA - Catalano Square	MICHAEL GARDNER, Agt	138 N Broadway	Class B Tavern License		7/28/2020, 7:00 PM	1
119	WALGREEN CO	WALGREENS #1200	Louis S Olinger, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2020, 7:00 PM	1
120	Black Tuna LLC	Lucky Ginger	Soukvilay Sayavongsa, Agt	221 N Water ST	Class B Tavern License		8/15/2020, 7:00 PM	1
121	Integrated Plankinton Milwaukee LLC	Cambria Milwaukee Downtown	David W Noel, Agt	503 N Plankinton AV	Class B Tavern License		8/18/2020, 7:00 PM	1
122	Reynard LLC	Pastiche	Phillip O Gillespie, Agt	411 E Mason ST	Class B Tavern License		9/2/2020, 7:00 PM	1
123	CSM Milwaukee Downtown LLC	Residence Inn - Milwaukee	Mia Berman, Agt	101 W Wisconsin AV 3	Class B Tavern License		9/15/2020, 7:00 PM	1
124	THE WICKED HOP, LLC	THE WICKED HOP	MILES E O'NEIL, Agt	343-45 N BROADWAY	Class B Tavern License	160	2/28/2021, 6:00 PM	1
125	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDL, Agt	761 N WATER ST	Class B Tavern License		2/26/2021, 6:00 PM	1
126	HY-VEE, INC.	Wahlburgers	Ross Grunwald, Agt	322 N BROADWAY 100	Class B Tavern License		1/7/2021, 6:00 PM	1

5/22/2020

127	MARCUS HOTELS HOSPITALITY, LLC	Pfister Hotel & Tower	Michael L Swasey, Agt	424 E WISCONSIN AV	Class B Tavern License	419	7/29/2020, 7:00 PM	1
128	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	Michael L Swasey, Agt	509 W WISCONSIN AV	Class B Tavern License	175	6/28/2020, 7:00 PM	1
129	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	Michael L Swasey, Agt	139 E KILBOURN AV	Class B Tavern License		7/4/2020, 7:00 PM	1

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



Tuesday, August 25, 2020

## Licenses Committee Notice of Hearing

Pritzlaff Redevelopment  
10535 W College Av  
Franklin, WI 53132

The Licenses Committee will consider the following license application:

Class B Tavern, Food Dealer, and Public Entertainment Premises License  
Applications Requesting Instrumental Musicians, Bands, and Disc Jockey  
DOBLE, Michael P, Agent  
The Explorium Brewpub at 143 W ST PAUL Av

Date: 9/1/2020

Time: 08:45 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 1, 2020. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





# BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 3/15/18

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 THE EXPLORIUM BREWPUB THIRD WARD LLC

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:  
RESTAURANT & BREWPUB WITH BAR

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

## 2. Business Operations

- a. Proposed Opening Date: JULY 15 2020
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: JUNE 30 2020
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: BTAVN 020B124 & PEP 0006589
- 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: MULTI-TENANT SPACE

## 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: SMALL PA FOR BARKS ONLY

## 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: OUTSIDE PATIO
- b. Number of Garbage Cans: Inside: 12 Locations: 4X KITCHEN, 2X BATH, 2X SERVER STA  
Outside: 4 Locations: 2X SERVER, 2X BAR, 4X BAR
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- 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? LOD and describe the parking security plan: STRUCTURED PARKING ADJACENT - CONTROLLED ACCESS
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: LOCKED DOORS + CAMERAS SYSTEM
- c. Will you have security personnel on premise?  No  Yes If yes, how many? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 24 and list locations: ALL PUBLIC AND STAFF SPACES OTHER THAN RESTROOMS.
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe \_\_\_\_\_

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

Alcohol <u>35</u> %	Food <u>55</u> %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>10</u> % Describe: <u>MERCH.</u>
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 180 (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: OUTSIDE DINING - NOT SIDEWALK

b. Describe Location:  Major Thoroughfare  Secondary Street  Other: \_\_\_\_\_

c. Nearest Major Cross Street: PLANKINGTON

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

e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 7  Other: \_\_\_\_\_

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

g. Building Owner Name: PRITZLAFF REDEVELOPMENT LLC Phone Number: 414-529-8352

Business Owner Address: KENDALL BREUNIG, 10535 W. COLLEGE AVE FRANKLIN WI 53132

## 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	9 AM	10 PM	150	ALL AGES	NONE
Monday	11 AM	11 PM	100	}	
Tuesday	11 AM	11 PM	100		
Wednesday	11 AM	11 PM	100		
Thursday	11 AM	11 PM	150		
Friday	11 AM	2 AM	350		
Saturday	9 AM	2 AM	400		ALL AGES

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)

Melissa D. Rice MANAGER

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: <u>THE EXPLORIUM BREWPLUS THIRD WARD LLC</u>	
Premise Address: <u>143 W SAINT PAUL AVE, MILWAUKEE WI 53203</u>	
<b>Proximity of Premises to Church, School, Daycare Center or Hospital</b>	
Is the building within 300 feet of any church, school, daycare center or hospital? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
<b>"Service Bar Only" Designation</b>	
If applying for Class B or C license, are you applying for "Service Bar Only"? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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.	
<b>Business Information</b>	
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input type="checkbox"/> No <input checked="" type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____	
<b>Property Information (New &amp; Transfer Applicants Only)</b>	
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> Lease	
b) Who owns the fixtures (for example, coolers, etc.)? <u>THE EXPLORIUM BREWPLUS THIRD WARD LLC</u>	
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____	
d) Total amount paid for business \$ <u>0</u>	
e) Total amount paid for goodwill of the business \$ <u>0</u>	
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? <input type="checkbox"/> No <input type="checkbox"/> Yes <u>NA</u>	
<b>Lease Information (New &amp; Transfer Applicants who are leasing the premises only)</b>	
a) Date lease begins <u>3/10/2020</u> Ends <u>9/30/2030</u>	
b) Monthly rental \$ <u>10871</u>	
c) Do you have an option to renew the lease? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes	
d) Does your lease allow for assignment to another party without the consent of the owner? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes	
e) For what length of time have you been guaranteed occupancy (number of years)? <u>20</u>	

**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 occupancy object to the granting of your license?  No  Yes **TRANSFER OF**  
If yes, explain \_\_\_\_\_ **PEP 0006589**

**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): **ADDED A FIXED**  
**BAR AND FOOD SERVICE.**

**Signature**

**MICHAEL P. DOBLE**  
**MANAGER THE EXPLORATORIUM BREW PUB**  
**THIRD WARD LLC**  
*Michael P. Doble*  
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



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov)

THE EXPLORIUM BREWPUB THIRD WARD LLC

**PREMISES ADDRESS:** 143 W. SAINT PAUL AVE MILWAUKEE WI 53203

**TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)**

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

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

**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: SMALL PA SYSTEM FOR BANDS.

**LEGAL CAPACITY OF PREMISES**

180 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: 179. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/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.

Mitchell P. Doble MICHAEL P. DOBLE  
MANAGER

Signature of Sole Proprietor, Partner or 20% or More Shareholder  
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)



# FOOD DEALER LICENSE PLAN OF OPERATION

ccl-foodplan 2/28/19

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: **THE EXPLOZIVUM BREWOPUS THIRD WAVE LLC**

Premises Address: **143 W. SAINT PAUL AVE MILW. 53203**

## 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 On-site brewing and fermenting of beer for consumption on site.

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 No retail sales of food, just consumption on-site and meals to go, prepared to order.  
(includes dairy products such as milk, cheese, and ice cream, fish, shellfish, meat, poultry)

If yes, list the types of food items: **MEAT, CHEESE, ETC, BUT ONLY PREPARED MEALS SERVED IN HOUSE.**

**SECTION 4 DETAILS OF OPERATION**

Will you have seating on site for dining?  No  Yes

Will you be doing any catering?  No  Yes

Will you be doing any delivery?  No  Yes

Will you have outdoor activities?  No  Yes - Check all that apply:  Bar  Cooking/Grilling  Dining

Will you have a drive thru window?  No  Yes - Are hours different from inside?  No  Yes  
 If Yes, provide drive thru hours: \_\_\_\_\_

Will scales or barcode scanners be used?  No  Yes - You must also apply for a Weights & Measures License.

**SECTION 5 ADDITIONAL SITES**

Where will food be prepared and/or sold?

At a single site  At multiple sites: How many? \_\_\_\_\_ (for example, a hotel with several dining rooms or bars)

If multiple sites, attach a Food Dealer Additional Site Addendum (ccl-foodadd) for each additional site.

**SECTION 6 CONSTRUCTION OR CHANGES**

Are you planning any construction, remodeling or equipment changes?

No If No, SKIP to Section 8

Yes If Yes, check all that apply:  New construction of a building  Renovation or remodeling  
 Construction changes to existing building  Equipment changes only

Provide a brief description of the changes: ADDING BAR + KITCHEN EQUIP,

Start date: 5/1/2020

Name, Address & Phone Number of Architect: NONE

Name, Address & Phone Number of Contractor: DON HOOGE, SUNSET INVESTORS  
414-405-8352

**SECTION 7 ALCOHOL BEVERAGES**

Are you applying for an alcohol beverage license?

No If No, SKIP to Section 8

Yes If YES, if your food license is approved prior to the alcohol license, when do you want the food license issued?  
 Immediately  At the same time as the alcohol license

**SECTION 8 ACKNOWLEDGEMENTS & SIGNATURE**

You must initial each item confirming your understanding:

MO I understand the Health Department must conduct an inspection and advise the License Division of their approval before the license may be issued.

MO I understand I must obtain an occupancy permit from the Department of Neighborhood Services and an inspection may be required. Neighborhood Services must advise the License Division of their approval before the license may be issued.

MO I understand the district alderperson will review and either support or object to my application. If he/she objects, I may appeal and be scheduled to appear before the Licenses Committee. The Licenses Committee will then make a recommendation to the Common Council. The Common Council must grant the license before it may be issued.

MO I understand proof of payment for all license fees must be on file in the License Division before the license may be issued and the license must be issued and posted in my establishment prior to opening for business.

MO I will not operate my food business until the license has been issued and posted in the establishment.

Signature of Sole Proprietor, Partner, or 20% Shareholder: Michael P. Du...

Signature of Additional Partner: \_\_\_\_\_

**THE TAP LIST**

Unsure of what to order? Try a flight of three, 4 oz pours! This list is sorted lower to higher alcohol volume.

