



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

Monday, May 12, 2025

COMMITTEE MEETING NOTICE

AD 04

MAISTELMAN, Michael S, Agent
FBR MANAGEMENT, LLC
7524 N NAVAJO RD
Fox Point, WI 53217

You are requested to attend a hearing which is to be held in the Council Chambers, Third Floor, City Hall:

Tuesday, June 03, 2025 at 08:45 AM

Regarding: Your Class B Tavern and Temporary Public Entertainment Premises Licenses Application Requesting Disc Jockey and Bands for July 11-13, 2025 as agent for "FBR Management, LLC" for "Harley Davidson Homecoming Festival 2025" at 1010 N LINCOLN MEMORIAL DR.

There is a possibility that your application may be denied for one or more of the following reasons: The recommendation of the committee regarding the application shall be based on evidence presented at the hearing. Per MCO 85-2.7-4, probative evidence concerning whether or not a new license should be granted may be presented on the following subjects: whether or not the applicant meets the municipal requirements, the appropriateness of the location and premises where the licensed premises is to be located and whether use of the premises for the purposes or activities permitted by the license would tend to facilitate a public or private nuisance or create undesirable neighborhood problems such as disorderly patrons, unreasonably loud noise, litter, and excessive traffic and parking congestion. Probative evidence relating to these matters may be taken from the plan of operation submitted with the license application, if any, but shall not include the content of any music. Evidence regarding the fitness of the location of the premises to be maintained as the principal place of business, including but not limited to whether there is an overconcentration of businesses of the type for which the license is sought; whether the proposal is consistent with any pertinent neighborhood business or development plans, or the location's proximity to areas where children are typically present. The applicant's record in operating similarly licensed premises; and whether or not the applicant has been charged with or convicted of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the activity to be permitted by the license being applied for or any other factor which reasonably relates to the public health, safety or welfare may also be considered. See attached police report or correspondence.

**Notice for applicants with
warrants or unpaid fines:**

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

Failure to appear at this meeting may result in the denial of your license. Individual applicants must appear only in person or by an attorney. Corporate or Limited Liability applicants must appear only by the agent designated on the application or by an attorney. Partnership applicants must appear by a partner listed on the application or by an attorney. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

You will be given an opportunity to speak on behalf of the application and to respond and challenge any charges or reasons given for the denial. No petitions can be accepted by the committee, unless the people who signed the petition are present at the committee hearing and willing to testify. You may present witnesses under oath and you may also confront and cross-examine opposing witnesses under oath. If you have difficulty with the English language, you should bring an interpreter with you, at your expense, so that you can answer questions and participate in your hearing.

You may examine the application file at this office during regular business hours prior to the hearing date. Inquiries regarding this matter may be directed to the person whose signature appears below.

Limited parking for persons attending meetings during normal business hours is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of Kilbourn Avenue and Water Street. You must present a copy of the meeting notice to the parking cashier.

PLEASE NOTE: Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through sign language interpreters or other auxiliary aids. For additional information or to request this service, contact the Council Services Division ADA Coordinator at (414) 286-2998, Fax - (414) 286-3456, TDD - (414) 286-2025.

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

200 E. Wells Street, Room 105, City Hall, Milwaukee, WI 53202. www.milwaukee.gov/license
Phone: (414) 286-2238 Fax: (414) 286-3057 Email Address: License@milwaukee.gov

Date: 03/14/25
Officer: Plumley

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

Name of Premise: Harley Homecoming
Address: 1010 N Lincoln Memorial Dr
Phone:

Owner: FBR Management LLC
Owner address: 801 Springdale Rd
City State Zip: Austin, TX
Owner Phone:
Owner email:

Licensee/Agent: Michael Maistelman
Home Address: 7524 N Navajo Rd
City State Zip: Fox Point, WI 53217
Phone: 414-333-9700
Email:

