



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Friday, March 27, 2026

COMMITTEE MEETING NOTICE

AD 04

HOAG, WILLIAM M, AGENT
INFERNO MARKETING GROUP, INC.
1910 S 81ST ST
WEST ALLIS, WI 53219

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.

Wednesday, April 08, 2026 at 02:55 PM

The access code is https://meet.goto.com/459501549. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern and Temporary Public Entertainment Premises Licenses Application Requesting Instrumental Musicians for Milwaukee Brew & Spirits Fest on July 25, 2026 as agent for "INFERNO MARKETING GROUP, INC." for "INFERNO MARKETING GROUP, INC." at 1750 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

[Handwritten signature of Jim Cooney]

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



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

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COMMITTEE MEETING NOTICE

AD 04

HOAG, WILLIAM M, AGENT
INFERNO MARKETING GROUP, INC.
1761 CHURCH ST
WAUWATOSA, WI 53213

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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: 01/29/26

Officer: Monreal

City of Milwaukee Police Department

90-5-1.5 Crime Prevention Survey

Name of Premise: Milwaukee Brew & Spirit Fest

Address: 1750 N Lincoln Memorial

Phone:

Owner: William Hoag

Address: 1761 Church St

Address2: Wauwatosa, WI 53213

Phone: 414-688-7773

Email: info@infernomarketing.com

Licensee/Agent: Same

Address:

Address 2:

Phone:

Email:

Preferred Contact: Same

Location Currently Open: Yes No

Projected Open Date: 07/23/26

Days Open: S M T W TH F SA ALL

Hours: Sun: 24hrs Y N

Mon:

Tues:

Wed:

Thur: 6A-6P

Fri: 6A-6P

Sat: 12P-6:30P

Sun:

Premise Type: Tavern/Bar

Restaurant

Other:

License Currently Held: None

- Alcohol
- Tobacco
- Food
- Extended Hours
- Other:

Exterior Survey:

1. Is the area around the location neat and clean Y N
2. What surrounds the location:
 - a. Park
 - b. School
 - c. Youth Center
 - d. Tavern
 - e. Residential
 - f. Other Businesses
3. Can you see interior of business from outside Y N
4. Can you see employees from outside Y N
5. Are exterior windows free of signage Y N
6. Parking lot? Y N Well Lit Y N
7. Valet Parking Y N
 - a. Guard Y N
 - b. Cameras Y N How many?
8. Areas where a person could conceal themselves Y N
9. Exterior Lighting Y N Adequate Y N
10. No Loitering signs Posted Y N
11. Address easy to see Y N

Camera Survey:

15. Do they have security cameras: Y N
 - a. color
 - b. digital
 - c. recorded
16. How long is video stored:

17. Exterior Cameras Y N How many:
18. Interior Cameras Y N How many:
19. Does a camera face entrance/exit Y N
20. Do all employees know how to retrieve video Y N

Interior Survey

21. Planned Capacity: 4000
22. Minimum number of employees on Premise: 40
23. Willing to be a complainant regarding Loitering Y N
24. Interior neat and clean Y N
25. Emergency/Non-Emergency Numbers near phone Y N
26. Owner knows how to contact District Directly Y N

Security

27. How many security personnel will be deployed: TBD
Interior: Exterior:
28. Days deployed: S M T W TH F SA
29. Managed by business or contracted
30. Armed Y N
31. Types of security measures:
Wanding/metal detector
ID Scanner
Dress Code
Cover Charge
Age Restriction
Checking ID's

