

GRANVILLE-HAVENWOODS ADVISORY COUNCIL BUSINESS QUESTIONNAIRE

Date 4/21/26

The Granville-Havenwoods Advisory Council reviews plans and proposals for redevelopment projects in the Granville-Havenwoods Development Area for consistency with the goals, needs, and desires of the Granville-Havenwoods community and its residents, businesses, property owners and other stakeholders. The Granville-Havenwoods Development Area is bounded by W. County Line Road, Good Hope Road, N. 43rd Street, and N. 107th Street. Additionally, the council would like to be informed of new businesses or developments coming into the Granville-Havenwoods Development Area or altering operations within the area. The council would like to review those businesses/developments and possibly offer recommendations or provide input on them. Any recommendations made by this council are advisory only to other required processes.

Please be prepared to present on your business or proposed business for roughly 5 minutes. If you are not confident in your command of English, please bring a translator with you. Applicants must meet with the local Council member prior to appearing at this meeting and may be moved to the next meeting date, if the meeting runs long

Individual Name: <small>INCLUDE ALIASES AND PRIOR NAMES</small> Brittany Jones
Email: aseventllc@gmail.com
1. What is the legal name and D/B/A name of your business? ASÉ Venue
2. What is the address of your business or proposed business? 9175 N 76th St, Milwaukee WI 53223
3a. Are you a new or existing business? New Business
3b. How many years have you been in business? 0
4. Describe the product(s) or service(s) you offer. Include specific activities to be held at the proposed location. Include all licensing needed/applied for. ASÉ Venue provides a private reservation-based event space for small weddings, birthday parties, baby showers, pop up shops, corporate events, and community gatherings. Services include venue rental, event coordination, and a safe, professionally managed environment. All events are held indoors with licensed security, monitored entry, and strict operational policies. No on site cooking is performed, catering is provided by licensed vendors.
5. What problem does your business solve? ASÉ Venue provides a safe, structured, and affordable event space for individuals and businesses who need a professional environment to host gatherings. It addresses the lack of controlled, secure venues by offering supervised events with clear rules, security presence, and organized operations.
6a. How will you involve the community? ASÉ Venue will collaborate with local vendors, small businesses, and entrepreneurs by hosting pop up shops, networking events, and community based gatherings.
6b. How will you give back to the community? ASÉ Venue will support the community by providing space for local events, offer opportunities for small businesses to grow, and maintaining a safe, positive environment that benefits the surrounding area.

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<p>7. What are the business hours of operation?</p> <p>Monday- Sunday 9:00AM-11:00PM</p>
<p>8. Who is your target audience?</p> <p>Our target audience is adults, families, local businesses, and community organizations seeking a safe and professional space for private events and gatherings.</p>
<p>9a. Why do you want your business to be located within the 9th district?</p> <p>The 9th district offers a strong community presence and a need for a safe, well managed event space that supports local residents and businesses.</p>
<p>9b. How will your business improve the 9th district?</p> <p>ASÉ Venue will increase economic activity, support small businesses, and provide a safe, structured environment for events, contributing to a more vibrant and secure community.</p>
<p>10. Who will maintain the exterior premise of your establishment?</p> <p>The business owner and staff will be responsible for maintaining the exterior premise.</p>
<p>11. Are you leasing or buying the building where your business will be located?</p> <p>Leasing</p>
<p>12. Describe your security design.</p> <p>ASÉ Venue follows a detailed security plan that includes licensed personnel at all events that has more than 50 guests, and indoor and outdoor surveillance cameras. No teen or unsupervised youth events are allowed. Staff are trained in emergency response and all events are monitored to ensure safety and order.</p>
<p>13. Does your proposal involve any City approvals? If so, what are those approval processes?</p> <p>Yes, we require zoning and special use approval and an occupancy permit.</p>
<p>14. What is the project timeline or schedule for your development or business, including any City approvals that are required?</p> <p>ASÉ Venue plans to open after completing all required city approvals, inspections, and final preparations. The timeline includes securing permits, finalizing the space, and beginning operations shortly after.</p>
<p>15a. Do you have a written business plan?</p> <p>Yes.</p>
<p>15b. Does your plan include a marketing plan?</p> <p>Yes.</p>
<p>15c. Are you doing financing? If yes, with whom?</p> <p>As of now everything is personally funded, but I am searching for funding to assist with the startup.</p>
<p>15d. What is your plan on hiring and how many full/part-time employees?</p> <p>ASÉ Venue plans to hire part time staff including event assistants, cleaning staff, and security personnel. As of right now cleaning and event staffing will be done with the help of family volunteers until I am able to hire staff. Security will be done by a licensed professional.</p>

