



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Tuesday, October 03, 2023

COMMITTEE MEETING NOTICE

AD 10

GUTBROD, Eric T, Agent  
Biersal Tavern LLC  
5520 W VLIET St  
Milwaukee, WI 53208

You are requested to attend a hearing which is to be held in Room 301-B, Third Floor, City Hall or you may attend virtually using the link below.

**Tuesday, October 17, 2023 at 09:00 AM**

The access code is <https://meet.goto.com/428236653>. If you wish to call in: [+1 \(571\) 317-3122](tel:+15713173122) and use Access Code: **428-236-653**. Please see the enclosed best practices document for further instructions.

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox and Patron Contests as agent for "Biersal Tavern LLC" for "Biersal Tavern" at 5520 W VLIET St.



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](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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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)

Support 355 328  
PEP 3 55329

Roman, Carmen

**From:** License  
**Sent:** Wednesday, August 9, 2023 10:11 AM  
**To:** Roman, Carmen  
**Cc:** Martin, Faviola  
**Subject:** FW: 5520 W VLIET ST a APPLICATION Class B Tavern License license was applied for on 08/08/2023 for Biersal Tavern, Biersal Tavern LLC.

Please add support

Marissa Milano  
*She/her/hers*  
License Coordinator  
City Clerk-License Division  
200 E Wells St #105  
[www.milwaukee.gov/license](http://www.milwaukee.gov/license)



**From:** Mitchell Conklin <mitch@lucelighting.com>  
**Sent:** Wednesday, August 9, 2023 10:04 AM  
**To:** License <LICENSE@milwaukee.gov>  
**Cc:** West Vliet Street Inc. <westvlietstreet@gmail.com>  
**Subject:** 5520 W VLIET ST a APPLICATION Class B Tavern License license was applied for on 08/08/2023 for Biersal Tavern, Biersal Tavern LLC.

Good morning,

My name is Mitch Conklin and I am the co-president of West Vliet Street Inc., the business association along West Vliet Street in the area where Biersal Tavern LLC has applied for a Class B Tavern License. I am reaching out today to express support on behalf of the association for this business to be located at 5520 W. Vliet St. The space was previously occupied by Wonder Bar for over twenty years and was a neighborhood anchor for many residents. We're hoping that Biersal Tavern will continue in that tradition while breathing new life into a historic Milwaukee structure.

If the association may be of any assistance in the application process, please let us know.

Regards,

Mitch Conklin  
Co-president  
West Vliet Street Inc.

Mitchell P. Conklin, CLC  
allied member ASID

**LUCE** (loo-chay)  
lighting and design, llc.  
5407 W. Vliet St.  
Milwaukee, WI 53208  
p. 414.431.1719

# MILWAUKEE POLICE DEPARTMENT

## LICENSING

### CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/10/23

**LICENSE TYPE:** Class B Tavern

**NEW:**

**RENEWAL:**

**No. 355328**

**Application Date:**

**License Location:** 5520 W Vliet

**Business Name:** Biersal Tavern

**Licensee/Applicant:** Gutbrod, Eric T  
(Last Name, First Name, MI)

**Date of Birth:** 12/18/81

**Home Address:** 1754A N 54<sup>th</sup> St

**City:** Milwaukee

**State:** WI    **Zip Code:** 53208

**Home Phone:**

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

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

1. On 09/27/13, the applicant was charged with the applicant was charged with OWI in (2<sup>nd</sup>) in Outagamie County Circuit Court. On 04/24/14, they were convicted and sentenced to 10 days local jail with a 1-year Driver's License Revocation.

# MILWAUKEE POLICE DEPARTMENT LICENSING

## CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

**DATE:** 08/10/23  
**LICENSE TYPE:** Class B Tavern  
**NEW:**   
**RENEWAL:**

**No. 355328**  
**Application Date:**

**License Location:** 5520 W Vliet St  
**Business Name:** Wonder Bar

**Licensee/Applicant:** Voell, George M  
(Last Name, First Name, MI)

**Date of Birth:** 11/25/1959

**Home Address:** 1444 N 51<sup>st</sup> St  
**City:** Milwaukee **State:** WI **Zip Code:** 53208  
**Home Phone:** (414) 258-0630

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

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

1. On 12-11-05 at 12:28am, applicant received a citation for Sale of Alcohol To Underage Person at 5520 W Vliet Street.

Charge: Sale of Alcohol to Underage  
Finding: Guilty  
Sentence: Fined \$152.00  
Date: 02-06-06  
Case: 06004769

=====

2. On 01/06/08 at 1:27 am, Milwaukee police were dispatched to 5520 W Vliet for a Battery/Cutting complaint. Investigation revealed several patrons inside the tavern got into a verbal argument with some of the patrons continuing the fight outside. The fight turned physical with one subject stabbing two other subjects. Police spoke with the bartender, Jennifer Shumow, who stated she was in the bathroom at the time of the incident and did not see anything. Police spoke with several witnesses as well as the owner of the tavern George Voell regarding the incident.

3. On 05/07/08 at 6:43 pm, Milwaukee police were conducting sales of alcohol to minors and had a Milwaukee police aide, who is under the age of 21, enter 5520 W Vliet in attempts to purchase alcohol. The aide ordered and served a 12 oz bottle of Corona beer without first being asked for proper ID. The bartender was identified as Kenneth Nielson. The licensee George Voell was issued a citation for Sale of Alcohol To Underage Person.

Charge: Sale of Alcohol To Underage Person  
Finding: **Guilty**  
Sentence: Fined \$100.00  
Date: 09/23/08  
Case: 08061317

=====

Item # 3 previously reported, disposition now added on 08/13/09.