- House Flight Beer
  - 4oz Draft 0.75
  - 16oz Draft 2.50
  - 32oz Draft To-Go 3.50
- Glorious Beans
  - 4oz Draft 1.45 ABV / 25 IBU
  - 16oz Draft 6
  - 32oz Draft To-Go 14
- Key Lime Pie
  - Sour - Frotted / 4.5% ABV / 31 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 14
- Crocus Lager
  - Lager - Pils / 4.5% ABV / 25 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 4 Pack To-Go 14
- Mango Hefeweizen
  - Hefeweizen / 4.5% ABV / 11 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 10
- ChocoLitto
  - Lager - American Amber / 5% ABV / 14 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 14
- Patagonian Hitchhiker Lager
  - Lager - American Light / 5% ABV / 24 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 8
- Humboldt's Homestead Hefe
  - Hefeweizen / 5% ABV / 11 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 8
- Guava Wheat
  - Wheat Beer - Other / 5.2% ABV / 20 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 12
- Sifigo Sunaer
  - Red Ale - Irish / 5.4% ABV / 24 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 10
- Lost In the Sauce
  - IPA - New England / 5.6% ABV / 19 IBU
  - 4oz Draft 2
  - 16oz Draft 7
  - 32oz Draft To-Go 14
- Lost In the Sauce VXX - Strata
  - IPA - New England / 5.7% ABV / 25 IBU
  - 4oz Draft 2
  - 16oz Draft 7
  - 32oz Draft To-Go 14
- Lost In the Sauce VXX-Cashmere
  - IPA - New England / 5.7% ABV / 25 IBU
  - 4oz Draft 2
  - 16oz Draft 7
  - 32oz Draft To-Go 14

**Von Beer Märzen**

- Märzen / 6.0% ABV / 22 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 4 Pack To-Go 14
- Golden Tiltant
  - Farehouse - Saison / 7.4% ABV / 26 IBU
  - 16oz Draft 6
  - 32oz Draft To-Go 12
- Captain Kidd's Lost IPA
  - IPA - American / 7.5% ABV / 60 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 10
- OAK Captain Kidd's Lost IPA
  - IPA - American / 7.5% ABV / 60 IBU
  - 4oz Draft 2.5
  - 16oz Draft 15
  - 32oz Draft To-Go 14
- Toasted Coconut Porter
  - Porter - Baltic / 7.5% ABV / 31 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 10
- Livingstone's Porter
  - Porter - Imperial / 8% ABV / 31 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 10
- DAMN That's Good Double IPA
  - IPA - Imperial / 7.8% ABV / 74 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 4 Pack To-Go 10
- CocobMac Stout (La Crosse)
  - Stout - Imperial / 8.5% ABV / 67 IBU
  - 4oz Draft 2.50
  - 16oz Draft 7
  - 2 Pack 14
- Three Saints Bay Imperial Stout
  - Stout - Imperial / 10% ABV / 50 IBU
  - 4oz Draft 2
  - 16oz Draft 6
  - 32oz Draft To-Go 12
- Yrival Doble
  - Belgian Tripel / 10.2% ABV / 16 IBU
  - 4oz Draft 2.50
  - 16oz Draft 6
  - 32oz Draft To-Go 14
- Baccata Quad
  - Belgian Quad / 10.5% ABV / 25 IBU
  - 4oz Draft 3
  - 16oz Draft 7
  - 32oz Draft To-Go 16
- Barrel Aged Big Dog
  - Stout - Imperial / 10.7% ABV / 26 IBU
  - 4oz Draft 3
  - 16oz Draft 8
  - 32oz Draft To-Go 20
- Barrel Aged Machocheese Stout
  - Stout - Imperial / 12% ABV / 67 IBU
  - 4oz Draft 3
  - 16oz Draft 9
  - 32oz Draft To-Go 20
- White Wine
  - White Wine - Other / 11.5% ABV / 26 IBU
  - 4oz Draft 3
  - 16oz Draft 9
  - 32oz Draft To-Go 20

**Our Management Team!**

*Proprietors:*  
**NICK AND JOAN DOBLE**  
*General Manager:*  
**MATTHEW HGGULLDOH**  
*Chef:* **AMANDA**  
*Head Brewer:* **RYAN BURROG**  
*Head Operations:*  
**CHEF NICK SCHEELEN**

Do you ever have a need for kegged beer for an event? Then please contact: [nick@exploriumbrew.com](mailto:nick@exploriumbrew.com)

**Weekly Specials:**

**Sunday: Bloody Mary Bar**  
 Build your own Bloody Mary for \$6.5 or go with bottomless Bloody Mary's and Mimosa for \$14.

**Monday: Nacho Mama's Monday!**  
 From 3pm to close you get a great tray of nachos with all the fixings and your choice of seasoned beef, shredded chicken, or carnitas pork for \$16, *Adding a beer or Margarita for \$5, or two beers or two Margaritas for \$9.*

**Tuesday: Two-Join Tuesday**  
 Six, Twelve, and Eighteen Packs of house wings tossed in your choice of sauce for \$8, \$12, or \$16. One sauce selection per each six wings.

**Wednesday: Trivia & Wacky Mac!**  
 Build your own nacho-chesse starting at \$8. Add toppings to make it your own! Plus a whole lot of \$5 drinks to go with your mac! These are America's Pub Quiz Trivia from 7pm to 9pm.

**Thursday: Family Size Pizza Night**  
 Get a two-topping family size pizza with a creder of root beer for \$25 to go, or dine in and get bottomless root beer!

**Specials, Beer Releases & Events**  
 Check our Facebook page or download our phone app for our weekly specials, beer releases, and other fun events.

**Here's How to Download Our App:**  
 You'll get a [free beer](#) for just downloading and registering, then get engaging updates and specials, including a LUNCH punchcard!

Just point your camera to  OR code: [www.exploriumbrew.com](https://www.exploriumbrew.com)

**WHITE WINES**

Unsure of what to order? Get a flight of all three (one pour) for \$14.

Sea Pearl Sauvignon Blanc 2017, New Zealand, 6oz, pour 8  
 Pacific Rim Riesling, 6oz, pour 7  
 Guenoc Chardonnay, CA 6oz, pour 8

**RED WINES**

Unsure of what to order? Get a flight of all three (one pour) for \$14.

Apothic Red Blend, CA 6oz, pour 6.50  
 Concession Cab, 6oz, pour 8  
 Whittier Pinot Noir, CA 6oz, pour 8

**COVID-19 SAFETY NOTE**

**ON BEHALF OF OUR PROPRIETORS AND STAFF: THANK YOU FOR TRUSTING US!**

As mentioned on the cover of this menu, we are so tired of this pandemic as you are, AND we're extremely grateful to be open and serving you first of all thank you for your trust. We have made every effort to provide an environment that is safe and mitigates risk from the further spread of the COVID-19 virus.

Our seating capacity has been reduced to provide for more space between parties and where tables are inevitably close together, physical barriers between tables have been erected. We have doubled down on facility sanitation and have provided staff and guests with hand sanitizer stations in high traffic areas.

Please note that we have asked our staff to maintain social distancing at all times; they love seeing you, but they will keep their distance. They will, of course, have to come into close proximity to you for service, but frequent hand washing, gloved hands, and face coverings will be worn. AND our staff has been trained on how to properly manage these safety measures.

Please also note these safety measures taken for our food and beverage preparation:

- We have separated our mainline "dine-side" service, and "to-go-side" service
- You will notice more server assistants on the floor of the dining room and bar
- Our server assistants are split into two groups: running food (dine-side) and bussing tables (to-go-side)
- If you do see servers or food runners handling soiled dishware or silverware, please know that they will wash and sanitize their hands! We have done extensive training in cross contamination avoidance.
- In our kitchen, all of our food preparation staff are wearing gloves and masks
- Our bar staff has been supplied with a bar-back for handling soiled glassware

**NOW SOME RULES FOR YOU!**

As mentioned above, our staff will maintain distance from guests. This is for their safety, as well as yours. We ask that you do the same and respect people's space. Our staff is NOT the social distancing police. We strive for a fun, relaxed environment, but it is required for social distancing guidelines not only makes others around you uncomfortable, it can jeopardize health and safety, and thus our ability to continue to serve you. So in short: have fun, maintain distance, wash your hands, wear a face covering, and most of all, be respectful of other's space. Cheers!

**EXPLORE. Taste. DISCOVER.**

With a passion for hospitality, Mike and Joan Doble founded The Explorium Brewpub in 2016 to bring great house-made beer and scratch-made food to their hometown! Mike grew up traveling the world as a child of the military. Joan is a Wisconsin girl with strong roots in Milwaukee. A few years ago, they ventured to Florida to lend a hand in the family brewpub business.

Armed with new-found knowledge and experience, Mike and Joan came back home to Wisconsin to develop a brewpub of their own, bringing together the best of their experiences. They are grateful for the support of their family and partners who helped make this all possible.

As a guest in our establishment, please let us know how we're doing by emailing Mike with your feedback. He will return the favor with a prompt and personal reply: [mike@exploriumbrew.com](mailto:mike@exploriumbrew.com)

**THANK YOU FOR YOUR PATRONAGE.**



*Welcome!* Thanks for visiting our brewpub today.

As our society transitions out of the nightmare of this global pandemic, we're making every effort to keep you safe in our establishment. This disposable menu is part of that effort. Don't worry though, we'll be back to normal before you know it!

Here at The Explorium Brewpub we take great pride in excellent customer service, knowledgeable staff, and a full-scratch kitchen! Our culinary team makes every order from scratch, so please be patient while your order is carefully prepared for you. Pizzas, calzones, and burger bombs can take **up to 30 minutes**.

- So relax, have a beer, cocktail, or glass of wine and let us serve you. Some things you should know about our food and beverage:
- All of the beer on tap is made here on-site in our small brewery
  - Our beer is all natural and made with only natural ingredients
  - Other tap beverages come from high quality Wisconsin brands
  - We do not add any high-fructose corn syrup in our kitchen or behind our bar
  - We make our beer, mixes, syrups, and granolas in-house with cane sugar
  - All of our pizza dough is made fresh daily by our pizza guys and girls
  - The dressings, sauces, and dips that we use are made fresh in-house
  - Our meat is of the highest quality and is delivered fresh, never frozen!