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<p>15e. Are you going to hire within the community and how do you plan to recruit/train these individuals?</p> <p>Yes, ASÉ Venue will prioritize hiring locally and provide basic training in customer service, safety procedures, and event operations.</p>
<p>15f. What insurance coverage do you have?</p> <p>General liability insurance and event related coverage will be maintained to protect the business and its guests.</p>
<p>16. If needed, have you contacted the Department of Public Works?</p> <p>No.</p>
<p>17. Do you have a contractor for plumbing, HVAC, and architect? If yes, who are they?</p> <p>Architect- Nicholas Robinson with Dream Builders MKE Contractor- Malcolm Hughes with Lyte Construction</p>
<p>18. Have you obtained your seller's permit?</p> <p>No.</p>
<p>19. Have you registered with the Department of Financial Institutions?</p> <p>Yes.</p>
<p>20. Do you have an accountant and a lawyer? If yes, who are they?</p> <p>No.</p>
<p>21. Do you currently have any unpaid financial judgments against you personally or any businesses you are involved with and/or in? If the questionnaire is not answered in full you will not be recommended to proceed in the process.</p> <p>No.</p>

Please provide interest in the land. The following documents are acceptable forms of proof of interest in the land:

- Land Contract, Quit Claim Deed or Warranty Deed, if you own the property
- Offer to Purchase, if you are expecting to purchase the property
- Lease, if you rent the property
- Option, if you have an option on the property

All documents must be signed by all parties. Tax bills, title policies, mortgage papers or rent receipts are not acceptable forms of interest

GRANVILLE-HAVENWOODS ADVISORY COUNCIL INDIVIDUAL QUESTIONNAIRE

Date
4/21/26

All individuals involved in the business must complete this form, including:

- sole proprietor
- all partners of a partnership
- all officers, directors, and agent of a corporation or nonprofit organization
- members and agent of a limited liability company

Your application or renewal is not complete until all required Individual Questionnaires are submitted.

Part A: Business Information	
1. Legal Business Name (individual name if sole proprietor) ASÉ VENUE LLC	
2. Business Trade Name or DBA ASÉ Venue	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information				
1. Last Name Jones		2. First Name Brittany		3. M.I. T L
4. Relationship to Business (Title) Owner		5. Email aseventllc@gmail.com		6. Phone 262-454-3724
7. Home Address 4238 W Hawthorne Trace Rd				
8. City Brown Deer		9. State WI	10. Zip Code 53209	11. Date of Birth 11/09/1993
12. Driver License/State ID Number J520-0789-3909-02			13. Driver License/State ID State of Issuance Wisconsin	

Part C: Address History							
1. Do you currently reside in Wisconsin? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No							
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?			<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 50%;">Years 1</td> <td style="width: 50%;">Months 6</td> </tr> </table>	Years 1	Months 6		
Years 1	Months 6						
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.							
Previous Address 1 4238 W Hawthorne Trace Rd		City Brown Deer	State WI	Zip Code 53209			
Previous Address 2 4954 N 37th St		City Milwaukee	State WI	Zip Code 53209			
Previous Address 3 109B Dogwood Village Trl		City Mooresville	State NC	Zip Code 28115			
Previous Address 4 2341 N Dr William Finlayson St		City Milwaukee	State WI	Zip Code 53212			
Previous Address 5 5415A W Presidio Ln		City Milwaukee	State WI	Zip Code 53223			
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.							
State WI	County Milwaukee	State	County	State	County	State	County
State NC	County Iredell	State	County	State	County	State	County

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The Crossover Center Inc - COMMERCIAL LEASE

This Lease Agreement (this "Lease") is dated as of November 4th, 2025, by and between The Crossover Center, Inc. ("Landlord") who has a principle commercial space at: 9175 n. 76th st., Milwaukee, WI 53223, and Brittany Jones, ASE Venue LLC ("Tenant"). The parties agree as follows:

PREMISES. Landlord, in consideration of the lease payments provided in this Lease, leases to Tenant Designated Commercial Space with The Crossover Center, Inc. established commercial space in the North Pointe Plaza. (the "Premises").