4. On 02/12/09 at 6:29 pm, Milwaukee police were conducting Sales of Alcohol To Underage Persons and had two police aides, who were under the age of 21, entered 5520 W Vliet in attempts to purchase alcohol. The bartender Robert Sielen served the aides two beers even after asking and viewing both police aides ID's. When interview by officers, Sielen stated he couldn't believe he served the same police aide again seeing as he served him yesterday at another tavern in the district. The licensee, George Voell was notified of the violation and a citation was issued to Voell for Sale of Alcohol to Underage Persons.

Charge: Sale of Alcohol To Underage Persons  
Finding: Guilty  
Sentence: Fined \$160.00  
Date: 04/08/09  
Case: 09039546

=====

5. On 05/16/2014 the applicant was cited at 5518 West Vliet Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: \$230.00 fine  
Date: 11/05/2014  
Case: 14064460

=====

6. On 11/23/2016 officers responded to the Wonder Bar, 5520 W. Vliet St, for a sick and injured person. The officers found a highly intoxicated subject on the ground in front with injuries to his head. The subject was using loud and profane language in the bar and was asked to leave. Outside he was assaulted by a group of people, not related to the bar. The subject then resisted officers when they attempted to arrest him.

=====

7. On 03/16/2020 officers conducted a license premise check at Wonder Bar, 5520 W. Vliet St. The officers spoke with the bartender and advised him of the emergency order going into effect at midnight. The bartender stated he understood the rule. No violations observed.

=====

PREVIOUS PREMISE

Date: 09/07/2023  
Officer: Taylor Carloni

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

Name of Premise: Biersal Tavern  
Address: 5520 W Vliet Street  
Phone: 262-689-4670

Owner: Eric Gutbrod  
Owner address: 1754A N 54<sup>th</sup> Street  
City State Zip: Milwaukee, WI 53208  
Owner Phone: 262-689-4670  
Owner email: Eric@biersaltavernmke.com

Licensee/Agent: Eric Gutbrod  
Home Address: 1754A N 54<sup>th</sup> Street  
City State Zip: Milwaukee, WI 53208  
Phone: 262-689-4670  
Email: Eric@biersaltavernmke.com

Preferred contact: 262-689-4670

Location currently open:  YES  NO

Projected open date: 10/31/2023

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

Hours of Operation: Sun: 12pm-2am 24 hours Y N  
Mon: 2pm-2am  
Tue: 2pm-2am  
Wed: 2pm-2am  
Thu: 2pm-2am  
Fri: 2pm-2am  
Sat: 12pm-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:
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: N/A
21. Are there exterior cameras  Yes  No How many:
22. Are there interior cameras  Yes  No How many:
23. Do all employees know how to retrieve recorded digital images/footage?  Yes  No
24. Cameras located in parking lot  Yes  No How many

**Interior Survey:**

25. What is the planned capacity 125

26. What is the minimum number of employees That will be on premise 3
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

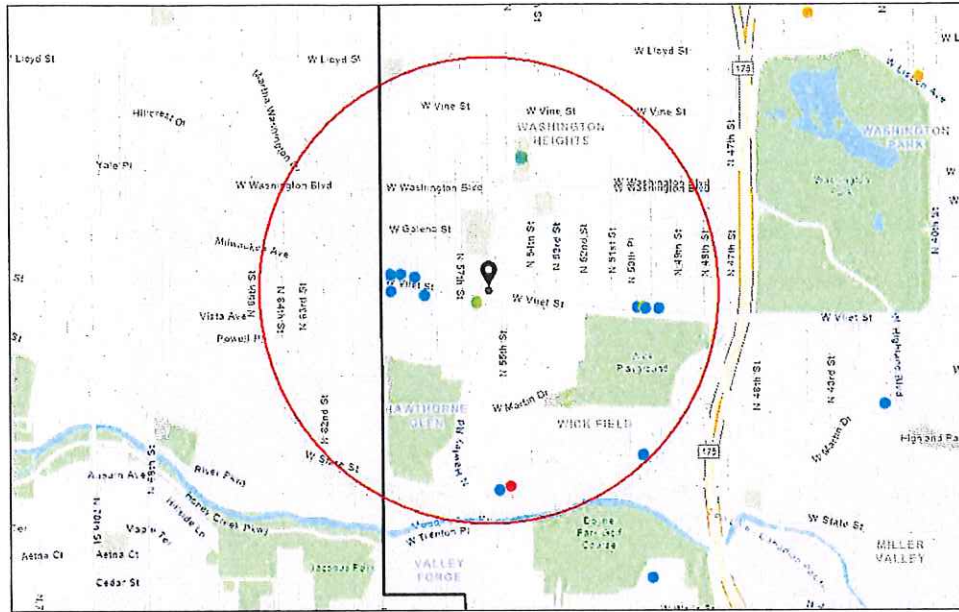
**ADDITIONAL COMMENTS/RECOMMENDATIONS:**

- Location is still under renovation
- Plan to have cameras inside and outside
- Plan to have outside lighting
- Plan to have lockable area for employees
- Do not plan to have security