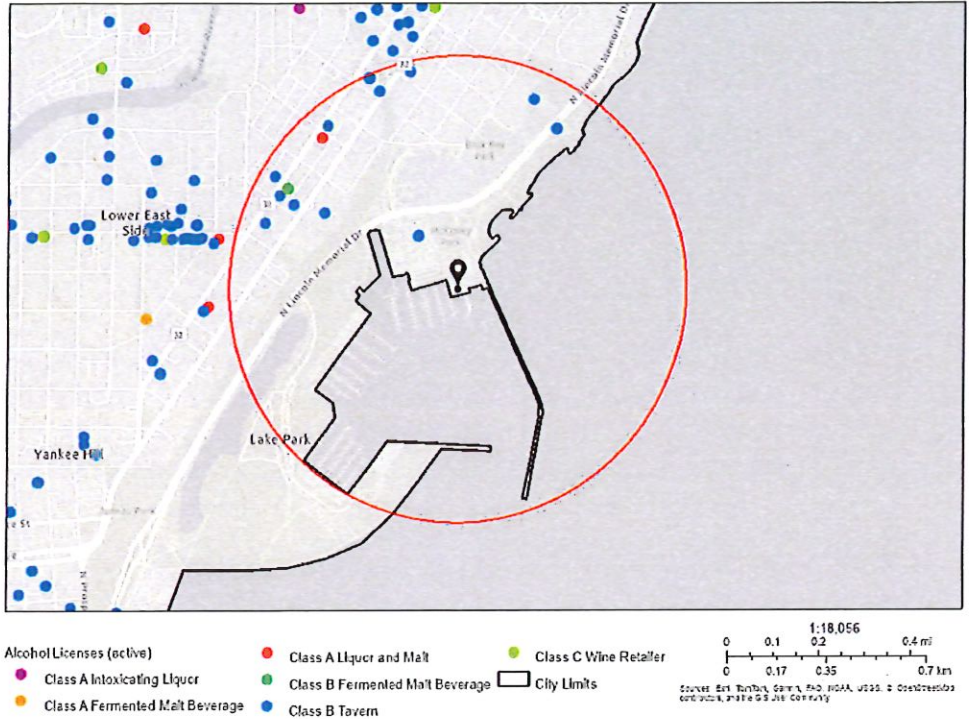
Additional comments/recommendations:

This is an outdoor event held at McKinley Park. MCSO will be on hand to assist security.

Area of Interest (AOI) Information

Area : 21,862,585.81 ft²

Jan 27 2026 12:03:12 Central Standard Time



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

1:18,056
 0 0.1 0.2 0.4 mi
 0 0.17 0.35 0.7 km
Source: Esri, DeLorme, Garmin, FIA, NOAA, USGS, © GeoStress/Esri

Summary

Name	Count	Area(ft ²)	Length(mi)
Alcohol Licenses	22		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Saint John's Communities, Inc	Saint John's on the Lake	Renee E Anderson, Agt	1840 N PROSPECT AV	Class B Tavern License		2/9/2026, 6:00 PM	1
2	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class B Fermented Malt Beverage Retailer's License		3/29/2026, 7:00 PM	1
3	SPTresto, LLC	Rice N Roll Bistro	Bundid Muangsiri, Agt	1952 N Farwell AV	Class C Wine Retailer's License		3/29/2026, 7:00 PM	1
4	Woori Wells Corp	Maru	Jongsoo Kim, Agt	2150 N Prospect AV	Class B Tavern License		3/3/2026, 6:00 PM	1
5	Strange Town, LLC	Strange Town	Mia L LeTendre, Agt	2101-2103 N Prospect AV	Class B Tavern License	49	4/19/2026, 7:00 PM	1
6	BENJAMIN'S FINE WINE & SPIRITS LLC	Waterford Wine Company	BENJAMIN T CHRISTIANS EN, Agt	2120 N FARWELL AV	Class B Tavern License		5/30/2026, 7:00 PM	1
7	ZAFFIRO BROS, INC	ZAFFIRO'S PIZZA	MICHAEL J ZAFFIRO, Agt	1724 N FARWELL AV	Class B Tavern License	25	5/19/2026, 7:00 PM	1
8	3 EYE LLC	KOPPA'S FULBELI DELI	Ram Mohan Rao Chekkala, Agt	1940 N FARWELL AV	Class A Malt & Class A Liquor License		5/25/2026, 7:00 PM	1
9	PTG Live Events, LLC	The Vivarium	RICHARD J RYAN, Agt	1818 N FARWELL AV	Class B Tavern License	680	6/11/2026, 7:00 PM	1
10	BRG Lotta Burger, LLC	Roundhouse	CHRISTIAN M DAMIANO, Agt	1750 N Lincoln Memorial DR	Class B Tavern License	112	7/10/2026, 7:00 PM	1
11	MILWAUKEE YACHT CLUB	MILWAUKEE YACHT CLUB	Dawn M Brooks, Agt	1700 N LINCOLN MEMORIAL DR	Class B Tavern License	180	7/5/2026, 7:00 PM	1
12	Charles Allis and Villa Terrace Museums, Inc.	Charles Allis Art Museum	Jade D Hess, Agt	1801 N PROSPECT AV	Class B Tavern License	99	7/13/2026, 7:00 PM	1
13	Dock Bradford, LLC	The Dock at Bradford Beach	BRIAN C RANDALL, Agt	2400 N Lincoln Memorial DR	Class B Tavern License		7/29/2026, 7:00 PM	1
14	PIZZA SHUTTLE, INC	PIZZA SHUTTLE	MICHAEL W BESSON, Agt	1827 N Farwell AV	Class B Tavern License	150	3/6/2026, 6:00 PM	1
15	NOBLE CATERING MKE, LLC	Noble Catering and Events/Villa Terrace Decorative Arts Museum	Kaelyn M Cervero, Agt	2220 N TERRACE AV	Class B Tavern License	85	7/23/2026, 7:00 PM	1
16	MOOSA BURGER, INC.	Moosa's	ALAA I MUSA, Agt	2272 N LINCOLN MEMORIAL DR	Class B Tavern License		8/4/2026, 7:00 PM	1
17	El Grupo J & K, LLC	Judy's Cantina	Judith Figueroa Carvajal, Agt	2124 N FARWELL AV	Class B Tavern License		8/13/2026, 7:00 PM	1