Preferred contact: Phonee

Location currently open: ☒ YES ☐ NO

Projected open date: 07/11/25

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

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

Premise Type: ☐Tavern/Bar
☐Restaurant
☒Other: Park

Licenses currently held:

Alcohol: ☐ Yes ☒ No
 Tobacco: ☐ Yes ☐ No
 Food: ☐ Yes ☐ No
 Extended Hours: ☐ Yes ☐ No
 Other: ☐ Yes ☐ No

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 appear to be adequate ☒ Yes ☐ No
13. Are there No Loitering Signs posted? ☐ Yes ☒ No
14. Are the address numbers prominently displayed and easy to see ☐ Yes ☒ No

Camera Survey:

15. Does this location have security cameras? ☒ Yes ☐ No
16. Are they in working order? ☒ Yes ☐ No
17. What format are the cameras?
 - a. Color ☒ Yes ☐ No
 - b. Digital ☒ Yes ☐ No
 - c. Recorded ☒ Yes ☐ No
18. How long is footage stored for later viewing: 30 days
19. Are there exterior cameras ☒ Yes ☐ No How many:
20. Are there interior cameras ☒ Yes ☐ No How many:
21. Do all employees know how to retrieve recorded digital images/footage? ☒ Yes ☐ No
22. Cameras located in parking lot ☐ Yes ☐ No How many

Interior Survey:

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

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

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Veterans Park will have events for the 2025 Harley Homecoming. The Agent will have private security guards and will determine the amount as the event gets close.

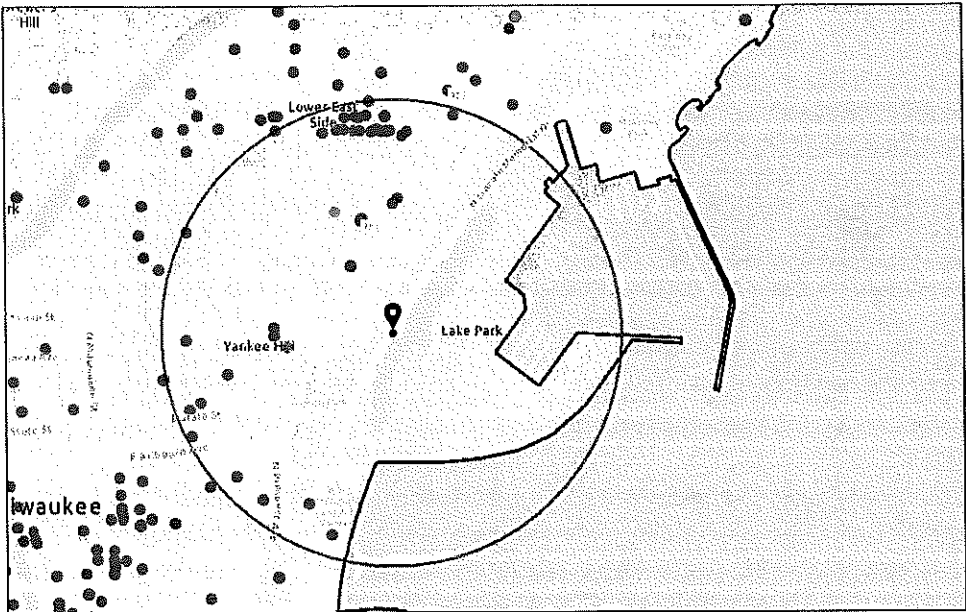


Concentration Map 1010 N Lincoln Memorial Dr

Area of Interest (AOI) Information

Area : 21,862,586.06 ft²

Mar 12 2025 12:31:12 Central Daylight Time



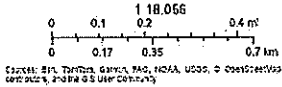
- Alcohol Licenses (active)
- Class A Fermented Malt Beverage