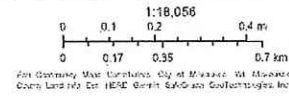
**Area of Interest (AOI) Information**

Area : 21,862,586.02 ft<sup>2</sup>

Aug 8 2023 12:10:25 Central Daylight Time



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



## Summary

Name	Count	Area(ft <sup>2</sup> )	Length(mi)
Alcohol Licenses	16		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	The Gymnasium, LLC	Dandy	Ryan J Day, Agt	5020 W VLIET ST	Class B Tavern License		9/20/2023, 7:00 PM	1
2	Morgan Kenwood, LTD	The Times Cinema	LEE R BARCZAK, Agt	5906 W Vliet ST	Class B Tavern License		11/6/2023, 6:00 PM	1
3	BF @ GL Properties LLC	The Neighborhood Draft	Brian V Felten, Agt	5921 W VLIET ST	Class B Tavern License		11/22/2023, 6:00 PM	1
4	Highland Lanes LLC	Highland Lanes	DAVID N SCHERBART H, Agt	5830 W Vliet ST	Class B Tavern License	150	1/7/2024, 6:00 PM	1
5	ST SEBASTIAN CONGREGATION	St Sebastian Congregation	JOANN M PERLEBERG, Agt	1712 N 55TH ST	Class B Fermented Malt Beverage Retailer's License		12/30/2023, 6:00 PM	1
6	FATE, LLC	Spitfires on State	TAMMY L PETERSON, Agt	5018 W STATE ST	Class B Tavern License	150	3/14/2024, 7:00 PM	1
7	SAZCO, INC	SAZ'S STATE HOUSE	Stephanie L Sazama-Schneck, Agt	5539 W STATE ST	Class B Tavern License	228	4/4/2024, 7:00 PM	1
8	Wyeast Pizza LLC	Wy'east Pizza	Ann E Brock, Agt	5601 W Vliet ST	Class B Fermented Malt Beverage Retailer's License		3/30/2024, 7:00 PM	1
9	Wyeast Pizza LLC	Wy'east Pizza	Ann E Brock, Agt	5601 W Vliet ST	Class C Wine Retailer's License		3/30/2024, 7:00 PM	1
10	Valentine Coffee Co	Valentine Coffee Roasters	ROBBIN V KASHEVARO F, Agt	5918 W Vliet ST	Class B Tavern License		5/2/2024, 7:00 PM	1
11	Kettle Range Meat Company LLC	Kettle Range Meat Company	Mark D Bearce, Agt	5501 W State ST	Class A Malt & Class A Liquor License		4/16/2024, 7:00 PM	1
12	CARADARO CLUB RESTAURANT GROUP LLC	CARADARO CLUB	WALLACE M KUTCH, Agt	5010 W VLIET ST	Class B Fermented Malt Beverage Retailer's License	99	5/23/2024, 7:00 PM	1
13	CARADARO CLUB RESTAURANT GROUP LLC	CARADARO CLUB	WALLACE M KUTCH, Agt	5010 W VLIET ST	Class C Wine Retailer's License		5/23/2024, 7:00 PM	1
14	THE FIELD HOUSE, INC	DANA'S FIELDHOUSE	DANA N BLODGETT, Agt	5004 W VLIET ST	Class B Tavern License	70	7/5/2024, 7:00 PM	1
15	Charles E Fromage LLC	Charles E Fromage	Anthony G Schiro, Agt	5811 W Vliet ST	Class B Tavern License	14	7/28/2024, 7:00 PM	1
16	PTP ENTERPRISES, INC	O'BRIENS PUB	JOEL J KLAMANN, Agt	4928 W VLIET ST	Class B Tavern License	150	7/22/2024, 7:00 PM	1

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



Tuesday, October 03, 2023



# Notice of Public Hearing

Conklin, Mitch  
5407 W VLIET ST  
Milwaukee WI 53208

---

GUTBROD, Eric T, Agent

Biersal Tavern at 5520 W VLIET St

Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Jukebox and Patron Contests

**Tuesday, October 17, 2023 at 9:00 AM**

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 10/17/2023 at 9:00 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via phone or internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or [stasst5@milwaukee.gov](mailto:stasst5@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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## Important details for those wishing to provide information for the Licenses Committee to consider when making its recommendation:

1. The license application is scheduled to be heard at the above time. Due to other hearings running longer than scheduled, you may have to wait some time to provide your testimony.
2. You must appear in person and testify as to matters that you have personally experienced or seen. (You cannot provide testimony for your neighbor, parent or anyone else; this is considered hearsay and cannot be considered by the committee.)
3. No letters or petitions can be accepted by the committee (unless the person who wrote the letter or the persons who signed the petition are present at the committee hearing and willing to testify).
4. Persons opposed to the license application are given the opportunity to testify first; supporters may testify after the opponents have finished.
5. When you are called to testify, you will be sworn in and asked to give your name, and address. (If your first and/or last names are uncommon please spell them.)
6. You may then provide testimony.
  - a. Include only information relating to the above license application.
  - b. Include only information you have personally witnessed or seen.
  - c. Provide concise and relevant information detailing how this business has affected or may affect the peaceful enjoyment of your neighborhood.
  - d. If by the time you have the opportunity to testify, the information you wish to share has already been provided to the committee, you may state that you agree with the previous testimony. Redundant or repetitive testimony will not assist the committee in making its recommendation.
7. After giving your testimony, the members of the Licenses Committee and the licensee may ask questions regarding the testimony you have given or other factors relating to the license application.
8. Business Competition is not a valid basis for denial or non-renewal of a license.