18	WI LJ INC	Back Street	Nanbin Li, Agt	2116 N FARWELL AV	Class B Tavern License		3/18/2026, 7:00 PM	1
19	SAPLAI ENTERPRISE S LLC	EE Sane Thai Lao Cuisine	Moukdala Phommanilath, Agt	1806 N FARWELL AV	Class B Tavern License	49	8/16/2026, 7:00 PM	1
20	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class C Wine Retailer's License		11/19/2026, 6:00 PM	1
21	ETHIOPIAN COTTAGE RESTAURANT, INC	ETHIOPIAN COTTAGE RESTAURANT	YIGLETU DEBEBE, Agt	1824 N FARWELL AV	Class B Fermented Malt Beverage Retailer's License	75	11/19/2026, 6:00 PM	1
22	Stone Bowl Grill, LLC	Stone Bowl	Young B Kim, Agt	1958-62 N Farwell AV	Class B Tavern License	99	12/15/2026, 6:00 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: MILWAUKEE BREW & SPIRITS FEST - A CRAFT BEER AND SPIRIT FEST

Do you have any experience operating this type of business? No Yes If yes, explain: HAVE BEEN RUNNING THE EVENT SINCE 2010

2. Business Operations

- a. Proposed Opening Date: 7/23/26
- 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: THIS EVENT HAPPENS THE LAST SATURDAY IN JULY EVERY YEAR.
- 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: WE HAVE A CLEANING C
- 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: ALL OF THE ABOVE, WE HAVE SHERRIF, RANGER:
- e. Will a sound amplification system be used? No Yes If yes, describe: IN THE PAVILLION A SINGLE GUITAR

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: _____
- b. Number of Garbage Cans: Inside: 0 Locations: _____
Outside: 14 Locations: CANS SCATTERED THROUGH OUT THE EVENT
- c. Is a crowd control barrier used? No Yes If yes, describe: THE EVENT SPACE IS FENCED IN
- d. How many restrooms are on the premises? 80 PORTA Potty
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: _____

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 600 and describe the parking security plan: BOY SCOUTS PARK THE CARS, RANGERS, SHERRIFS ONSITE PLUS OUR SECURITY TEAM
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: _____
- c. Will you have licensed security on premise? No Yes If yes, how many? tbd and answer the following:
 What are their responsibilities? TO OVERSEE THE SECURITY TEAM AND MAKE SURE NO SITUATIONS
 Describe equipment used WALKY TALKY'S
 List their License Number (s) MILWAUKEE COUNTY SHERRIFS, PARKS RANGERS ANDE MILWAUKEE BOY SCOUTS
- d. Will there be security cameras? No Yes If yes, how many? _____ and list locations: _____
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe Security Staff

6. Percentage of Sales (must total 100%)

Alcohol _____%	Food _____% 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>100</u> % Describe: <u>Tickets</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: _____ 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, Electronic Vape Products 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 4000 (Call the Milwaukee Development Center at 414-286-8211 if you have questions.)