● Class A Liquor and Malt

● Class B Fermented Malt Beverage

● Class B Tavern

● Class C Wine Retailer



1010 N Lincoln Memorial Dr

Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	46		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Sorivilla Inc	Kompali Taqueria	JOSE F VILLAR, Agt	1205 E BRADY ST	Class B Tavern License	99	3/21/2025, 7:00 PM	1
2	Tina's Market	Tina's Market	Victor Lavrik, SP	1518 N Franklin PL	Class A Fermented Malt Beverage Retailer's License		3/22/2025, 7:00 PM	1
3	M DE PALMA, LLC	MONICA'S ON ASTOR	MONICA J DE PALMA, Agt	1228 N ASTOR ST	Class B Tavern License	159	4/9/2025, 7:00 PM	1
4	COMET CAFE, INC	COMET CAFE	VALERI A LUCKS, Agt	1943-47 N FARWELL AV	Class B Tavern License	160	4/17/2025, 7:00 PM	1
5	BUSSEN MARSHALL LLC	Pete's Pub	PETER R MARSHALL, Agt	1234 E BRADY ST	Class B Tavern License		4/20/2025, 7:00 PM	1
6	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class B Fermented Malt Beverage Retailer's License		4/23/2025, 7:00 PM	1
7	Plantivore LLC	Twisted Plants	Arielle M Hawthorne, Agt	1233 E Brady ST	Class C Wine Retailer's License		4/23/2025, 7:00 PM	1
8	JC Capital Dorsia LLC	Dorsia	JENO J CATALDO, Agt	1301-07 E Brady ST	Class B Tavern License	199	4/24/2025, 7:00 PM	1
9	Bharat Enterprise, Inc	Bharat Mart	RAVI SACHDEVA, Agt	1556 N Farwell AV	Class A Malt & Class A Liquor License		5/2/2025, 7:00 PM	1
10	ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1724 N FARWELL AV	Class B Tavern License	25	5/19/2025, 7:00 PM	1
11	Nashville North, LLC	Nashville North	Jeffrey Marsh, Agt	1216 E BRADY ST	Class B Tavern License	120	6/9/2025, 7:00 PM	1
12	ROCHAMBO, LTD	ROCHAMBO COFFEE & TEA HOUSE	LORENZO G CATALDO, Agt	1317 E BRADY ST	Class B Tavern License	110	6/13/2025, 7:00 PM	1
13	Y-Not II LLC	Y-Not II Tavern	MONICA J DE PALMA, Agt	706 E LYON ST	Class B Tavern License	100	6/13/2025, 7:00 PM	1
14	SORFCO, LTD	THE KNICK	ELIAS G CHEDID, Agt	1030 E JUNEAU AV	Class B Tavern License		6/27/2025, 7:00 PM	1
15	MILWAUKEE COUNTY WAR MEMORIAL, INC	MILWAUKEE COUNTY WAR MEMORIAL CENTER	Laurieann Kildegaard, Agt	750 N LINCOLN MEMORIAL DR	Class B Tavern License	240	6/29/2025, 7:00 PM	1
16	M P ON BRADY, INC	CLUB BRADY	MICHAEL D LEE, Agt	1339 E BRADY ST	Class B Tavern License	143	6/29/2025, 7:00 PM	1
17	JOEY C'S, INC	JO-CAT'S PUB	PATRICIA A CATALDO, Agt	1311 E BRADY ST	Class B Tavern License	220	6/30/2025, 7:00 PM	1