**Please Note: If you have submitted an objection to the above application your objection cannot be considered by the committee unless you personally testify at the hearing.**



OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
CURRENT OCCUPANT	1363 N 55TH ST	MILWAUKEE, WI 53208-2102
CURRENT OCCUPANT	1368 N HAWLEY RD	MILWAUKEE, WI 53208-2109
CURRENT OCCUPANT	1373 N HAWLEY RD	MILWAUKEE, WI 53208-2110
CURRENT OCCUPANT	1376 N 57TH ST	MILWAUKEE, WI 53208-2124
CURRENT OCCUPANT	1377 N HAWLEY RD	MILWAUKEE, WI 53208-2110
CURRENT OCCUPANT	1377A N HAWLEY RD	MILWAUKEE, WI 53208-2110
CURRENT OCCUPANT	1378 N 57TH ST	MILWAUKEE, WI 53208-2124
CURRENT OCCUPANT	1388 N 57TH ST	MILWAUKEE, WI 53208-2124
CURRENT OCCUPANT	1418 N 57TH ST	MILWAUKEE, WI 53208-2126
CURRENT OCCUPANT	1418A N 57TH ST	MILWAUKEE, WI 53208-2126
CURRENT OCCUPANT	1421 N HAWLEY RD	MILWAUKEE, WI 53208-2112
CURRENT OCCUPANT	1422 N HAWLEY RD	MILWAUKEE, WI 53208-2111
CURRENT OCCUPANT	1424 N 57TH ST	MILWAUKEE, WI 53208-2126
CURRENT OCCUPANT	1427 N HAWLEY RD	MILWAUKEE, WI 53208-2112
CURRENT OCCUPANT	1427A N HAWLEY RD	MILWAUKEE, WI 53208-2112
CURRENT OCCUPANT	1433 N HAWLEY RD	MILWAUKEE, WI 53208-2112
CURRENT OCCUPANT	1433 N HAWLEY RD# A	MILWAUKEE, WI 53208-2112
CURRENT OCCUPANT	1501 N HAWLEY RD	MILWAUKEE, WI 53208-2114
CURRENT OCCUPANT	1502 N 57TH ST	MILWAUKEE, WI 53208-2128
CURRENT OCCUPANT	1503 N HAWLEY RD	MILWAUKEE, WI 53208-2114
CURRENT OCCUPANT	1504 N 57TH ST	MILWAUKEE, WI 53208-2128
CURRENT OCCUPANT	1506 N 57TH ST	MILWAUKEE, WI 53208-2128
CURRENT OCCUPANT	1507 N HAWLEY RD	MILWAUKEE, WI 53208-2114
CURRENT OCCUPANT	1510 N HAWLEY RD	MILWAUKEE, WI 53208-2113
CURRENT OCCUPANT	1511 N HAWLEY RD	MILWAUKEE, WI 53208-2114
CURRENT OCCUPANT	1513 N HAWLEY RD	MILWAUKEE, WI 53208-2114
CURRENT OCCUPANT	5411 W VLIET ST# 1	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 2	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 3	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 4	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 5	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 6	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 7	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5411 W VLIET ST# 8	MILWAUKEE, WI 53208-2119
CURRENT OCCUPANT	5418 W VLIET ST	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5418A W VLIET ST	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5419 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5421 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5423 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5425 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5428 W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5429 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5430 W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5430 W VLIET ST	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5431 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5434 W CHERRY ST	MILWAUKEE, WI 53208-2105

CURRENT OCCUPANT	5434 W VLIET ST# 1	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5434 W VLIET ST# 2	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5434 W VLIET ST# 3	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5434 W VLIET ST# 4	MILWAUKEE, WI 53208-2117
CURRENT OCCUPANT	5435 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5437 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5440 W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5440A W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5441 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5445 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5446 W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5450 W CHERRY ST	MILWAUKEE, WI 53208-2105
CURRENT OCCUPANT	5451 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5453 W CHERRY ST	MILWAUKEE, WI 53208-2106
CURRENT OCCUPANT	5500 W VLIET ST	MILWAUKEE, WI 53208-2120
CURRENT OCCUPANT	5508 W VLIET ST	MILWAUKEE, WI 53208-2120
CURRENT OCCUPANT	5518 W VLIET ST	MILWAUKEE, WI 53208-2120
CURRENT OCCUPANT	5626 W VLIET ST# 1	MILWAUKEE, WI 53208-2122
CURRENT OCCUPANT	5626 W VLIET ST# 2	MILWAUKEE, WI 53208-2122
CURRENT OCCUPANT	5626 W VLIET ST# 3	MILWAUKEE, WI 53208-2122
CURRENT OCCUPANT	5626 W VLIET ST# 4	MILWAUKEE, WI 53208-2122
CURRENT OCCUPANT	5627 W VLIET ST	MILWAUKEE, WI 53208-2123

Blank Notice

Radius 250.0 feet and Center of the Circle: 5520 W Vleit St



**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:  
Full Service Tavern See attached business plan

Do you have any experience operating this type of business?  No  Yes If yes, explain: 24yrs in hospitality, 17 of which in mgmt

**2. Business Operations**

- a. Proposed Opening Date: Hoping 10/1/23
- b. Is this premise under construction?  No  Yes If yes, list estimated completion date: 10/15/23
- c. Is this a franchise?  No  Yes
- d. Is this premises currently licensed?  No  Yes If yes, list type of license: Wonderbar Liquor License
- e. Is the current licensee operating?  No  Yes If no, list date closed: 6/30/23
- 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: \_\_\_\_\_
- 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: Stereo system kept at conversation lvl

**4. Smoking & Sanitation**

- a. Are there designated outdoor smoking areas?  No  Yes If yes, describe: North side of property near parking lot
- b. Number of Garbage Cans: Inside: 6 Locations: 2 behind bar, 1 in each bathroom, 2 on customer area  
Outside: 2 Locations: On patio
- 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: TBD still getting estimates

## 5. Security

- a. Are there onsite parking spaces?  No  Yes If yes, how many? 13 and describe the parking security plan: Lights and security camaras
- b. Is there a loading zone?  No  Yes If yes, describe the loading area security plan: Delivery vehicles will park in private parking lot and deliver via the patio
- 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? 7 and list locations: 2 will be inside the bar, 2 on patio, 1 facing main entrance, 1 facing side entrance and 1 facing parking lot
- e. Will searches/identification checks be done upon entry?  No  Yes If yes, describe As needed by bartender