**EXPLORIUM BREWPUB**  
MILWAUKEE, WI

202 EXPLORIUM BREWPUB

PRITZLAFF BUILDING  
 425 N. EAST PULASKI AVENUE  
 MILWAUKEE, WI 53203

#44.423.1365

EXPLORIUMBREW.COM

Instagram: @ExploriumBrew  
 Facebook: #ExploreTasteDiscover

(608) 224-1121 (US & CA)

## Beer FOOD

- HOUSE WINGS (C)** a full pound of fresh jumbo wings brined, fried dark & crispy, then tossed in sauce. Served with carrots & celery with your choice of bleu cheese OR ranch. The best wings in Milwaukee! Prove us wrong... 14  
Hint: An order of House Wings with Truffle Fries is a meal for two!
- Pick two for your order: Dry Rub, Garlic Parmesan, Doc Red BeerBQ, Sweet Thai Chili, Mango Jerk, Extra-Medium Buffalo, Honey Sriracha, Phenix.
- BONELESS WINGS** a generous portion of house-breaded white meat chicken tossed with your choice of sauce. Served with carrots & celery and your choice of bleu cheese OR ranch dressing... 14 (See our sauce menu for additional sauces.)
- BUFFALO CAULIFLOWER BITES** zesty breaded and fried cauliflower bites served with carrots, celery, and ranch for dipping... 9
- TRUFFLE FRIES (C)** crispy fries tossed with coarse sea salt, white truffle oil, and Parmesan cheese; served with lemon-caper side... 8
- BRUSSELS SPROUTS (C)** fried sprouts tossed with honey-cured bacon and balsamic vinegar glaze then sprinkled with red pepper flakes... 10
- CHEESY BREAD** a full size pizza crust brushed with garlic oil and topped with house blend cheese and sliced cheddar then baked in our Woodstone oven. Served with ranch and marinara dipping sauces... 10
- CHECHARBON (C)** fried fresh and still crackling! These pork ribs are fried to order, then roasted with Tobo seasoning and served with a fresh lime wedge and Valentina hot sauce on the side... 6
- FRIED CHEESE CURDS** a heaping pile of proper Wisconsin-style beer battered curds fried and served with a side of ranch dipping sauce... 8
- THE LCD CHEESE** Pepper Jack cheese and Buffalo sauce fried in hand rolled wonton shells. Three rolls served with a side of ranch... 8
- REUBEN ROLLS** Tender house-made corned beef layered with Swiss cheese, sauerkraut, and thousand island dressing then rolled in wonton shells and fried. Three rolls served with a side of thousand island dressing... 8
- THE PINT OF BACON** a pint glass stuffed with sweet candied bacon that has been crisped with a mixture of house beer and brown sugar... 9
- FRIED MEATLOAF** our signature bacon wrapped meatloaf chunked, then battered & fried. Served with hersey's sauce and tangy Doc Red BeerBQ on the side... 12 Hint: It's a full half pound so add a side and make it a meal!
- CHEESE & ALE DIP** Doc Red Scotch Ale, our blend of cheeses, roasted red peppers, and toasted baguette slices... 9 Add gluten free crackers... 2
- BIG A<sup>®</sup> PRETZEL** a bad to the bone start to any meal. A one-pound Milwaukee Pretzel Co. pretzel, brushed with garlic oil, and finished in the hearth, served with house-made Düsseldorf mustard dip and creamy beer cheese... 14
- HUMMUS (C)** house-made roasted red pepper hummus; Kalamata olive tapenade; served with veggies and hearth bread... 8 Add GF hearth bread... 2

## Fresh SALADS

- BLACKENED CHICKEN CAESAR (C)** a blackened and sliced chicken breast served over hearts of romaine tossed in house Caesar dressing with grape tomatoes, kalamata olives, parmesan crostini and shaved Parmesan... 14
- BREWHOUSE CHOPPED SALAD (C)** Blackened Angus steak, crisp bacon, hearts of romaine, grape tomato, bleu cheese crumbles, parmesan crostini, and diced pear; chopped and tossed with bleu cheese dressing... 16
- BERRY CHICKEN SALAD (C)** grilled chicken breast over a bed of baby spinach with raspberry, blackberry, strawberry, cashew, feta cheese, and cranberries dressed with cranberry ginger vinaigrette... 15
- SALMON GENOVESE SALAD (C)** panko crusted salmon fillet over a bed of romaine hearts, with grilled Roma tomatoes, walnuts, and fresh mozzarella drizzled with balsamic orange vinaigrette... 16

We use SEASONAL & FRESH NATURAL PRODUCTS.

\*Denotes our most popular item. To try our food, visit us at 1221 N. Milwaukee Ave. or our website at [www.milwaukeebrewpub.com](http://www.milwaukeebrewpub.com)

## Hot from the HEARTH

- Pizzas and calzones are made with our fresh, house-made dough and can take up to 30 minutes.
- (F) Denotes these pizzas are available on a crisp, FLATBREAD crust. (G) Gluten free crust available... 2  
Pizzas are hand stretched, then baked in our Woodstone oven. It's big size and enough for two people. If you're looking for MUCH more, order a FAMILY SIZE for an upcharge of 10 on any pizza. It's more than twice the pizza! Make any specialty pizza a CALZONE... 3 Some pizzas may be made gluten free and with dairy free cheese! Ask how!
- THE MADE MAN** our MOST popular pizza with red sauce, house cheese blend, Italian sausage, roasted red peppers, red onion, pepperoni, and lightly sprinkled with red pepper flakes... 14 This pizza is a house favorite!
  - NEAPOLITAN DAISY (F)** our take on the classic Margherita pizza with San Marzano tomato red sauce, fresh mozzarella, buffalo mozzarella, shredded Parmesan, sun-dried tomatoes, and fresh basil... 12
  - BREWER'S CHOICE** red sauce, house cheese blend, pepperoni, sausage, ham, mushrooms, pickled red onion, basil, and poblano peppers... 15
  - ROAST MUSHROOM PIE (F)** herb Alfredo sauce, house cheese blend, feta cheese, red onion, roasted mushroom blend, and roasted red peppers... 14
  - BUFFALO CHICKEN (F)** extra-medium Buffalo sauce base, shredded white meat chicken, pickled red onions, house pizza cheese blend, spritzed with bleu cheese, and finished with a drizzle of ranch... 14
  - GENOA SCAMPI (F)** basil pesto, fresh mozzarella, shredded Parmesan, sun-dried tomatoes, and fresh shrimp... 15 This is another house favorite as a fish & shell!



### BREW YOUR OWN

Make TOPPINGS

GLUTEN FREE & OR DAIRY FREE. Add your toppings per the list below... 12

- PEPPERONI 1.5
- ITALIAN SAUSAGE 1.5
- CHOPPED BACON 1.5
- GULF SHRIMP 3
- PIT HAM 1
- SHREDDED CHICKEN 1
- FRESH JALAPENOS 0.5
- SUN DRIED TOMATOES 0.7
- BLACK OLIVES 0.5
- ROASTED SHROOMS 2
- PINEAPPLE 1

## Juicy BURGERS

Served with LETTUCE, TOMATO and HOUSE-MADE PICKLE CHIPS on the side & your choice of: FRIES, CHEDDAR MASHED POTATOES or BEER CHIPS. ADD A SOUP or SALAD. Substitute premium sides for SOUP or SALAD 2. CAESAR SIDE SALAD or TRUFFLE FRIES 3. ADD: CRISP BACON 1.5 | (New!) Grilled/Pickled RED ONIONS 0.5 | GRILLED PORTOBELLO 2 (C) GLUTEN FREE BUN upon request 2. Switch your BRIOCHE BUN to PRETZEL BUN!

- BREW BURGER\*** topped with your choice of cheese: Alpine Swiss, cheddar, provolone, pepper jack, or American. Served on a pretzel burger bun. Just your basic burger! Juicy and delicious... 10
- ALL-AMERICAN\*** your burger with come topped with fries, crisp bacon, American cheese, and tangy Doc Red BeerBQ sauce. All piled high on a fresh brioche bun... 12
- BLAT BURGER\*** crisp honey cured bacon, lettuce, tomato, and avocado on a brioche bun... 13 Add your choice of cheese: Alpine Swiss, cheddar, provolone, pepper jack, or American... 1
- THE BOMB\*** a burger really topped with bacon, cheddar, provolone, Livingston's Porter caramelized onions then wrapped in pizza dough and baked... 15
- BRICK BURGER\*** a thick and juicy 1/2 lb. Bison patty topped with melted Wisconsin's Brick cheese, pepper bristled onions, five mushroom blend, and sun-dried tomato stick on a brioche bun... 16
- THE DEAST\*** a blackened 1/2 lb. Bison patty topped with crisp bacon, cheddar cheese, fried egg, and pickled red onions; served on a pretzel burger bun. Two hands and extra napkins required... 17
- JENNY BURGER** seared turkey patty topped with house made basil pesto, melted Provolone cheese, and roasted red peppers served on a brioche burger bun... 10
- CHICKEN BREAST SANDWICH** a grilled breast of chicken with your choice of preparation; either Buffalo-style, BeerBQ, or naked. Served with your choice of cheese... 10
- SOUTHWEST BEAN BURGER** pepper jack, grilled red onion rings, and flame-kissed avocado; served on a brioche bun... 10 We make this patty from scratch in-house and it's the best around!

\*Denotes our most popular item. To try our food, visit us at 1221 N. Milwaukee Ave. or our website at [www.milwaukeebrewpub.com](http://www.milwaukeebrewpub.com)

### Signature ITEMS

### GLUTEN Options?

Many of our menu items can be made without added gluten as indicated by the (C) in the description. Plus some of our breads are gluten removed. Ask your server for more information.

## Soups AND SANDWICHES

Served with your choice of FRIES, CHEDDAR MASHED POTATOES or BEER CHIPS. Substitute: SIDE SALAD or BOWL OF SOUP 2. Substitute CAESAR SIDE SALAD or TRUFFLE FRIES 3. Weekdays 11am to 2am: SPLIT A SANDWICH and get TWO BOWLS OF SOUP 5. Add a protein: GRILLED SALMON 5 or GRILLED CHICKEN 3.

- THE BIG BLAT** It's just like a BLT, only much better! Grilled sourdough bread piled high with two layers of honey cured bacon, lettuce, fresh tomato, sliced avocado, and mayo... 11
- CUBAN** the correct bread, pressed, & grilled with mustard, Swiss cheese, pulled pork, ham, & pickles... 14
- REUBEN** house-made corned beef sliced thick and piled high on a grilled marble rye bread with sauerkraut, thousand island dressing, and melted Swiss... 14 This is one of the best reubens around!
- CAPRI BAGUETTE** fresh mozzarella, Roma tomatoes and fresh basil chiffonade on a soft French style baguette finished with balsamic vinegar, extra virgin olive oil, coarse salt, and black pepper... 8
- SCNONNE CHEESE** sourdough bread, grilled with a crispy Parmesan cheese crust, filled with cheddar and provolone cheese, honey cured bacon, and tomato... 8
- WISCONSIN CHEESE SOUP** creamy yet sharp from caprino amounts of Wisconsin cheddar, infused with Dean City Custer Golden Ale and grain mustard, topped with house made pretzel crostini... 6
- BAKED ENGLISH ONION** Livingston's Porter baked onions in a rich beef broth, topped with toasted crostini covered in melted Alpine Swiss cheese... 7
- SOUP OF THE DAY** ask your server what's cooking... 6

## ENTRÉES

ADD: HOUSE SALAD or BOWL OF SOUP 2.5. ADD: CAESAR SIDE SALAD or BROCCOLI 3.5.