TERM. The lease term will begin on November 4th, 2025 and will terminate October 31st 2026. this lease will be month to month.

LEASE PAYMENTS. Tenants shall pay to the Landlord monthly installments of \$3300.00, payable in advance on the first day of each month. Lease payments shall be made to the Landlord or a designated representative of The Crossover Center, Inc. at 9155 n. 76th st., Milwaukee, Wisconsin 53223. The payment address may be changed from time to time by the Landlord. The first month's payment will be prorated for the month of October .

SECURITY DEPOSIT. At the time of the signing of this Lease, Tenant shall pay to the Landlord, in trust, the first months rent of \$3300.00. and the security deposit will be waived.

POSSESSION. Tenant shall be entitled to possession on the first day of the term of this Lease, and shall yield possession to Landlord on the last day of the term of this Lease, unless otherwise agreed by both parties in writing. At the expiration of the term, Tenant shall remove its goods and effects and peaceably yield up the Premises to Landlord in as good a condition as when delivered to Tenant, ordinary wear and tear excepted. Tenant shall use the Premises exclusively for event/party planning services, events, gatherings, and related business activities.

Security & Safety Requirements

Tenant agrees to provide the highest level of security for all events and gatherings. Tenant must:

- Maintain guest list control and entrance monitoring.
- Utilize ID checks for events where alcohol is served.
- Maintain adequate lighting inside and outside the premises.
- Comply with all fire, safety, and occupancy regulations.
- Prevent loitering and noise disturbances inside and outside the Premises.
- Ensure event end times comply with local municipal ordinances or times set by the Landlord.
- Patrons must not loiter or hang out on the parking lot during events, unless they are smoking nicotine and if so, patrons must use the rear of the building.

Failure to comply with any of the above constitutes a material breach of this Lease.

Noise & Conduct

Tenant must prevent:

- Excessive noise
- Disorderly conduct
- Fighting or aggressive behavior
- Damage to property
- Behavior affecting neighboring businesses or residents

Tenant is responsible for guest behavior on and around the Premises.

Police Call / Disturbance Termination Clause

Tenant acknowledges that maintaining a peaceful commercial environment is vital.

If one (2) or more of the following occur, Landlord may terminate this Lease immediately upon written notice:

- Police are called to the Premises for disturbance, criminal activity, fights, crowd issues, noise, or disorderly conduct
- Any criminal activity occurs related to the Premises
- Tenant's operation creates complaints or disruptions to surrounding businesses or the community
- Any behavior deemed by Landlord to be detrimental to the reputation, peace, or operation of neighboring businesses

No refund of rent or deposits will be due to Tenant upon such termination.

USE OF PREMISES. Tenant shall use the premises exclusively for event/party services, events, gatherings, related business activities and related services previously approved by The Crossover Center, Inc and between the hours of 7am-10pm, Monday - Sunday or city ordinance compliant times. Any new services will need to be approved by The Crossover Center, Inc. BEFORE services commence. The Premises may be used for any other purpose only with the prior written consent of the Landlord, which shall not be unreasonably withheld. Tenant shall notify Landlord of any anticipated extended absence from the Premises not later than the first day of the extended absence. Even during an extended absence, the tenant is still required to maintain the terms of this lease unless otherwise approved by The Crossover Center, Inc. in writing. Smoking is not permitted on the premises. Any smell of smoke or illegal substance will result in immediate termination of the lease

PROPERTY INSURANCE. Tenant shall maintain casualty insurance on the Premises in an amount not less than 100% of the full replacement value. Landlord shall be named as an additional insured in such policies. Upon request by landlord, tenant shall deliver appropriate evidence to Landlord as proof that adequate insurance is in force issued by companies reasonably satisfactory to Landlord. Landlord shall receive advance written notice from the insurer prior to any termination of such insurance policies. Tenant shall also maintain any other insurance which Landlord may reasonably require for the protection of Landlord's interest in the Premises. Tenant is responsible for maintaining casualty insurance on its own property.

LIABILITY INSURANCE. Tenant shall maintain liability insurance on the Premises in a total aggregate sum of at least \$50,000.00. Upon request by landlord, tenant shall deliver appropriate evidence to Landlord as proof that adequate insurance is in force issued by companies reasonably satisfactory to Landlord. Landlord shall receive advance written notice from the insurer prior to any termination of such insurance policies.

MAINTENANCE.