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

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

## 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 80 (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: \_\_\_\_\_
- c. Nearest Major Cross Street: Corner of Hawley & Vliet
- 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: Eric Gutbrod Phone Number: 262-689-4670  
 Building Owner Address: 1754a N 54th St Milwaukee, WI 53208

## 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	6am	2am	150	30-60	None
Monday	6am	2am	50	30-60	
Tuesday	6am	2am	75	30-60	
Wednesday	6am	2am	100	30-60	
Thursday	6am	2am	100	30-60	
Friday	6am	2:30am	200	30-60	
Saturday	6am	2:30am	200	30-60	

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 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)

Eric T Gutbrod  
 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: Biersal Tavern LLC

Premise Address: 5520 W Vliet St Milwaukee, WI 53208

### 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.)? Biersal Tavern LLC

c) Are you purchasing the stock and/or fixtures?  No  Yes If yes, amount paid \$ 50,000

d) Total amount paid for business \$ 300,000

e) Total amount paid for goodwill of the business \$ 2000

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 \_\_\_\_\_ Ends \_\_\_\_\_

b) Monthly rental \$ \_\_\_\_\_

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)? \_\_\_\_\_



### Lease Information (Continued)

- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease?  No  Yes If yes, explain \_\_\_\_\_
- g) Does the present owner or occupant object to the granting of your license?  No  Yes  
If yes, explain \_\_\_\_\_

### Change of Agent Applicants Only

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

### Signature

*Eric T Guttbrod*

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)

PREMISES ADDRESS: **5520 W ~~11th~~ 11th St. Milwaukee WI 53208**

**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 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 checked="" type="checkbox"/> Patron Contests                     | <input checked="" 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 checked="" type="checkbox"/> Other: <b>Solo Acoustic Guitarist &amp; Pianist</b> |   |   |   |

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.**

**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: **At most there may simply be a small PA for solo singer/songwriters**

**LEGAL CAPACITY OF PREMISES**

**80** (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: \_\_\_\_\_. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

**ACKNOWLEDGEMENT/SIGNATURE**

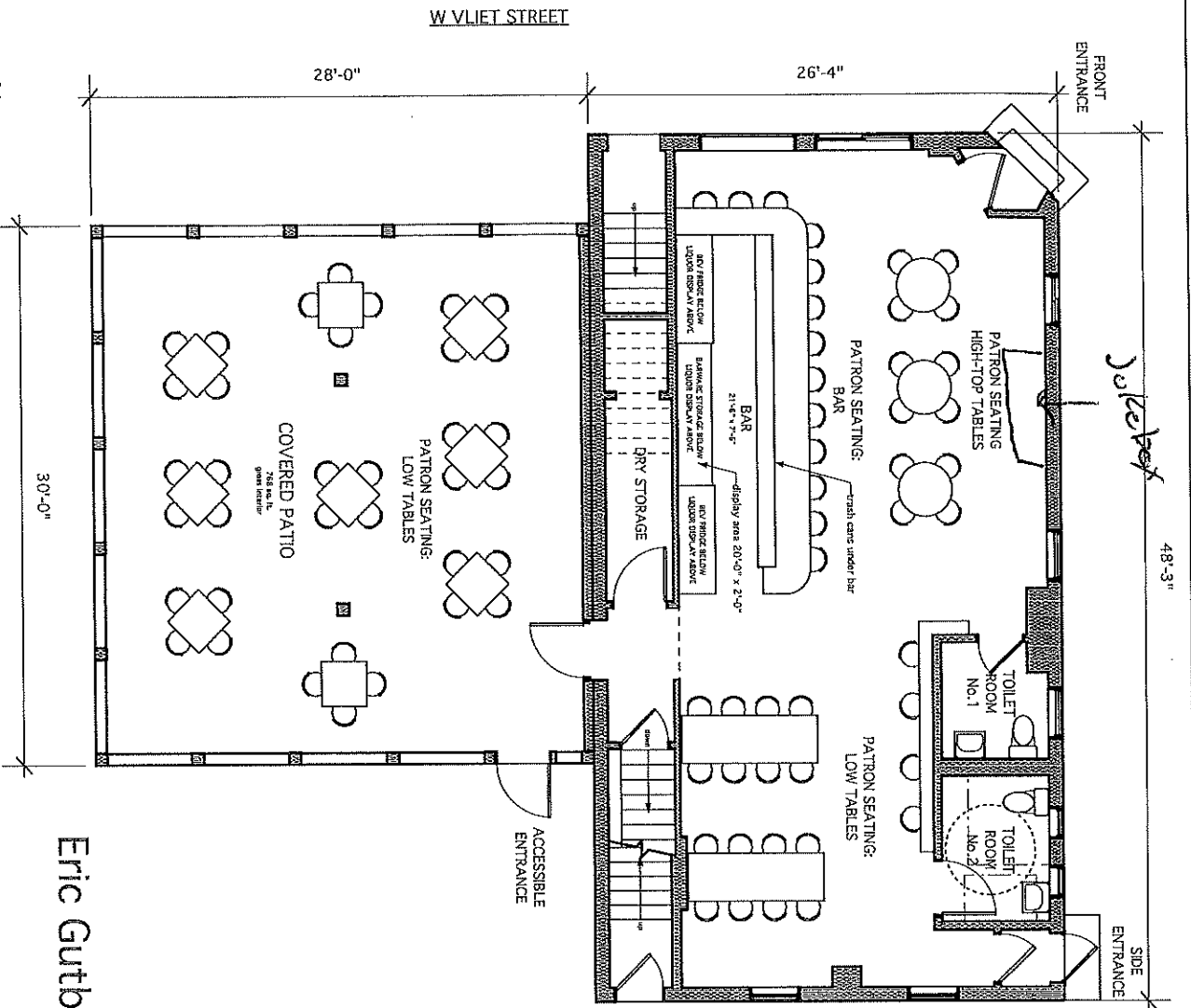
I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand 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.