- SIGNATURE MEATLOAF** ground beef, pork, and veal meatloaf wrapped in bacon and glazed with Doc Red BeerBQ all topped with fried onion shreds served over cheddar mashed potatoes with seasonal vegetables and a side of house-made hersey's sauce... 18
- CARNITAS TACOS** three corn tortillas filled with carnitas style pork topped with fresh mango pico de gallo, shaved lettuce and queso fresco, served with fire roasted tomato salsa, charro beans, and cilantro rice... 14
- WHISKEY RIBS (C)** tender baby back ribs glazed with tangy whiskey sauce, and served with apple elbow and a crack of mac-n-cheese... 18 Make it a full rack... 6 This dish is a house favorite!
- BLACKENED CHICKEN PASTA** cavatappi pasta tossed with roasted mushrooms, baby spinach, and sun-dried tomatoes, in a creamy herb Alfredo sauce... 16 Sub: house cheese sauce to make it a mac-n-cheese!
- CRISPY SALMON (C)** a six ounce salmon fillet pan seared and topped with a honey glaze made with our St. Louis Bay Imperial Stout. Served with sautéed seasonal veggie with onions served over cilantro rice... 18
- STEAK & FRIES (C)** a six ounce Angus sirloin seared in cast iron, and served with seasonal veggies with bacon, grape tomatoes, butter, and Märzen reduction, with a side of fries and sun-dried tomato dip... 16
- FISH & CHIPS** Atlantic cod beer battered and fried crispy golden brown, served with fries, creamy coleslaw, and traditional house-made tartar sauce... 13
- CHICKEN & WAFFLES** an American classic with a unique spin. A light, Belgian-style waffle buried beneath a buttery fried boneless chicken breast, served with Maple Syrup your choice of hot sauce... 14

**FRIDAY ONLY, ALL DAY**

FISH FRY fresh perch from sustainable Great Lakes fisheries. Lightly breaded, fried, and served with house-made tartar sauce, creamy coleslaw, rye bread, and your choice of potato... 14

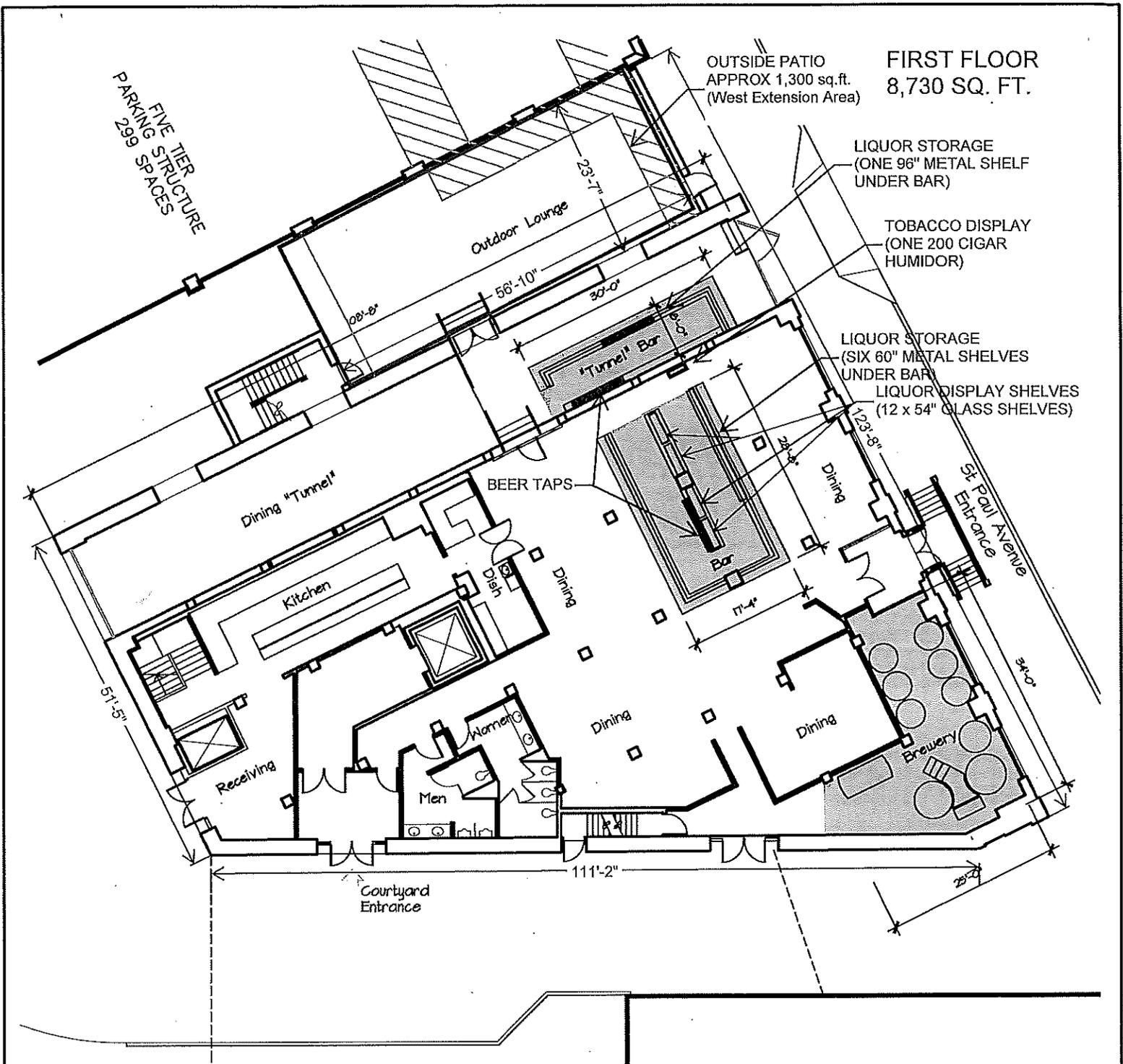
BROILED WALLEYE (C) Canadian walleye, oven broiled and served with lemon butter sauce, steamed cilantro rice, and seasonal vegetable... 16

BAKED COD (C) baked Atlantic cod served with seasonal veggies then finished with butter. Served with tartar sauce, creamy coleslaw, and your choice of potato... 14

ADD A Classic Brandy Old Fashioned... 4

**Extra HOUSE MADE SAUCES:** All of these sauces are made fresh from scratch.

• DOC RED BeerBQ 0.5	• LEMON CAPER AJOLI 1	• TARTAR SAUCE 0.5
• BUFFALO SAUCE 0.5	• CHEESE & ALE DIP 1	EXTRA DRESSINGS:
• PHOENIX SAUCE 0.5	• MARRIARA 0.5	• RANCH or FRENCH 0.5
• SWEET THAI SAUCE 0.5	• SRIRACHA MAYO 0.5	• BLEU CHEESE 0.8
• BUFFALO RANCH 0.5	• HERBEWEIZEN BUTTER 1	• CRANBERRY GINGER 0.5
• GARLIC PARMESAN 0.5	• SUN DRIED TOMATO AJOLI 1	• BALSAMIC ORANGE 0.5
• HONEY SRIRACHA 0.5	• HORSEY SAUCE 0.5	• THOUSAND ISLAND 0.5



TRADE NAME: **EXPLORIUM BREW PUB**

FIRST FLOOR

OWNER: **The Explorium Brew Pub Third Ward, LLC**  
143 W. St Paul Avenue, Milwaukee, WI