Landlord's obligations for maintenance shall include:

- the roof, outside walls, and other structural parts of the building
- driveways, and sidewalks, including snow and ice removal
- the sewer, water pipes, and other matters related to plumbing
- the electrical wiring
- the air conditioning system
- gas
- heating

Tenant's obligations for maintenance shall include:

- all other items of maintenance not specifically delegated to Landlord under this Lease.

UTILITIES AND SERVICES.

Landlord shall be responsible for the following utilities and services in connection with the Premises:

- water and sewer

Tenant shall be responsible for the following utilities and services in connection with the Premises:

- garbage and trash disposal
- janitorial services (in unit)
- telephone service
- electricity

TAXES. Taxes attributable to the Premises or the use of the Premises shall be allocated as follows:

REAL ESTATE TAXES. Landlord shall pay all real estate taxes and assessments for the Premises.

PERSONAL TAXES. Landlord shall pay all personal taxes and any other charges which may be levied against the Premises and which are attributable to Tenant's use of the Premises, along with all sales and/or use taxes (if any) that may be due in connection with lease payments.

TERMINATION UPON SALE OF PREMISES. Notwithstanding any other provision of this Lease, Landlord may terminate this lease upon 90 days' written notice to Tenant that the Premises have been sold.

DEFAULTS. Tenant shall be in default of this Lease if Tenant fails to fulfill any lease obligation or term by which Tenant is bound. Subject to any governing provisions of law to the contrary, if Tenant fails to cure any financial obligation within 5 days (or any other obligation within 10 days) after written notice of such default is provided by Landlord to Tenant, Landlord may take possession of the Premises without further notice (to the extent permitted by law), and without prejudicing Landlord's rights to damages. In the alternative, Landlord may elect to cure any default and the cost of such action shall be added to Tenant's financial obligations under this Lease. Tenant shall pay all costs, damages, and expenses (including reasonable attorney fees and expenses) suffered by Landlord by reason of Tenant's defaults. All sums of money or charges required to be paid by Tenant under this Lease shall be additional rent, whether or not such sums or charges are designated as "additional rent". The rights provided by this paragraph are cumulative in nature and are in addition to any other rights afforded by law.

LATE PAYMENTS. For each payment that is not paid within 5 days after its due date, Tenant shall pay a late fee of \$25.00 per day, beginning with the day after the due date.

HOLDOVER. If Tenant maintains possession of the Premises for any period after the termination of this Lease ("Holdover Period"), Tenant shall pay to Landlord lease payment(s) during the Holdover Period at a rate equal to the most recent rate preceding the Holdover Period. Such holdover shall constitute a month-to-month extension of this Lease. Tenant is not entitled to a holdover of the lease. Any holdover shall be the right of the landlord to approve or disapprove.

CUMULATIVE RIGHTS. The rights of the parties under this Lease are cumulative, and shall not be construed as exclusive unless otherwise required by law.

NON-SUFFICIENT FUNDS. Tenant shall be charged \$100.00 for each check that is returned to Landlord for lack of sufficient funds.

REMODELING OR STRUCTURAL IMPROVEMENTS. Tenant shall have the obligation to conduct any construction or remodeling (at Tenant's expense) that may be required to use the Premises as specified above. Tenant may also construct such fixtures on the Premises (at Tenant's

expense) that appropriately facilitate its use for such purposes. Such construction shall be undertaken and such fixtures may be erected only with the prior written consent of the Landlord which shall not be unreasonably withheld. Tenant shall not install awnings or advertisements on any part of the Premises without Landlord's prior written consent. At the end of the lease term, Tenant shall be entitled to remove (or at the request of Landlord shall remove) such fixtures, and shall restore the Premises to substantially the same condition of the Premises at the commencement of this Lease.

ACCESS BY LANDLORD TO PREMISES. Subject to Tenant's consent (which shall not be unreasonably withheld), Landlord shall have the right to enter the Premises to make inspections, provide necessary services, or show the unit to prospective buyers, mortgagees, tenants or workers with 24 hours notice. However, Landlord does not assume any liability for the care or supervision of the Premises. As provided by law, in the case of an emergency, Landlord may enter the Premises without Tenant's consent. During the last three months of this Lease, or any extension of this Lease, Landlord shall be allowed to display the usual "To Let" signs and show the Premises to prospective tenants.