18	TKCS Brady LLC	The King Crab Shack	Tien Ngo, Agt	1330 E Brady ST	Class B Tavern License		7/5/2025, 7:00 PM	1
19	HOSED ON BRADY INC	HOSED ON BRADY	DONNA R OLSON, Agt	1689 N FRANKLIN PL	Class B Tavern License	80	7/7/2025, 7:00 PM	1
20	J & S Malone, LLC	Malone's on Brady	JOSHUA L MALONE, Agt	1329 E BRADY ST	Class B Tavern License	80	7/21/2025, 7:00 PM	1
21	CONCOCTIO NS LLC	CONCOCTIO NS	HYACINTH E NEMBHARDT, Agt	1316 E BRADY ST	Class B Tavern License		7/23/2025, 7:00 PM	1
22	JC CAPITAL SAINT BIBIANA LLC	St. Bibiana/St. Bibi	JENO J CATALDO, Agt	1327 E BRADY ST	Class B Tavern License		7/28/2025, 7:00 PM	1
23	Jack's American Pub, LLC	Jack's American Pub	SCOTT A SCHAEFER, Agt	1323 E Brady ST	Class B Tavern License	240	7/29/2025, 7:00 PM	1
24	KOALA DK LLC	Nomad World Pub	JEFFREY A KOVACOVICH, JR, Agt	1401 E Brady ST	Class B Tavern License		8/3/2025, 7:00 PM	1
25	EQUAL PARTS LLC	AGENCY COCKTAIL LOUNGE	Ryan S Castelaz, Agt	817 N MARSHALL ST	Class B Tavern License		8/11/2025, 7:00 PM	1
26	La Masa LLC	La Masa	BRADLEY H TODD, Agt	1300 E Brady ST	Class B Tavern License	99	8/30/2025, 7:00 PM	1
27	SATGUR CORPORATIO N, INC	MAHARAJA RESTAURAN T	BALBIR SINGH, Agt	1550 N FARWELL AV	Class B Tavern License	300	9/21/2025, 7:00 PM	1
28	TUDY-BART, LLC	BACCHUS-A BARTOLOTTA RESTAURAN T	CHRISTIAN M DAMIANO, Agt	925 E WELLS ST	Class B Tavern License	200	9/21/2025, 7:00 PM	1
29	MJE, INC	HI HAT LOUNGE & GARAGE	KRISTYN A Eitel, Agt	1701-03 N ARLINGTON PL	Class B Tavern License	159	9/27/2025, 7:00 PM	1
30	WURSTBAR MKE LLC	WURST BAR	SCOTT A SCHAEFER, Agt	1239 E BRADY ST	Class B Tavern License		10/10/2025, 7:00 PM	1
31	HAR FATEH, INC.	Turmeric Indian Cafe & Bar	Paramjit Kaur, Agt	1014 N Van Buren ST	Class B Tavern License		10/28/2025, 7:00 PM	1
32	SHANK HALL, INC	SHANK HALL	TRACY L ROE, Agt	1434 N FARWELL AV	Class B Tavern License		10/30/2025, 7:00 PM	1
33	PTG Live Events LLC	Pabst Theater Group	RICHARD J RYAN, Agt	1119 N Marshall ST	Class B Tavern License		10/31/2025, 7:00 PM	1
34	FAMOUS CIGAR, LLC	FAMOUS CIGAR	JOHN PIETTE, Agt	1213 E BRADY ST	Class B Tavern License		11/5/2025, 6:00 PM	1
35	ASCENT BAR MKE LLC	Ascent Bar	TIM B GOKHMAN, Agt	700 E KILBOURN AV	Class B Tavern License		11/19/2025, 6:00 PM	1
36	JCTH, INC	CAFE AT THE PLAZA	BENJAMIN T CRICHTON, Agt	1007 N CASS ST	Class B Tavern License		11/23/2025, 6:00 PM	1