AGENT: **Mike Doble**  
5300 S. 76th St., Unit 1450A, Greendale, WI 53129

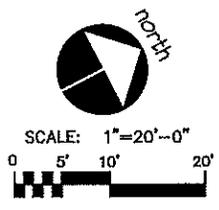
DEVELOPER/BUILDING OWNER

DATE  
05-11-2020

414-529-8352

**SUNSET INVESTORS**

REAL ESTATE / DEVELOPMENT / CONSTRUCTION



DRAWING NO.  
**3**

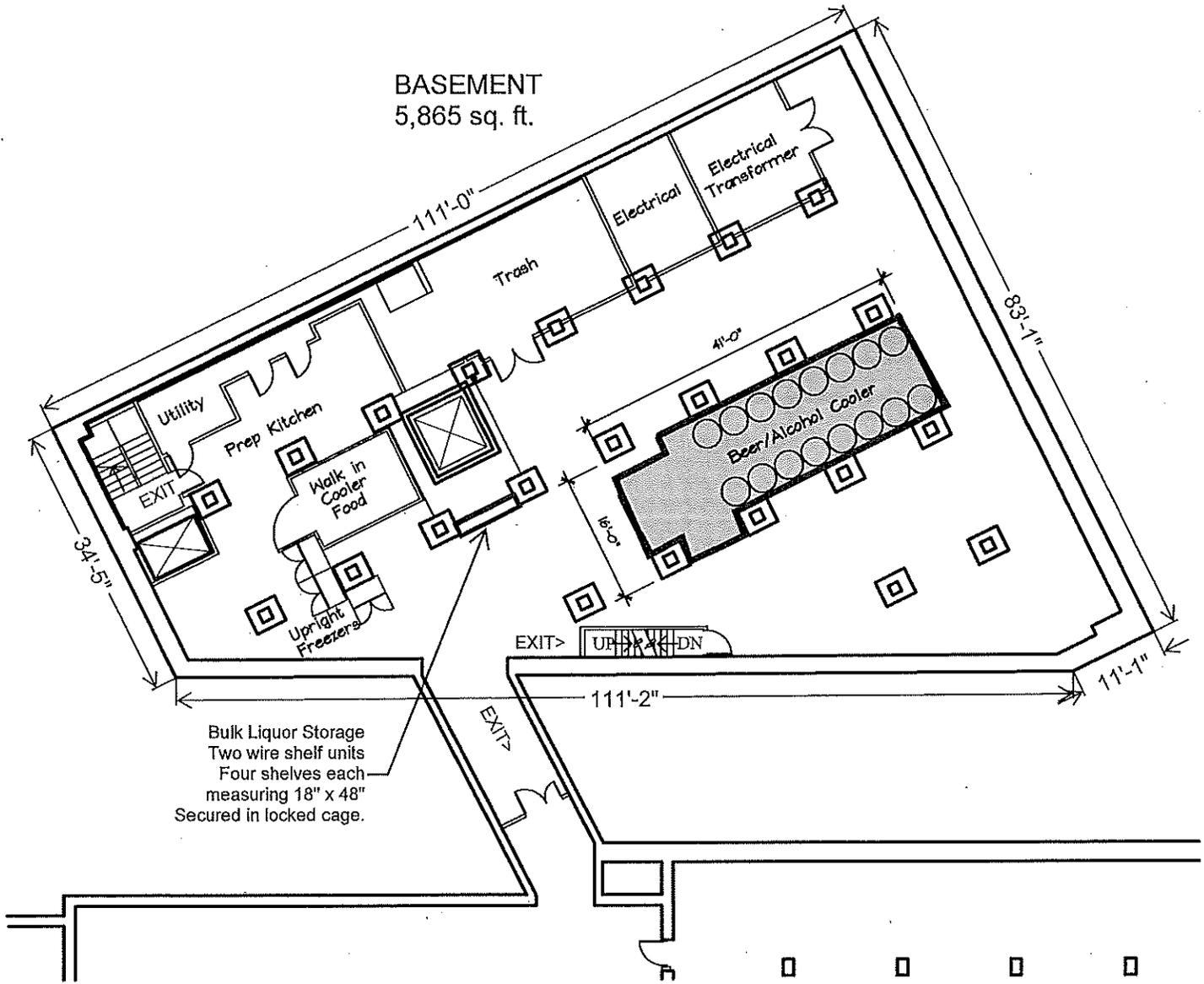
EST. *The* 2016

**EXPLORIUM**

**BREW PUB**

MILWAUKEE, WI

**BASEMENT**  
5,865 sq. ft.



TRADE NAME: **EXPLORIUM BREW PUB**

BASEMENT

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143 W. St Paul Avenue, Milwaukee, WI

EST. *The* 2016

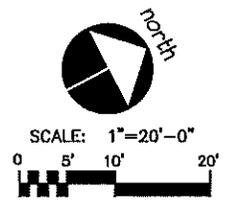
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**EXPLORIUM BREWPUB**  
MILWAUKEE, WI

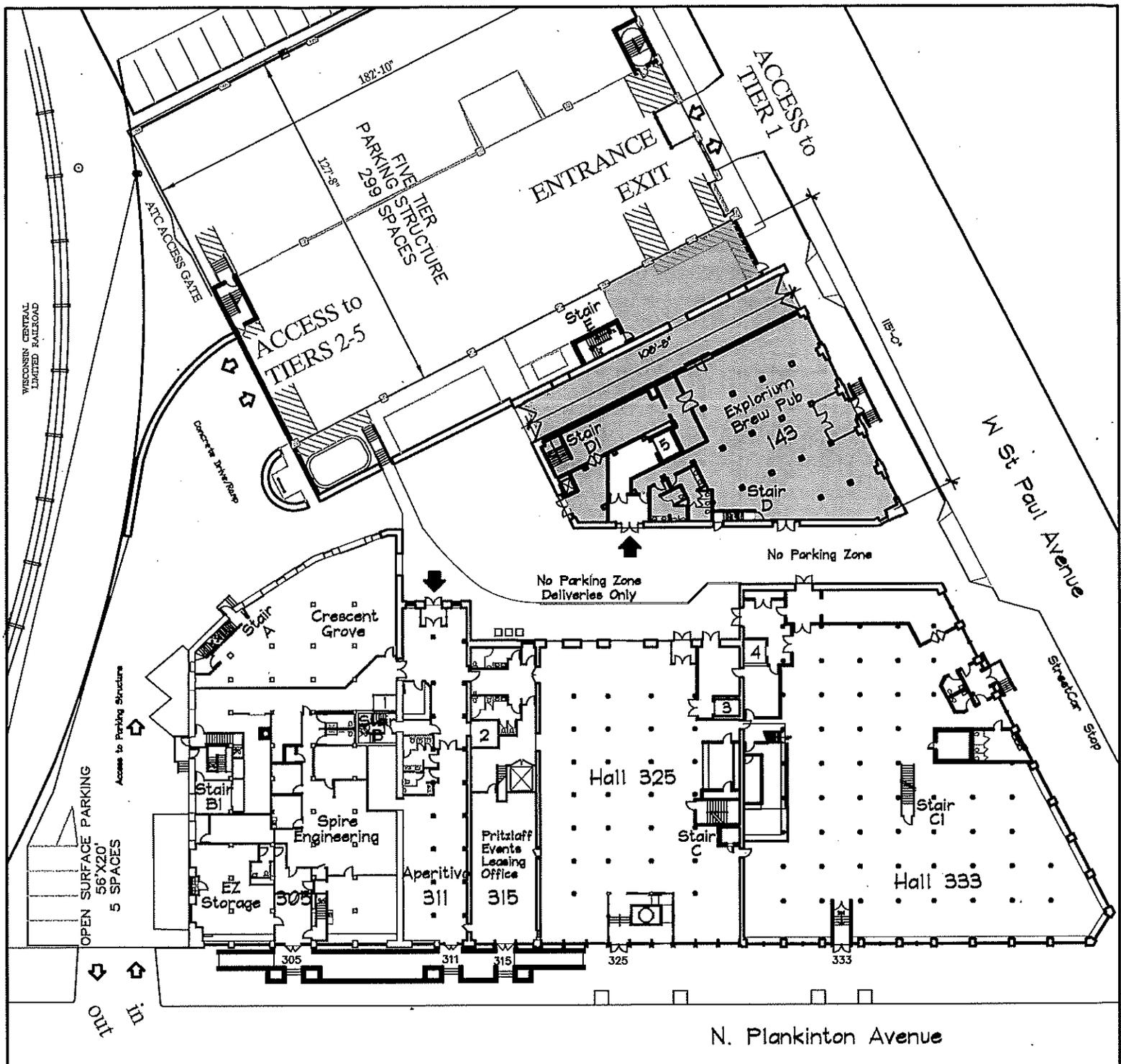
DEVELOPER/BUILDING OWNER

DATE  
05-11-2020

414-529-8352  
**SUNSET INVESTORS**  
REAL ESTATE / DEVELOPMENT / CONSTRUCTION



DRAWING NO.  
**2**



TRADE NAME: **EXPLORIUM BREW PUB**

FIRST FLOOR  
and SITE PLAN

OWNER: **The Explorium Brew Pub Third Ward, LLC**  
143 W. St Paul Avenue, Milwaukee, WI

EST. *The* 2016

AGENT: **Mike Doble**  
5300 S. 76th St., Unit 1450A, Greendale, WI 53124

**EXPLORIUM**  
**BREW PUB**  
MILWAUKEE, WI

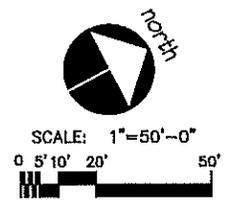
DEVELOPER/BUILDING OWNER

DATE  
05-11-2020

414-529-8352

**SUNSET INVESTORS**

REAL ESTATE / DEVELOPMENT / CONSTRUCTION



DRAWING NO.



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, August 25, 2020

COMMITTEE MEETING NOTICE

AD 04

HOLZ, Michael P, Agent  
TACO MIKES LLC  
1001 N OLD WORLD THIRD St

Milwaukee, WI 53203

You are requested to attend a virtual hearing to be held on:

**Tuesday, September 01, 2020 at 08:45 AM**

**Regarding:** Your Class B Tavern-Service Bar Only License Application as agent for "TACO MIKES LLC" for "Taco Mikes LLC" at 1001 N OLD WORLD THIRD St. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/989151413>. If you wish to call in, please call +1 (646) 749-3122 and use Access Code: 989-151-413.

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.

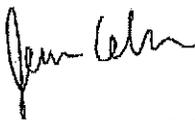
**Notice for applicants with warrants or unpaid fines:** Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. 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 attend the virtual hearing and are 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 request an interpreter attend the meeting with you, at your expense, so that you can answer questions and participate in your hearing.

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: \_\_\_\_\_

Jessica Celella  
License Division Manager

If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).

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)



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

Tuesday, August 25, 2020

**COMMITTEE MEETING NOTICE**

AD 04

HOLZ, Michael P, Agent  
TACO MIKES LLC  
4819 S 68<sup>th</sup> St

Greenfield, WI 53220

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**Tuesday, September 01, 2020 at 08:45 AM**

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JIM OWCZARSKI, CITY CLERK

BY: \_\_\_\_\_

Jessica Celella  
License Division Manager

**If you have questions regarding this meeting, please contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov).**

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

Date: July 30, 2020  
Officer: Carlos Felix

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

Name of Premise: Taco Mike's  
Address: 1001 N. Old World Third Street  
Phone:

Owner: Michael P. Holz  
Owner address: 4819 S. 68<sup>th</sup> St.  
City State Zip: Greenfield, WI 53220  
Owner Phone: 414-702-9650  
Owner email: mholz777@yahoo.com

Licensee/Agent: Norberto Pliego-Guadarrama  
Home Address: 10323 W LAwn Ave.  
City State Zip: Milwaukee, WI 53225  
Phone: 414-687-4666  
Email: mholz777@yahoo.com

Preferred contact: Agent

Location currently open:  YES  NO

Projected open date: August 17<sup>th</sup>

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

Hours of Operation: Sun: 10A- 11P 24 hours Y N  
Mon: 10A- 11P  
Tue: 10A- 11P  
Wed: 10A- 11P  
Thu: 10A- 11P  
Fri: 10A - 2A  
Sat: 10A - 2A

Premise Type:  Tavern/Bar  
 Restaurant  
 Other:

Licenses currently held:

- Alcohol:  Yes  No Class: #:  
Tobacco:  Yes  No #:  
Food:  Yes  No #:  
Occupancy:  Yes  No #:  
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 bus stop?  Yes  No
7. Is there a bus shelter?  Yes  No  N/A
8. Street parking  Yes  No
9. Is there a parking lot  Yes  No
10. Is the parking lot clean?  Yes  No  N/A
11. Is the parking lot well lit?  Yes  No  N/A
12. Valet Parking  Yes  No
  - a. Will this lot have a guard?  Yes  No  N/A
  - b. Will this lot have cameras?  Yes  No  N/A
13. Are there areas where a person could conceal themselves  Yes  No
14. Is there exterior lighting?  Yes  No. Does it appears to be adequate  Yes  No
15. Exterior Payphone?  Yes  No
16. Are there No Loitering Signs posted?  Yes  No
17. Are there exterior security cameras  Yes  No How Many:
18. Are the address numbers prominently displayed and easy to see  Yes  No

Exterior Comments:

**Camera Survey:**

19. Does this location have security cameras?  Yes  No
20. Are they in working order?  Yes  No
21. What format are the cameras?
  - a. Color  Yes  No
  - b. Digital  Yes  No
  - c. VCR  Yes  No

d. Recorded Yes No

22. How long is footage stored for later viewing: 30 days

23. Are there exterior cameras Yes No How many:

24. Are there interior cameras Yes No How many: 9

25. Do all employees know how to retrieve recorded digital images/footage? Yes No

26. Cameras located in parking lot Yes No N/A How many

Camera Survey Comments:

### Interior Survey:

27. What is the planned/posted capacity 57

28. What is the minimum number of employees that will be on premise 3

29. 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

30. Is the interior of the location neat and clean? Yes No

31. Does an interior camera face the entrance/exit? Yes No

32. Are emergency and non-emergency numbers posted near the phone? Yes No

33. 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

Interior Comments:

### Security

34. How many security personnel are going to be employed: N/A

35. How will they be deployed: Interior Exterior N/A

36. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun ALL

37. Will the security be managed by business or contracted

38. Will they be armed Yes No N/A

39. What type of security measures will be used: N/A

Wanding/metal detector

ID Scanner

Dress Code

Cover Charge

Age restriction

Other

40. When at capacity, how will the overflow crowd be managed? wait

41. Will a guard monitor the overflow crowd at all times? Yes No

Security Comments:

### ADDITIONAL COMMENTS/RECOMMENDATIONS:

This property is located on the corner of Old world 3rd and W. State Street. There is minimum remodeling being done to the property. The business will not be taking cash payments only card payment. Costumers will scan a QR code at the table using a smart phone to make their order. The items will be delivered to the table and all payments will be on the phone after the visit is completed. Carry out orders will also be made online using the website without a cash transaction. There is on site safe on site left from the previous business, but no plans to use it.

All of the security equipment is stored in a locked office. The business is equipped with a burglar alarmed. There are no plans for a full bar, only premixed margaritas and beer will be served. End of CPTED and report.



Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	129		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Lazo Brothers LLC	Lazo's Taco Shack	Flor Lazo, Agt	641 N JAMES LOVELL ST	Class B Tavern License		11/16/2020, 6:00 PM	1
2	MIDAS HOSPITALITY, LLC	Aloft Milwaukee Downtown	Olesya V Pidkalyuk, Agt	1230 N OLD WORLD THIRD ST	Class B Tavern License		11/17/2020, 6:00 PM	1
3	BOOBY JDK, LLC	McGillycuddy's Bar & Grill	ANDREW C DEUSTER, Agt	1133-37 N Water ST	Class B Tavern License	300	11/28/2020, 6:00 PM	1
4	MKEAA LLC	Ale Asylum Riverhouse	Matthew R Markson, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	741	12/13/2020, 6:00 PM	1
5	Double Dragon MKE LLC	White Tail	NATHAN T TUSLER, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	80	12/12/2020, 6:00 PM	1
6	MKE Water Street LLC	ELMNT Lounge	HABIB MANJEE, Agt	618 N WATER ST	Class B Tavern License		12/17/2020, 6:00 PM	1
7	TRIPLE CROWN, INC	BUCK BRADLEY'S EATERY & SALOON	BERNARD PAGET, SR, Agt	1019 N OLD WORLD THIRD ST	Class B Tavern License	599	12/16/2020, 6:00 PM	1
8	Milwaukee Comedy LLC	Underground Collaborative	MATTHEW S KEMPLE, Agt	161 W Wisconsin AV L1100	Class B Tavern License		12/11/2020, 6:00 PM	1
9	Higbee's MKE LLC	District IV	PATSY SMITH-JAMES, Agt	628 N Water ST	Class B Tavern License	225	4/11/2021, 7:00 PM	1
10	Lucille's Dueling Piano Bar, LLC	Third Street Tavern	Jack Roman, Agt	1110 N OLD WORLD THIRD ST	Class B Tavern License	320	12/11/2020, 6:00 PM	1
11	Milwaukee School of Engineering	Milwaukee School of Engineering	Darryl L Anderson, Agt	1025 N MILWAUKEE ST	Class B Tavern License		12/11/2020, 6:00 PM	1
12	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class B Fermented Malt Beverage Retailer's License		1/20/2021, 6:00 PM	1
13	Fazzari & Company, LLC	Pizzeria San Giorgio	GIORGIO G FAZZARI, Agt	838 N Old World Third ST	Class B Tavern License		1/1/2021, 6:00 PM	1
14	ALEM ETHIOPIAN RESTAURANT, LLC	ALEM ETHIOPIAN VILLAGE	MULU H HABTESILAS SIE, Agt	307 E WISCONSIN AV	Class B Tavern License	98	12/24/2020, 6:00 PM	1
15	Milwaukee Athletic Club	Milwaukee Athletic Club	Maikel Correa, Agt	731 N WATER ST 190	Class B Tavern License		1/17/2021, 8:22 AM	1
16	THE KING AND I RESTAURANT, INC	THE KING AND I RESTAURANT	DEREK E PHOUNGPHO L, Agt	830 N OLD WORLD THIRD ST	Class B Tavern License	240	12/20/2020, 6:00 PM	1
17	Milwaukee Area Technical College	MATC Cuisine Restaurant	RICHARD A BUSALACCHI, Agt	1015 N 6th ST	Class C Wine Retailer's License		1/20/2021, 6:00 PM	1
18	Charro Latino, LLC	The Garden/Lucid	Joseph McLean, Agt	725-729 N Milwaukee ST	Class B Tavern License	490	12/27/2020, 6:00 PM	1

19	CHINA GOURMET, INC	CHINA GOURMET RESTAURANT	ROBERT C TSAO, Agt	117 E WELLS ST	Class B Tavern License	165	1/15/2021, 6:00 PM	1
20	KWIK STOP OF MILWAUKEE, INC	WESTOWN MARKET	JERRY J SPENCER, Agt	700 W WISCONSIN AV 300	Class A Malt & Class A Liquor License		6/1/2021, 7:00 PM	1
21	High Note Inc	The High Note Karaoke Lounge	Evan R DuQuaine, Agt	645 N James Lovell ST	Class B Tavern License	49	5/25/2021, 7:00 PM	1
22	PPH Properties I LLC	Silk Exotic Gentlemen's Club	SCOTT A KRAHN, Agt	730 N Old World Third ST	Class B Tavern License	297	5/25/2021, 7:00 PM	1
23	Truth Lounge, LLC	Truth Lounge	Tino K Bates, Agt	1111 N Old World Third ST	Class B Tavern License	90	5/25/2021, 7:00 PM	1
24	RIVER HOUSE RESTAURANT, INC	VagaBond	ROBERT C SCHMIDT, JR, Agt	1122 N EDISON ST	Class B Tavern License	150	6/1/2021, 7:00 PM	1
25	GRANDVIEW MANAGEMENT, INC	ZILLI HOSPITALITY GROUP	ROBERT J ZILLI, Agt	800 W WELLS ST	Class B Tavern License		6/8/2021, 7:00 PM	1
26	DJ ENTERPRISE S I, INC	GRACE CENTER	JOAN M GROH, Agt	250 E JUNEAU AV	Class B Tavern License	330	6/17/2021, 7:00 PM	1
27	CAPITAL GRILLE HOLDINGS, INC	THE CAPITAL GRILLE OF MILW #8027	Lindsey R FitzMaurice, Agt	310 W WISCONSIN AV 100	Class B Tavern License	200	6/18/2021, 7:00 PM	1
28	Wild Rogues LLC	Elwood's Liquor & Tap	Nathan S Showers, Agt	1111 N Water ST	Class B Tavern License		6/3/2021, 7:00 PM	1
29	First MKD, LLC	Hilton Garden Inn	Charles R Simmons, Agt	611 N BROADWAY	Class B Tavern License		6/10/2021, 7:00 PM	1
30	Grandview Management Inc	Zilli Hospitality Group	ROBERT J ZILLI, Agt	910 N Old World Third ST	Class B Tavern License		5/25/2021, 7:00 PM	1
31	GRAND CONVENIENT, LLC	GRAND CONVENIENT STORE	AHMED K YAFAI, Agt	724 N OLD WORLD THIRD ST	Class A Fermented Malt Beverage Retailer's License		6/13/2021, 7:00 PM	1
32	AVENUE LIQUOR, INC	AVENUE LIQUOR	Mohammad S Siddique, Agt	616 W WISCONSIN AV	Class A Malt & Class A Liquor License		7/9/2020, 7:00 PM	1
33	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/23/2020, 7:00 PM	1
34	Levy at Bucks Arena	Levy at Bucks Arena	Justin A Green, Agt	1111 N Vel R Phillips AV	Class B Tavern License		7/17/2020, 7:00 PM	1
35	FLANNERY'S PUB, INC	FLANNERY'S BAR & RESTAURANT	STEVEN W SMITH, Agt	425-29 E WELLS ST	Class B Tavern License	270	7/29/2020, 7:00 PM	1
36	PTG Live Events LLC	The Riverside	Tiffani A Hart, Agt	116 W Wisconsin AV	Class B Tavern License	2,480	7/29/2020, 7:00 PM	1