*Eric T Gutbrod*

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)



W VLIET STREET

28'-0"

26'-4"

48'-3"

30'-0"

**FLOOR AREAS\***

Bar:

1,263 square feet

Basement:

1,263 square feet

Patio:

840 square feet

\*Gross exterior dimensions

**FIRST FLOOR PLAN**

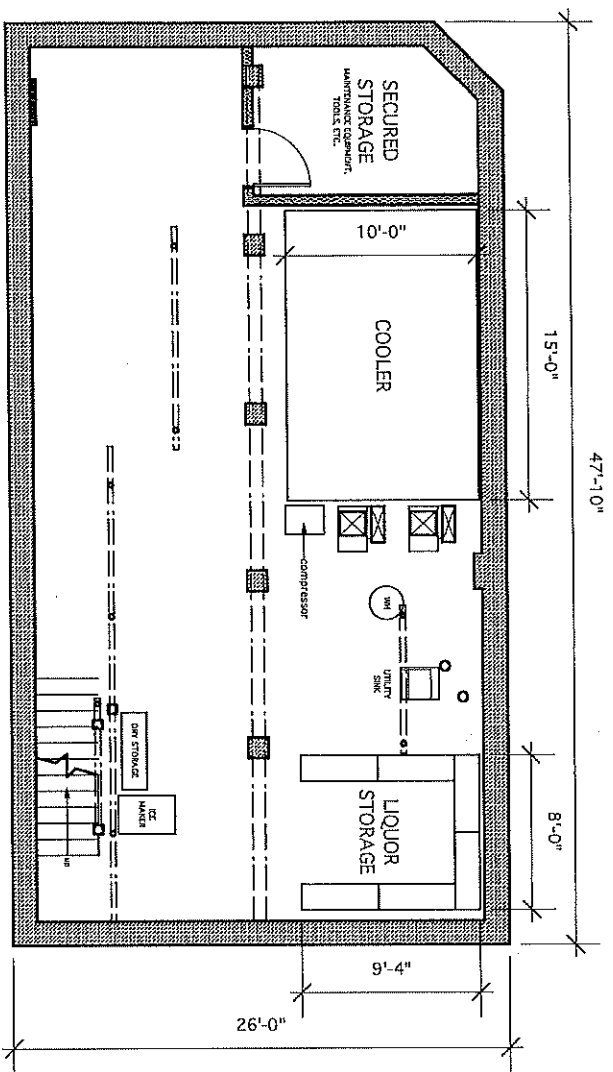


Eric Gutbrod, Agent for Biersal Tavern, LLC

Biersal Tavern

5518 W Vliet Street

August 7, 2023



BASEMENT FLOOR PLAN



FLOOR AREAS\*  
 Bar: 1,263 square feet  
 Basement: 1,263 square feet  
 Patio: 840 square feet