37	HARP AND EAGLE, LTD	COUNTY CLARE	Sarah L Wilson, Agt	1234 N ASTOR ST	Class B Tavern License	160	12/1/2025, 6:00 PM	1
38	Sapjai Enterprises LLC	Lemongrass by Ee-Sane	Moukdala Phommanilath, Agt	1505 N FARWELL AV	Class B Tavern License		12/4/2025, 6:00 PM	1
39	VICTOR'S ON VAN BUREN, INC	VICTOR'S	Vic R Jones, Agt	1230 N VAN BUREN ST	Class B Tavern License	420	12/15/2025, 6:00 PM	1
40	Apollo Cafe, LLC	Apollo Cafe	NIKOLAOS A LIMBERATOS, Agt	1310 E BRADY ST	Class B Tavern License	100	12/19/2025, 6:00 PM	1
41	METCALFE RESTAURANT, INC	The Pasta Tree Restaurant & Wine Bar	SUZZETTE R METCALFE, Agt	1503 N FARWELL AV	Class B Tavern License	75	1/4/2026, 6:00 PM	1
42	Lazy Tiger Group LLC	Easy Tyger Restaurant	NONGLUK TRICK, Agt	1230 E Brady ST	Class B Tavern License		1/28/2026, 6:00 PM	1
43	Milwaukee Art Museum, Inc	Milwaukee Art Museum	Christina M Gaskey, Agt	700 N Art Museum DR	Class B Tavern License	2,133	2/27/2026, 6:00 PM	1
44	ZUM ZEPPEL, LLC	Thurmans 15	Richard J Paul, Agt	1731 N Arlington PL	Class B Tavern License	80	3/9/2026, 7:00 PM	1
45	Sorivilla Inc	Kompali Taqueria	JOSE F VILLAR, Agt	1205 E BRADY ST	Class B Tavern License	99	3/21/2026, 7:00 PM	1
46	MILAP, INC	SMITH BEER & LIQUOR MART	AMARJIT S KALSEY, Agt	1413 E BRADY ST	Class A Malt & Class A Liquor License		3/21/2026, 7:00 PM	1

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



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

Office of the City Clerk License Division

200 E. Wells St. Room 105, Milwaukee, WI 53202

(414) 286-2238 www.milwaukee.gov/license e-mail address: license@milwaukee.gov

1. Type of Business

Applying for: ☐ Extended Hours (12AM to 5AM) - If a food establishment, check all that apply: ☐ Delivery ☐ Drive Thru ☐ Dining Room
☐ Self-Service Laundry ☐ Massage Establishment ☐ Filling Station
☒ Other (supplemental application for specific license also required)

Provide a detailed description of the type of business you plan on operating:
Beverage concessions at a music festival.

Do you have any experience operating this type of business? ☐ No ☒ Yes If yes, explain: We are a festival beverage concessionaire.

2. Business Operations

- a. Proposed Opening Date: 2PM, July 11th 2025
- b. Is this premise under construction? ☐ No ☐ Yes If yes, list estimated completion date: _____
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☐ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- g. Have you previously held an Extended Hours License in Milwaukee? ☒ No ☐ Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? ☒ No ☐ Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? ☒ Sweep ☒ Pressure Wash ☒ Pick Up Litter ☒ Other: All Day Services
- b. How often will grounds be cleaned? ☒ Daily ☐ Weekly ☐ As Needed ☐ Monthly ☐ Other: All Day Services
- c. Grounds cleaned by: ☐ Licensee ☐ Building Owner ☒ Employees ☒ Hired Maintenance ☐ Other: C3 Staff & Vendors
- d. How are noise issues prevented and/or addressed? ☒ Security ☐ Manager approaches customer(s) ☐ Call Police
☒ Signs Posted ☒ Other: Milwaukee County Parks (Veterans Park) sound curfew
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: Clearwing Productions

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☒ No ☐ Yes If yes, describe: No designated areas
- b. Number of Garbage Cans: Inside: 20 Locations: Two trash cans in each working trailer, no indoor spaces
Outside: 100 Locations: All throughout the venue
- c. Is a crowd control barrier used? ☐ No ☒ Yes If yes, describe: Concert Barricade (Guardian Barrier Services)
- d. How many restrooms are on the premises? min 400
- e. Name of solid waste contractor: ☐ Advanced Disposal ☒ Waste Management ☒ Other: Venu Smart