37	DEER CAMP, LLC	Deer Camp	Paul C Hackbarth, Agt	1023-1027 N OLD WORLD THIRD ST	Class B Tavern License		12/21/2020, 6:00 PM	1
38	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class C Wine Retailer's License		12/28/2020, 6:00 PM	1
39	Tua Pasta LLC	Tua Pasta	Alvaro Nino de Guzman Ramirez, Agt	100 E WISCONSIN AV LL101	Class B Fermented Malt Beverage Retailer's License		12/28/2020, 6:00 PM	1
40	HB Milwaukee Inc	Old German Beer Hall	HANS WEISSGERBER, III, Agt	1009 N Old World Third ST	Class B Tavern License	120	6/9/2021, 7:00 PM	1
41	THIS IS IT, INC	THIS IS IT	Michael B Fisher, Agt	418 E WELLS ST	Class B Tavern License	160	6/29/2021, 7:00 PM	1
42	LEVY PREMIUM FOOD SERVICE, LP	LEVY RESTAURANTS at WISCONSIN CENTER DISTRICT	Nikki L Dewey, Agt	400 W WISCONSIN AV	Class B Tavern License		6/22/2021, 7:00 PM	1
43	MARCUS HOTELS HOSPITALITY, LLC	HILTON MILWAUKEE CITY CENTER	Michael L Swasey, Agt	509 W WISCONSIN AV	Class B Tavern License	175	6/28/2021, 7:00 PM	1
44	MARCUS HOTELS HOSPITALITY, LLC	Saint Kate-The Arts Hotel	Michael L Swasey, Agt	139 E KILBOURN AV	Class B Tavern License		7/4/2021, 7:00 PM	1
45	MKE Hotel, LLC	Hyatt Place - Milwaukee Downtown	Angel Rivera, Agt	800 W Juneau AV	Class B Tavern License		7/7/2021, 7:00 PM	1
46	ELSA'S ON THE PARK, LTD	ELSA'S ON THE PARK	KARL R KOPP, Agt	833 N JEFFERSON ST	Class B Tavern License	100	6/29/2021, 7:00 PM	1
47	MY OFFICE, INC	MY OFFICE	BRIAN J PETERSON, Agt	759-763 N MILWAUKEE ST	Class B Tavern License		6/29/2021, 7:00 PM	1
48	REAL CHILI OF MILWAUKEE, INC	REAL CHILI	STEPHEN J KASTELIC, Agt	419 E WELLS ST	Class B Tavern License	80	7/24/2020, 7:00 PM	1
49	DICK'S PIZZA, LLC	DICK'S	ADAM D KIRCHNER, Agt	730 N MILWAUKEE ST	Class B Tavern License	330	7/28/2020, 7:00 PM	1
50	746JAMESLOVELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2020, 7:00 PM	1
51	Urban Beets Inc	Urban Beets Cafe & Juicery	Dawn M Balistreri, Agt	1401 N Martin L King Jr DR	Class B Fermented Malt Beverage Retailer's License		8/1/2020, 7:00 PM	1
52	Urban Beets Inc	Urban Beets Cafe & Juicery	Dawn M Balistreri, Agt	1401 N Martin L King Jr DR	Class C Wine Retailer's License		8/1/2020, 7:00 PM	1
53	SAZAMA'S FINE CATERING, INC	SAZAMA'S FINE CATERING	TIMOTHY G HILBERT, Agt	929 N WATER ST	Class B Tavern License		8/30/2020, 7:00 PM	1

54	Sirk Steak LLC	Mo's A Place for Steaks	JAMES A VASSALLO, Agt	720 N Plankinton AV	Class B Tavern License		9/2/2020, 7:00 PM	1
55	AJ Bombers MKE, LLC	AJ Bombers	David J Marcus, Agt	1245 N WATER ST	Class B Tavern License	160	2/6/2021, 6:00 PM	1
56	MCR Milwaukee Tenant LLC	Courtyard by Marriott Milwaukee Downtown	Kerri Huelsbeck, Agt	300 W Michigan ST	Class B Tavern License		2/4/2021, 6:00 PM	1
57	Oak Barrel Public House LLC	Oak Barrel	ROBERT L WILTGEN, Agt	1033 N Old World Third ST	Class B Tavern License		1/29/2021, 6:00 PM	1
58	Pourman's LLC	Pourman's	BENJAMIN A HEBL, Agt	1127 N Water ST	Class B Tavern License	80	2/5/2021, 6:00 PM	1
59	Drury Hotels Company, LLC	Drury Plaza Hotel - Milwaukee Downtown	Chris Palid, Agt	700 N Water ST	Class B Tavern License		10/2/2020, 7:00 PM	1
60	Punch Bowl Milwaukee, LLC	Punch Bowl Social	Benjamin G Kaebisch, Agt	1122 N Vel R Phillips AV	Class B Tavern License		2/19/2021, 6:00 PM	1
61	Rogues Gallery, LLC	Rogues Gallery	Nathan S Showers, Agt	134 E Juneau AV	Class B Tavern License	290	1/19/2021, 6:00 PM	1
62	MAJOR GOOLSBY'S, INC	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	340 W KILBOURN AV	Class B Tavern License	400	7/5/2021, 7:00 PM	1
63	FLANNERY'S PUB, INC	FLANNERY'S BAR & RESTAURANT	STEVEN W SMITH, Agt	425-29 E WELLS ST	Class B Tavern License	270	7/29/2021, 7:00 PM	1
64	WALGREEN CO	WALGREENS #1200	Louis S Olinger, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2021, 7:00 PM	1
65	PABST THEATER CONCESSIONS, LLC	THE PABST THEATER	David R Armstrong, Agt	144 E WELLS ST	Class B Tavern License		7/5/2021, 7:00 PM	1
66	DICK'S PIZZA, LLC	DICK'S	ADAM D KIRCHNER, Agt	730 N MILWAUKEE ST	Class B Tavern License	330	7/28/2021, 7:00 PM	1
67	MILWAUKEE WATERFRONT DELI, INC	MILWAUKEE WATERFRONT DELI	JEREMIAH D PANDEL, Agt	761 N WATER ST	Class B Tavern License		2/26/2021, 6:00 PM	1
68	Who's Milwaukee LLC	Who's on Third, Milwaukee's Pub	ROBERT L WILTGEN, Agt	1003&1007 N Old World Third ST	Class B Tavern License		3/2/2021, 6:00 PM	1
69	X-O, LLC	XO Cocktail Parlor	Larry A Taylor, Agt	326 E Mason ST	Class B Tavern License		2/27/2021, 6:00 PM	1
70	Art's Performing Center, LLC	Silk on Water	SCOTT A KRAHN, Agt	144 E Juneau AV	Class B Tavern License	80	7/23/2021, 7:00 PM	1
71	MILWAUKEE REPERTORY THEATER, INC	MILWAUKEE REPERTORY THEATER	Melissa N Vartanian-Mikaelian, Agt	108 E WELLS ST	Class B Tavern License		7/14/2021, 7:00 PM	1

72	Levy at Bucks Arena	Levy at Bucks Arena	Justin A Green, Agt	1111 N Vel R Phillips' AV	Class B Tavern License		7/17/2021, 7:00 PM	1
73	746JAMESLO VELLBAR LLC	Stella's	STEPHEN G GILBERTSON, Agt	746 N James Lovell ST	Class B Tavern License		7/29/2021, 7:00 PM	1
74	REAL CHILI OF MILWAUKEE, INC	REAL CHILI	STEPHEN J KASTELIC, Agt	419 E WELLS ST	Class B Tavern License	80	7/24/2021, 7:00 PM	1
75	BRICK 3 PIZZA, LLC	BRICK 3 PIZZA	RICHARD J BARRETT, Agt	1107 N OLD WORLD THIRD ST	Class B Tavern License	57	7/5/2021, 7:00 PM	1
76	JSWD Commerce LLC	SpringHill Suites by Marriott Milwaukee Downtown	Benjamin A Risseeuw, Agt	744 N VEL R PHILLIPS AV	Class B Tavern License	95	7/5/2021, 7:00 PM	1
77	WALGREEN CO	WALGREENS #1200	Louis S Olinger, Agt	275 W WISCONSIN AV 1108	Class A Malt & Class A Liquor License		7/27/2020, 7:00 PM	1
78	Integrated Plankinton Milwaukee LLC	Cambria Milwaukee Downtown	David W Noel, Agt	503 N Plankinton AV	Class B Tavern License		8/18/2020, 7:00 PM	1
79	MILWAUKEE BRAT HOUSE, LLC	MILWAUKEE BRAT HOUSE	SCOTT A SCHAEFER, Agt	1013 N OLD WORLD THIRD ST	Class B Tavern License	191	9/14/2020, 7:00 PM	1
80	Uncle Bucks Red Star on 3rd, Inc	Uncle Bucks on 3rd	MICHAEL J VITUCCI, Agt	1125 N Old World Third ST	Class B Tavern License		8/28/2020, 7:00 PM	1
81	Reynard LLC	Pastiche	Philip O Gillespie, Agt	411 E Mason ST	Class B Tavern License		9/2/2020, 7:00 PM	1
82	Water Street Brewery Inc	Water Street Brewery	MATTHEW R SCHMIDT, Agt	1101 N WATER ST	Class B Tavern License	300	9/13/2020, 7:00 PM	1
83	THE HARP IRISH PUB, INC	THE HARP	ROBERT C SCHMIDT, JR, Agt	113 E JUNEAU AV	Class B Tavern License	325	9/14/2020, 7:00 PM	1
84	WELLS-JEFFERSON CORPORATION	TAYLOR'S	DANIEL R TAYLOR, Agt	795 N JEFFERSON ST	Class B Tavern License	160	9/25/2020, 7:00 PM	1
85	Best Place at Pabst LTD	Best Place at the Pabst	JAMES C HAERTEL, Agt	915 W Juneau AV	Class B Tavern License	868	9/22/2020, 7:00 PM	1
86	CSM Milwaukee Downtown LLC	Residence Inn - Milwaukee	Mia Berman, Agt	101 W Wisconsin AV 3	Class B Tavern License		9/15/2020, 7:00 PM	1
87	The Chalk House MKE Inc	The Loaded Slate	Joseph M Kuntz, Agt	1137 N Old World Third ST	Class B Tavern License	99	9/2/2020, 7:00 PM	1
88	Levy Restaurants at Wisconsin Center District	Levy Restaurants at Wisconsin Center District	Nikki L Dewey, Agt	420-500 W Kilbourn AV	Class B Tavern License		9/26/2020, 7:00 PM	1
89	BRG 1000 Water St LLC	Room @ The Rumpus Room	JOHN M WISE, Agt	1020 N Water ST	Class B Tavern License		9/21/2020, 7:00 PM	1