INDEMNITY REGARDING USE OF PREMISES. To the extent permitted by law, Tenant agrees to indemnify, hold harmless, and defend Landlord from and against any and all losses, claims, liabilities, and expenses, including reasonable attorney fees, if any, which Landlord may suffer or incur in connection with Tenant's possession, use or misuse of the Premises, except Landlord's act or negligence.

DANGEROUS MATERIALS. Tenant shall not keep or have on the Premises any article or thing of a dangerous, flammable, or explosive character that might substantially increase the danger of fire on the Premises, or that might be considered hazardous by a responsible insurance company, unless the prior written consent of Landlord is obtained and proof of adequate insurance protection is provided by Tenant to Landlord. Firearms are expressly prohibited unless approved by landlord in writing.

COMPLIANCE WITH REGULATIONS. Tenant shall promptly comply with all laws, ordinances, requirements and regulations of the federal, state, county, municipal and other authorities, and the fire insurance underwriters. However, Tenant shall not by this provision be required to make alterations to the exterior of the building or alterations of a structural nature.

MECHANICS LIENS. Neither the Tenant nor anyone claiming through the Tenant shall have the right to file mechanics liens or any other kind of lien on the Premises and the filing of this Lease constitutes notice that such liens are invalid. Further, Tenant agrees to (1) give actual advance notice to any contractors, subcontractors or suppliers of goods, labor, or services that such liens will not be valid, and (2) take whatever additional steps that are necessary in order to keep the premises free of all liens resulting from construction done by or for the Tenant.

DISPUTE RESOLUTION. The parties will attempt to resolve any dispute arising out of or relating to this Agreement through friendly negotiations amongst the parties. If the matter is not resolved by negotiation, the parties will resolve the dispute using the below Alternative Dispute Resolution (ADR) procedure.

Any controversies or disputes arising out of or relating to this Agreement will be submitted to mediation in accordance with any statutory rules of mediation. If mediation does not successfully resolve the dispute, then the parties may proceed to seek an alternative form of resolution in accordance with any other rights and remedies afforded to them by law.

ASSIGNABILITY/SUBLETTING. Tenant may not assign or sublease any interest in the Premises, nor effect a change in the majority ownership of the Tenant (from the ownership existing at the inception of this lease), nor assign, mortgage or pledge this Lease, without the prior written consent of Landlord, which shall not be unreasonably withheld.

NOTICE. Notices under this Lease shall not be deemed valid unless given or served in writing and forwarded by mail, postage prepaid, addressed as follows:

LANDLORD:

The Crossover Center, Inc.
9155 n. 76th st.
Milwaukee, Wisconsin 53223

TENANT:

Brittany Jones
ASE LLC o/b/o
8105 W. Colfax Ct.
milwaukee, WI 53218

Such addresses may be changed from time to time by any party by providing notice as set forth above. Notices mailed in accordance with the above provisions shall be deemed received on the third day after posting.

GOVERNING LAW. This Lease shall be construed in accordance with the laws of the State of Wisconsin.

ENTIRE AGREEMENT/AMENDMENT. This Lease Agreement contains the entire agreement of the parties and there are no other promises, conditions, understandings or other agreements, whether oral or written, relating to the subject matter of this Lease. This Lease may be modified or amended in writing, if the writing is signed by the party obligated under the amendment.

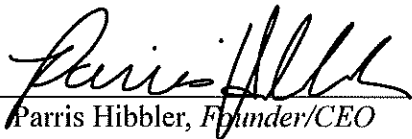
SEVERABILITY. If any portion of this Lease shall be held to be invalid or unenforceable for any reason, the remaining provisions shall continue to be valid and enforceable. If a court finds that any provision of this Lease is invalid or unenforceable, but that by limiting such provision, it would become valid and enforceable, then such provision shall be deemed to be written, construed, and enforced as so limited.

WAIVER. The failure of either party to enforce any provisions of this Lease shall not be construed as a waiver or limitation of that party's right to subsequently enforce and compel strict compliance with every provision of this Lease.

BINDING EFFECT. The provisions of this Lease shall be binding upon and inure to the benefit of both parties and their respective legal representatives, successors and assigns.

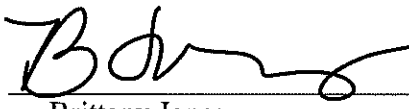
LANDLORD:

The Crossover Center, Inc.

By: 
Parris Hibbler, Founder/CEO

Date: 11/04/2025

TENANTS:

By: 
Brittany Jones
ASE Venue LLC.

Date: 11/04/2025