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, how many? 5500 (Motor) and describe the parking security plan: Motorcycle parking only available for public. Staff parking available around ~400 spots. Security
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: fenced perimetre with private security guards and marshalling yard team to manage transpo schedules
- c. Will you have licensed security on premise? ☐ No ☒ Yes If yes, how many? 250 and answer the following:
What are their responsibilities? monitor access control and event safety of patrons
Describe equipment used _____
List their License Number (s) Level 5 Crowd Training Manager
- d. Will there be security cameras? ☐ No ☒ Yes If yes, how many? 5 and list locations: _____
Entrances, stages, and aerial view of event site
- e. Will searches/identification checks be done upon entry? ☐ No ☒ Yes If yes, describe Magnetometers for all guest/sta

6. Percentage of Sales (must total 100%)

Alcohol <u>55</u> %	Food <u>15</u> % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>30</u> % Describe: <u>Event Merch</u>
Pawnbroker Activity _____ %			

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
Electronic Vape Products
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☐ Other: _____

8. Legal Capacity (only if a Type 1 premises in #7 above)

Capacity 40,000 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
☐ 1st Floor ☐ 2nd Floor ☐ Basement Storage ☐ Patio ☐ Beer Garden ☐ Sidewalk Café ☐ Deck ☐ Rooftop
☒ Other: Describe: Veterans Park
- b. Describe Location: ☐ Major Thoroughfare ☐ Secondary Street ☒ Other: County Park
- c. Nearest Major Cross Street: N Lincoln Memorial Dr // E Lagoon Dr
- d. Describe Building: ☐ Free Standing Building ☐ Strip Mall ☒ Other: No permanent Bldgs. High Peak tents for
- e. Describe Premises Structure: ☐ Single Story ☐ Multi-Story - # of Stories _____ ☐ Other: Event perimeter fencing
- f. Describe Surrounding Area: ☐ Commercial ☒ Residential ☐ Industrial ☐ Other: _____
- g. Building Owner Name: Milwaukee Country Parks Phone Number: (414) 257-7275 (Andrea Wallace)
Building Owner Address: 9480 W Watertown Plank Rd, Wauwatosa, WI 53226

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					
Monday					
Tuesday					
Wednesday					
Thursday					
Friday	2PM	11PM	30,000	30-50	None
Saturday	2PM	11PM	30,000	30-50	None

An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments Class A: 8:00 am to 9:00 pm Sunday thru Saturday
Permitted Hours of Operation: Class B: 6:00 am to 2:00 am Sunday thru Thursday, 6:00 am to 2:30 am Friday & Saturday

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; 12:00am Friday & Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.

11. Signature(s)

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


Signature of additional partner or 20% or more shareholder

See Application Information for a complete list of all required application forms.



ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Legal Entity Name: FBR Management, LLC

Premise Address: 1010 N Lincoln Memorial Dr, Milwaukee, WI 53202

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? ☒ No ☐ Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? ☒ No ☐ Yes

Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

a) Are you taking out this application for anyone that may not be eligible for a license? ☒ No ☐ Yes

If yes, list their name and address: _____

b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? ☐ No ☒ Yes

If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.

c) Does anyone else have money invested or any other interest in this business? ☒ No ☐ Yes

If yes, explain: _____

d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business?

☒ No ☐ Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

a) Do you own or lease the building? ☐ Own ☒ Lease

b) Who owns the fixtures (for example, coolers, etc.)? n/a

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

d) Total amount paid for business \$n/a

e) Total amount paid for goodwill of the business \$n/a

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

f) Have you made arrangements with the seller for payment of personal property taxes? ☒ No ☐ Yes