90	BRG 1000 Water Street, LLC	Rumpus Room - A Bartolotta Gastropub	JOHN M WISE, Agt	1030 N Water ST	Class B Tavern License	254	9/21/2020, 7:00 PM	1
91	Barcity Club LLC	Tavern At Turner Hall	MICHAEL J EITEL, Agt	1034 N VEL R PHILLIPS AV	Class B Tavern License		9/15/2020, 7:00 PM	1
92	Malnati, Inc	Pizano's Pizza & Pasta	PAUL A ROGERS, Agt	1154 N Water ST	Class B Tavern License	206	9/23/2020, 7:00 PM	1
93	LUKE'S OF MILWAUKEE, LTD	RED ROCK SALOON MILWAUKEE	JEFFREY A KOVACOVICH, JR, Agt	1225 N WATER ST	Class B Tavern License	390	9/24/2020, 7:00 PM	1
94	CALDERONE CLUB	CALDERONE CLUB	GIORGIO G FAZZARI, SP	842 N OLD WORLD THIRD ST	Class B Tavern License	100	10/16/2020, 7:00 PM	1
95	BAR NONE MILWAUKEE, LLC	BAR NONE	AMY M BLADOW, Agt	1139 N WATER ST	Class B Tavern License	60	10/11/2020, 7:00 PM	1
96	BREW CITY BAR B Q, INC	TRINITY THREE IRISH PUBS	ROBERT C SCHMIDT, JR, Agt	125 E JUNEAU AV	Class B Tavern License	833	10/16/2020, 7:00 PM	1
97	PBE Milwaukee 2 LLC	Point Burger Express	BRIAN J WARD, Agt	322 W STATE ST	Class B Tavern License	99	10/13/2020, 7:00 PM	1
98	Commerce Building Restaurant LLC	Doc's Commerce Smokehouse	Brian Atkinson, Agt	754 N VEL R PHILLIPS AV	Class B Tavern License		3/26/2021, 7:00 PM	1
99	Blazin Wings, Inc	Buffalo Wild Wings #407	Nicole M Kejo, Agt	1123 N WATER ST	Class B Tavern License	253	3/24/2021, 7:00 PM	1
100	International Exports LLC	The Safe House	Michael L Swasey, Agt	779 N Front ST	Class B Tavern License	248	3/8/2021, 6:00 PM	1
101	Wisconsinbly Holdings, LLC	Drink Wisconsinbly Pub	John R Casanova, Agt	320 W Highland AV	Class B Tavern License		3/26/2021, 7:00 PM	1
102	Foot Paw LLC	Amilinda	ORRY P Leon, Agt	315 E Wisconsin AV	Class B Tavern License		3/2/2021, 6:00 PM	1
103	Cairo Co LLC	BB'S	Omar Amin, Agt	633 W Wisconsin AV 105	Class B Tavern License		3/2/2021, 6:00 PM	1
104	Carters Mini Mart	Carters Mini Mart	Lathea D Brooks, Agt	823 N 2nd ST 007	Class A Malt & Class A Liquor License		3/9/2021, 6:00 PM	1
105	Jay Squared LLC	The Box	Jamie A Berger, Agt	311 E Wisconsin AV	Class B Tavern License	270	3/31/2021, 7:00 PM	1
106	Good City Brewing LLC	Good City Brewing	David C Dupee, Agt	333 W JUNEAU AV	Class C Wine Retailer's License		9/22/2020, 7:00 PM	1
107	Coaches Restaurant & Bar LLC	Coaches	CHARLES E FOWLKES, Agt	1125 N 9TH ST	Class B Tavern License	250	10/7/2020, 7:00 PM	1
108	Evolution of Milwaukee LLC	Trio	SUSANNE M MAYER, Agt	1023-27 N Old World Third ST	Class B Tavern License	577	9/23/2020, 7:00 PM	1

109	HOJOP, INC	AVENUE BAR & GRILL	JEFFREY M WELK, Agt	611 W WISCONSIN AV	Class B Tavern License		11/10/2020, 6:00 PM	1
110	V & V PARTNERS, LLC	BENIHANA	SABAH M LIDDAWYEH, Agt	850 N PLANKINTON AV	Class B Tavern License	180	5/17/2021, 7:00 PM	1
111	Milwaukee School of Engineering	Milwaukee School of Engineering	Darryl L Anderson, Agt	1025 N BROADWAY	Class B Tavern License		5/18/2021, 7:00 PM	1
112	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Darryl L Anderson, Agt	1120 N BROADWAY	Class B Tavern License	208	5/18/2021, 7:00 PM	1
113	MILWAUKEE SCHOOL OF ENGINEERING	MILWAUKEE SCHOOL OF ENGINEERING	Darryl L Anderson, Agt	1245 N BROADWAY	Class B Tavern License	2,759	5/18/2021, 7:00 PM	1
114	Milwaukee School of Engineering	Milwaukee School of Engineering	Darryl L Anderson, Agt	1000 N BROADWAY	Class B Tavern License	480	5/18/2021, 7:00 PM	1
115	NOBLE BEVERAGE MANAGEMENT, LLC	HYATT REGENCY MILWAUKEE	Peter T O'Malley, Agt	333 W KILBOURN AV	Class B Tavern License	930	5/13/2021, 7:00 PM	1
116	Fenix Milwaukee LLC	Rodizio Grill	Rosalee A Bleser, Agt	777 N WATER ST	Class B Tavern License		5/6/2021, 7:00 PM	1
117	ZARLETTI, LLC	ZARLETTI	BRIAN C ZARLETTI, Agt	741 N MILWAUKEE ST 1	Class B Tavern License		5/23/2021, 7:00 PM	1
118	Carson's Ribs of Milwaukee, LLC	Carson's	RICHARD J BARRETT, Agt	301 W Juneau AV	Class B Tavern License	150	5/19/2021, 7:00 PM	1
119	WESTTOWN ASSOCIATION OF MILW, INC	WESTTOWN ASSOCIATION	STACIE J CALLIES, Agt	950 N OLD WORLD THIRD ST	Class B Tavern License		5/22/2021, 7:00 PM	1
120	1209 WATER ST, INC	BROTHERS BAR & GRILL	Anthony J De Salvo, Agt	1209-13 N WATER ST	Class B Tavern License	368	5/18/2021, 7:00 PM	1
121	Olive Tree LLC	Convenience +	Jamal T Shavar, Agt	308 E Wisconsin AV	Class A Malt & Class A Liquor License		5/19/2021, 7:00 PM	1
122	Cheese Mart, Inc	Wisconsin Cheese Mart	KENNETH J MC NULTY, Agt	215 W Highland AV	Class B Tavern License	133	5/22/2021, 7:00 PM	1
123	PABST THEATER CONCESSIONS, LLC	TURNER HALL BALLROOM	Tiffani A Hart, Agt	1040 N VEL R PHILLIPS AV	Class B Tavern License	987	11/7/2020, 6:00 PM	1
124	HDS 777, LLC	The Sofie	DAVID J SAFINA, Agt	777 N JEFFERSON ST	Class B Tavern License		10/19/2020, 7:00 PM	1
125	MKE Events LLC	Red White and Blue	JACOB E DEHNE, Agt	1044 N Old World Third ST	Class B Tavern License	824	11/5/2020, 6:00 PM	1
126	OZO CAFE	OZO CAFE	NICKEY G PAPPAS, Agt	776 N MILWAUKEE ST	Class B Tavern License	40	11/8/2020, 6:00 PM	1

7/20/2020

127	Tourist Convenience LLC	Racks Full of Snacks	AHMED K YAFAI, Agt	240 W Wells ST	Class A Malt & Class A Liquor License		11/28/2020, 6:00 PM	1
128	Mader's German Restaurant, Inc	Mader's German Restaurant	DANIEL J HAZARD, Agt	1037 N Old World Third ST	Class B Tavern License	370	11/21/2020, 6:00 PM	1
129	The Angry Taco LLC	The Angry Taco	Robert Montemayor, Agt	753 N Water ST	Class B Tavern License	90	11/19/2020, 6:00 PM	1

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



Tuesday, August 25, 2020

## Licenses Committee Notice of Hearing

JOHN HINKEL BUILDING LLC  
W63 N674 WASHINGTON Av  
Cedarburg, WI 53012

The Licenses Committee will consider the following license application:

Class B Tavern-Service Bar Only License Application  
HOLZ, Michael P, Agent  
Taco Mikes LLC at 1001 N OLD WORLD THIRD St

Date: 9/1/2020

Time: 08:45 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, September 1, 2020. 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 will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@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.

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





## 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:

Taco Restaurant + Bar

Do you have any experience operating this type of business?  No  Yes If yes, explain: 23yrs as cook and chef

### 2. Business Operations

- a. Proposed Opening Date: 8/1/20
- 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: Food, liquor
- 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: \_\_\_\_\_

### 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: speakers

### 4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: \_\_\_\_\_
- b. Number of Garbage Cans: Inside: 2 Locations: front door, middle  
Outside: 1 Locations: sidewalk
- c. Is a crowd control barrier used?  No  Yes If yes, describe: \_\_\_\_\_
- d. How many restrooms are on the premises? 2
- 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? \_\_\_\_\_ and describe the parking security plan: \_\_\_\_\_
- 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? \_\_\_\_\_ and answer the following:  
 What are their responsibilities? \_\_\_\_\_  
 Is security equipment used?  No  Yes If yes, describe \_\_\_\_\_  
 List their licensing, certification, or training credentials \_\_\_\_\_
- d. Will there be security cameras?  No  Yes If yes, how many? 9 and list locations: 3 kitchen, 3 dining, 1 office, 1 front door, 1 back door
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe id drinking customers

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

Alcohol <u>25</u> %	Food <u>75</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: \_\_\_\_\_     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 \_\_\_\_\_ (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: Old world third St.
- c. Nearest Major Cross Street: state street
- d. Describe Building:  Free Standing Building  Strip Mall  Other: \_\_\_\_\_
- e. Describe Premises Structure:  Single Story  Multi-Story - # of Stories 3  Other: \_\_\_\_\_
- f. Describe Surrounding Area:  Commercial  Residential  Industrial  Other: \_\_\_\_\_
- g. Building Owner Name: Lance Lichter Phone Number: 414-305-6367  
 Building Owner Address: W3 N674 Washington Ave Cedarburg WI 53012

## 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 AM	11 pm	100	18-60	None til 9 pm 21 only after 9 pm
Monday	10 AM	11 pm	75	↓	↓
Tuesday	10 AM	11 pm	75		
Wednesday	10 AM	11 pm	75		
Thursday	10 AM	11 pm	75		
Friday	10 AM	2 am	150		
Saturday	10 AM	2 am	150	21-60	↓

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]  
 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: TACO MIKES LLC

Premise Address: 1001 N. Old World Third Street Mil. WI 53220

**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.)? Wave Management Inc.

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

d) Total amount paid for business \$ 0

e) Total amount paid for goodwill of the business \$ 0

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 9/9/20 Ends 7/9/25

b) Monthly rental \$ 28/59 +

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)? 5

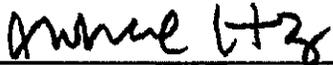
**Lease Information (Continued)**

- 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 advisory FAMS
- g) Does the present owner or occupancy object to the granting of your license?  No  Yes  
If yes, explain advisory

**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):  
advised

**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

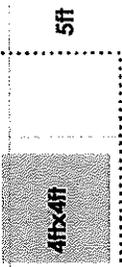
Proposed plan



Old World Third St

Curb

12ft



4ft x 4ft

5ft

Sidewalk

6ft

Building face

Curb

Entrance

Taco Mikes LLC  
1001 N Old World Third St  
Milwaukee WI 53203  
Michael Holz  
414-702-9650  
7/24/20  
285 square ft

State st

11ft



Planter



4ft x 4ft

6ft

Sidewalk



4ft x 4ft

24ft



Tree



4ft x 4ft

12ft

Building face

4ft x 4ft = picnic table w/ attached benches

- garbage