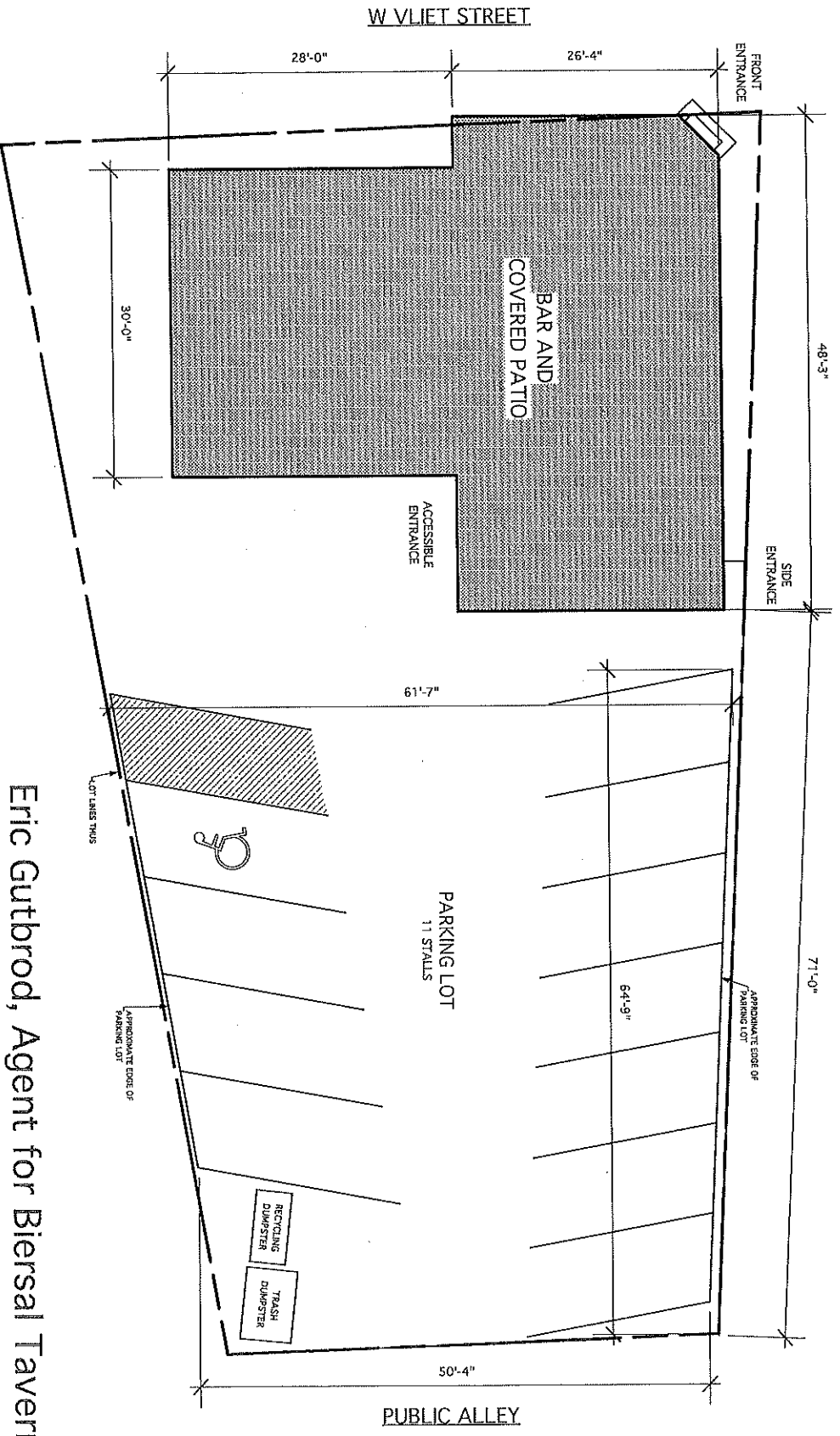
\*Gross exterior dimensions

Eric Gutbrod, Agent for Biersal Tavern, LLC

Biersal Tavern  
 5518 W Vliet Street  
 August 7, 2023

LOT AREA  
7,054+/- square feet

SITE PLAN



Eric Gutbrod, Agent for Biersal Tavern, LLC  
Biersal Tavern  
5518 W Vliet Street  
August 7, 2023

# Executive Summary

## Not just another night out!

Food and drink are all about the experience. Whether you are sitting at the kitchen table with your family catching up on how everyone's day was, hanging with your buddies at a bar drinking pitchers and eating chicken wings or as elaborate as sitting under the Champs-Élysées with a bottle of Bordeaux and a baguette. Every time you enjoy an evening at a table with family & friends, it should instill a memory.

Biersal will be a bar that will be held to the highest of standards. Our ultimate goal is to not only exceed your expectations with quality products, but also to make sure you leave with a smile thinking about how wonderful your experience was. One of my mentors years ago taught me that even if you are serving the best menu items in the area, the best service, knowledge, etc... your success comes from having a "Tavern Like Personality". This means not being stiff or pretentious. I will make sure that my staff feels like they can have their own personality and not just read from a script or be stoic.

Over my 22 year career in hospitality, I have built relationships with breweries, vinyards and distilleries from all over the world. This has allowed me to procure some of the best products that may not be offered to other bars. This will definitely set us apart from most!



# Company Description

I am extremely excited to finally be in a position where I can move into ownership and showcase everything I have learned over the past 22 years. Perfection is my goal. The perfectly crafted cocktail, the perfectly poured beer, the perfect flavor and description. And... the perfect smile as you experience this for the first time!

The name Biersal comes from German lore. Biersal is a spirit that lives in the basement of Inns & Taverns. As long as you leave a small amount of beer behind at the end of each night, he will help clean glassware, kegs & dishes. If you do not leave that portion of beer, he will spend the night destroying all your equipment.

**Mission Statement:** Artistry, expertise, inspiring... Milwaukee has a long history of The Tavern or The Corner Bar. The ones that remain have become very "Run of the mill". That is where I come in! I have spent decades honing my skills and knowledge. I have studied everything there is to know about beer, and am now certified as a Cicerone (Beer Expert). We will carry some of the best beers, wines and spirits in the world as well as creating a small, seasonal craft cocktail menu. We will do this while still maintaining a "Tavern Like Personality".

**Company Goals & Objectives:** Up until the mid 1970s, working in a bar or restaurant was considered a skilled trade in the same lines as being a steel worker, electrician, plumber etc. You actually had to apprentice to become full fledged bartender or server. Parents were happy for their children to get into hospitality because they will be learning a skill that will set them on a career path that will financial stability for the rest of their life. One of my goals is to bring this aspect back and train my staff, like I was, in such a way that this can be accomplished.

Another goal is to takeover an existing bar in the Washington Heights neighborhood in Milwaukee. Washington Heights is one of the most hip, trendy and up & coming neighborhoods in Milwaukee. Unfortunately, the bar I am looking to take over has not kept up with the times and run it's course. I plan on revitalizing, reinvigorating and bring new life to it while maintaining the model which I have laid out earlier. I really just want the building itself. It will definitely need some work to bring life to the building and bar, but I am confident that it can be achieved. Therefore, transforming Biersal into one of the favorite destinations not only in the Washington heights neighborhood but in all of Milwaukee!

## **Business Philosophy:**

"It is all about the experience." I have been successful because of the relationships I have developed over time. Not just with my peers and vendors but mostly because of the relationships I have built with my customers. Knowing their names, families and stories gives the customer a sense of ownership and an excitement to keep coming back.

**The Market:** To me, the location is a no brainer! As stated earlier, Washington Heights is a hot neighborhood. I personally know many people who have moved from the Eastside, Bayview etc to Washington Heights. These are all people with a little more expendible income who might have young families and/or are young professionals. There a few other bars around there, but nothing that stands out. They are all fairly run of the mill and don't offer anything different than the other. I truly believe that with Biersal having a higher quality standard, we will be extremely successful.