Lease Information (New & Transfer Applicants who are leasing the premises only)

a) Date lease begins June 29, 2025 Ends July 19, 2025

b) Monthly rental \$99,999 per ye

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)? auto-renew

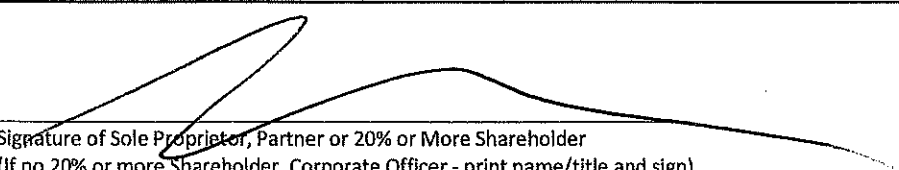
Lease Information (Continued)

- 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 water & electricity
- g) Does the present owner or occupant object to the granting of your license? ☒ No ☐ Yes
If yes, explain _____

Change of Agent Applicants Only

Have there been any changes to the floor plan since the last application was submitted? ☒ No ☐ Yes
If no, a new floor plan is not required. If yes, submit a new floor plan and explain the change(s):

Signature


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

Note: All information contained in this application is subject to approval by the Common Council.
Deviating from approved plan of operation will subject licensee to citations, and/or suspension or non-renewal of the license.
Contact the License Division for information on how to request changes.

New and transfer of premises applicants must submit the following:

- ☐ Detailed floor plan
☐ If a restaurant, copy of the menu



TEMPORARY PUBLIC ENTERTAINMENT PREMISES LICENSE 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

Date of Request: 02-03-2025		Aldermanic District #: 4	
LICENSEE INFORMATION			
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): Michael Maistelman			
Corporation or LLC Name: (if applicable) FBR Management, LLC			
Business/Trade Name: Harley Davidson Homecoming Festival 2025		Business Phone: (512) 385-3624	
Business Address: 1010 N Lincoln Memorial Dr, Milwaukee, WI 53202 (Include zip code)			
Mailing Address: 7524 N Navajo Rd, Fox Point, WI 53217 (If different from business address)			
Email Address: msm@maistelmanlaw.com			
EVENT INFORMATION			
Event Name: Harley Davidson Homecoming Festival 2025			
Event Address: 1010 N Lincoln Memorial Dr Milwaukee, WI 53202			
TYPES OF ENTERTAINMENT BEING REQUESTED (check all that apply)			
<input checked="" type="checkbox"/> Disc Jockey	<input checked="" type="checkbox"/> Bands	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Theatrical Performance
<input type="checkbox"/> Karaoke	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Motion Picture (movie by admission)
<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Special Event Campground
<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	
<input type="checkbox"/> Other: _____			
Will sound amplification equipment be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe: PA to cover the lawn			
REQUESTED DATES & HOURS – MUST BE CONSECUTIVE DATES			
If the dates are not consecutive, then separate applications must be filed.			
Date: 7/11/25	Start Time: 2:00 PM	End Time: 12:00 am	
Date: 7/12/25	Start Time: 2:00 PM	End Time: 12:00 am	
Date: _____	Start Time: _____	End Time: _____	
Date: _____	Start Time: _____	End Time: _____	
Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays, and 12:00am Friday & Saturday.			

Office Use: Filed: 3/14/25 Initials: (signature) App# TPEP 37831 Late CC Mgr: ☐ Yes Initials: N/A Pd: _____
 DNS: ☐ N/A ☐ Approved CC: ☐ Approved ☐ Denied Issued: _____ Initials: _____

EVENT AREA(S)Where will entertainment take place? ☐ Indoors ☒ Outdoors ☐ Both Indoors & Outdoors

Office Use

If entertainment will be Indoors, contact Neighborhood Services (see Information sheet for details).

Will you be putting up any tents that are 600 sq. ft. or larger?

☐ NO ☒ YES

Will you be putting up any temporary construction, such as a stage?

☐ NO ☒ YESIf "Indoors"
or "Yes"
Q to DNS ☐

If you answered "yes" to either/both questions, contact Neighborhood Services (see Information sheet for details).

Check all that apply for the area(s) on the premises where the entertainment will take place. At least one box must be checked.