**The Industry:** I am definitely in a growing industry, however, it is a changing industry as well. When I first started my career, quality was not a huge factor. There wasn't even a thought of craft beer and craft cocktails. Now, that is what most people are looking for when they go out. In 2010 there were only 1,813 breweries in the U.S. whereas now there are over 8,000 with more on the way. In 2010 there were less than 250 spirit producers, we are now over 1,600. With these industries continuing to grow, there is also a growth in retail spaces, ie bars, taprooms & restaurants.

With this kind of growth, the consumer is also becoming increasingly more knowledgeable and wanting a better product. This is where my team and I come in. We have been working with these breweries and distilleries since their beginning. Our goal is to make sure our customers are exposed to the best of what is in the market.

**Core Strengths and Competencies:** What will set us apart from everyone else is our experience, training and knowledge. I have been working in the Food & Beverage for over 20yrs. I am a Certified Cicerone, judge for homebrew competitions and teach fermentation and beer history all over the city. I have also consulted on several breweries, bars and restaurants helping them get open.

**Ownership:** I will be the sole proprietor and will have an S Corporation. I chose to be the sole proprietor for one simple reason... I have spent enormous amounts of energy, time and

effort growing businesses for other people. This is my chance to put in all that effort to hopefully grow a brand that has my name attached to it.

## Marketing

**Strategy:** In the Food & Beverage industry, marketing strategies are a little more straight forward and less expensive. Word gets out about good bars & restaurants based on reputation. Putting a large amount of money into newspaper and radio ads, in my opinion, don't work as well as word of mouth. Word moves fairly quickly because Milwaukee is not all that big and there is a demand for quality establishments.

**Promotion:** I am involved in the local beer industry in ways other than just currently running a successful bar. By having my hand in so many different areas, I have built a large following of people that pay attention to what I do via Social Media and local publications. Once I announce that I will be opening Biersal, word will spread very fast. From there some of the local media sources (OnMilwaukee, Alcoholmanac, JSOnline, Milwaukee Record, etc) will start writing articles about the new ownership.

Majority of my marketing will be done via Social Media and Website. Creating a website is the only one that will cost any money. Even the events I will be hosting will be promoted extremely inexpensive. There is a great spiderweb of social media networks that help promote restaurant events all over the city. There are some beer and spirit forums that everyone who enjoys these things follow. Everytime we have an event I will be sharing the posts on each of these forums. I will have a friend help come up with a recognizable logo for the business. This again will be very inexpensive, I could probably get it done for just a bar tab. This logo will be seen all over the place: my business cards; any FREE posters I get made from the breweries when we have a tasting with them.

There will also be some cross promotion between Biersal and Wy'East Pizza. I have been friends with them for a while now. Since Biersal won't have a kitchen, we have already discussed coming up with ways for my customers to order pizza from Wy'East and have it delivered directly to Biersal. We are still figuring out the details about how this will work. This will be a great way to not only cross-promote but also bring both businesses some extra revenue.

**Community:** I have strong ties to the local community and will continue to strengthen them. I have relationships with other small businesses and have supported them by hosting pop-ups and every place I have managed in the past. Companies like Lush Popcorn, Jamaican Fair Trade, Cake Bandit, amongst many others do not have store fronts. They focus on farmers markets and festivals to sell their products. I plan on carrying their products as snacks at Biersal. I also plan on hosting a monthly market during the summer in our parking lot and inviting several more small businesses to setup a stand and sell their wares. Not only does this give them a chance to promote themselves, but they will also share the events on their social media and websites. This means that Biersal will be advertised for free along many other fanbases and followings.

I also have relationships to several Non-Profits. Some of them include: Vision Forward, Milwaukee Film Festival, WMSE... My goal is to connect with them to host events at Biersal. Their marketing reach is far greater than most companies in Milwaukee. These events and promotions will also allow me to give some Tax Deductible donations to these Non-Profits.

Washington Heights Neighborhood Association has a great reputation for organizing many events in the neighborhood as well. These include: a Monthly Night Market during the summer, weekly live music in Washington Park, Bastille Days, and much more. I plan on becoming a community member and be extremely active in continuing to grow this great neighborhood

**Promotional Budget:** My promotional budget will be fairly small. I estimate that I will have to set aside \$3000 per year in order to get involved with these community events.

**Location:** 5520 W Vliet St, Milwaukee, WI 53208

The business is currently called Wonder Bar. It is nothing but an old dive bar. I really only want the structure. I plan on putting a lot of work into it to bring it back to life.

I have already laid out what the neighborhood looks like. However, I do strongly believe that this is prime real estate and a strong location.

There is also a rental apartment above the business. This will be additional revenue that will ease the monthly loan payments

**Financing:** The total amount I am looking for is \$500,000. This will be used in two ways: \$350,000 will be used to purchase the property, the remaining \$150,000 will be used for interior updates, a few new pieces of equipment

**How it will be used:** \$350,000 will be used to purchase the property. The remaining \$150,000 will go towards upgrades, startup capital and initial inventory.

I have setup two separate businesses. An LLC for the property and an S-Corp for the business. The business and rental unit will pay rent to the LLC (myself). That money will then go towards paying off the loan while also leaving a little extra money in that LLC's bank account each month.

## Summery

We are not fully out of Covid at this point, however, we are in a much better place than what the last few years have looked like. I have recently noticed that people are desperate to get out and have a normal life again. My goal is to hit the ground running and be that destination that people are looking for.

Expertise and strive for perfection: As I outlined, I feel like my business plan will be extremely successful. It is now time for me to step out from the shadows of working for someone else and let my expertise and experience shine! I have built a dedicated following of customers and vendors who are excited for me to finally have my own bar. Once I make a press release, the response will be deafening. Thus, making Biersal a destination for many years to come!