☐ I own ☐ I lease ☒ I will obtain a special event permit ☐ I have permission from a special event organization**APPLICANTS FILING AFTER THE FILING DEADLINE - READ AND INITIAL**

I am filing this permit application after the filing deadline established for the date(s) of the event for which the permit is being sought, and therefore:

_____ I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and

_____ I understand that there is a possibility that my permit may not be approved due to the untimely filing of my application.

ALL APPLICANTS - READ AND INITIAL

PF JW ML I understand that the filing of an application does not constitute authorization to hold any event, that the event for which the permit is sought cannot be held unless and until a valid temporary public entertainment permit and certificate of authorization have been issued, and that the permit and certificate cannot be issued unless and until the permit fee has been paid and the application has been approved. I further understand that temporary public entertainment permits and certificates of authorization are required to be posted in a conspicuous place in the premises for the duration of the event.

SIGNATURE*Michael Maistelman*Signature of Sole Proprietor; a Partner;
or if a Corporation or LLC, the Agent must sign**Office Use Only**

Current Plan of Operation:

Milwaukee County Parks
9480 Watertown Plank Road
Wauwatosa, WI 53226
(414) 257-PARK



December 5, 2024

City Hall, License Division
Room 105
200 East Wells Street
Milwaukee, WI 53202

To Whom It May Concern:

Harley-Davidson, Inc., is authorized to apply for a Temporary Event Food Dealer License and Class "B" Tavern License for 1010 N. Lincoln Memorial Drive, Milwaukee WI 53202.

Harley-Davidson, Inc., is permitted by the Milwaukee County Department of Parks, Recreation and Culture to sell food and alcoholic beverages (liquor & beer) at the "Harley-Davidson Homecoming Festival" scheduled at Milwaukee's Lakefront from July 11 - 13, 2025.

Harley-Davidson, Inc., is required to relinquish the license at the conclusion of the event on July 13, 2025.

Sincerely,

Andrea Wallace
Assistant Director of Recreation
414.257.5622



FENCE

- (10,900 lin. ft.) 8' H Fence
- (19) 24'w EE Gates
- (20) 24'w Service Gates
- (16) 12'w Service Gates

BIKE RACK

- (550') shown at Entries
- (960') shown at Nitro Circus
- (100') shown at Iron Stage.FOH
- (260') shown at Bike Parking

STANCHION

- (700') shown at Merch 1 and 2 Queues

MOJO BARRICADE

- (1,040') shown at Main Stage / FOH
- Includes min. (6) EE Gates

FLOORING

- (14,500sf) Loading Dock
- (20,000sf) Bus Compound
- (4,300sf) Artist Compound
- (1,800sf) Bar #2 Reefer
- (TBD) Satges

ENTRIES

- (120') West Entry
- (80') East Entry

BARS

- (560') GA Bars
- (140') Bar #1
- (110') Bar #2
- (100') Bar #3 (Beer Hall)
- (100') Bar #4
- (110') Bar #5
- (40') GA+ Bars
- (120') VIP Bars

FOOD

- (300') GA Food Tents
- (1) GA+ Food Truck
- (2) GA+ Food Carts
- (60') VIP Food Tents
- (1) VIP Food Trailer
- (4) VIP Food Carts

WATER

- (10) GA Quench Buggies
- (1) GA+ Water Refill
- (1) VIP Water Refill

RESTROOMS

- (284) GA Restrooms
- #1 (100) Porto + (7) ADA
- #2 (82) Porto + (6) ADA
- #3 (82) Porto + (7) ADA
- (2) VIP Comfort + (2) ADA
- (6) VIP Comfort + (6) ADA

Legal Entity: FBH Management, LLC Address: 1910 N. Lincoln Memorial Drive
Trade Name: Harley Davidson Homecoming Festiva Milwaukee, WI 53202
Agent: Michael Maigster