William Hoag
 Inferno Marketing Group Inc.
 Milwaukee Brew and Spirits Fest - July 25th, 2026
 414-321-5000 (office) 414-688-7773 (cell)

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: MC KINLEY PARK
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: LAGOON DRIVE AND LINCOLN MEMORIAL DRIVE
- d. Describe Building: Free Standing Building Strip Mall Other: MC KINLEY PARK
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: OUTDOOR EVENT SPACE
- f. Describe Surrounding Area: Commercial Residential Industrial Other: PARK, MARINA, LAKE MICHIGAN
- g. Building Owner Name: MILWAUKEE COUNTY PARKS - JEF Phone Number: 414-257-8087
 Building Owner Address: PARKS OFFICE - 9480 W. WATERTOWN PLANK RD - WAUWATOSA, WI 53226

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

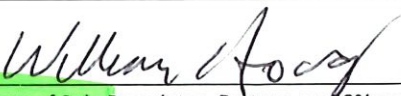
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday					
Monday					
Tuesday					
Wednesday					
Thursday	6 AM	6 PM	N/A - SET UP DAY		
Friday	6 AM	6 PM	N/A SET UP DAY		
Saturday	NOON -	6:30 PM	4000	21 AND OLDER	21 AND OLDER

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: INFERNO MARKETING GROUP, INC.
Premise Address: MC KINLEY PARK 1750 N. LINCOLN MEMORIAL DRIVE - 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? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes
“Service Bar Only” Designation
If applying for Class B or C license, are you applying for “Service Bar Only”? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.
Business Information
a) Are you taking out this application for anyone that may not be eligible for a license? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list their name and address: _____
b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If no, list the name and address of the person(s) who will: _____ Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.
c) Does anyone else have money invested or any other interest in this business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, explain: _____
d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, list name and address: _____
Property Information (New & Transfer Applicants Only)
a) Do you own or lease the building? <input type="checkbox"/> Own <input checked="" type="checkbox"/> LEASE
b) Who owns the fixtures (for example, coolers, etc.)? <u>Vendors</u>
c) Are you purchasing the stock and/or fixtures? <input checked="" type="checkbox"/> No <input type="checkbox"/> Yes If yes, amount paid \$ _____
d) Total amount paid for business 0 SEE ATTACHED _____ \$ _____
e) Total amount paid for goodwill of the business \$ 0 _____
Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.

Form Continues on next page →

William Hoag
Inferno Marketing Group Inc.
Milwaukee Brew and Spirits Fest - July 25th, 2026
414-321-5000 (office) 414-688-7773 (cell)

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

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

- a) Date lease begins 07/23/26 Ends 07/26/26
- b) Monthly rental \$ 3100.00
- c) Do you have an option to renew the lease? No Yes
- d) Does your lease allow for assignment to another party without the consent of the owner? No Yes
- e) For what length of time have you been guaranteed occupancy (number of years)? 3 DAYS
- f) In addition to paying the monthly rental, will you have to pay anything additional to the owner of the building to guarantee performance of the lease? No Yes If yes, explain _____
- g) Does the present owner or occupancy object to the granting of your license? No Yes
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): _____

Responsible Beverage Server Training

- a) Within the last 2 years have you held a bartender's license in the state of Wisconsin? No Yes
- b) Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? No Yes
- c) Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? No Yes

If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

For Course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's Website (<https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>)

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

William Hoag
Print Name of Individual/Partner/Agent

William Hoag
Signature of Individual/Partner/Agent

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 applica

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

William Hoag
Inferno Marketing Group Inc.
Milwaukee Brew and Spirits Fest - July 25th, 2026
414-321-5000.(office) 414-688-7773 (cell)



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: <u>1/27/2026</u>	Aldermanic District #: <u>7</u>
LICENSEE INFORMATION	
Licensee (Name of Individual, All Partners, or Agent of Corporation or LLC): <u>William Hoag</u>	
Corporation or LLC Name: (if applicable) <u>Inferno Marketing Group, Inc.</u>	
Business/Trade Name: <u>Inferno Marketing Group, Inc.</u>	Business Phone: <u>414-321-5000</u>
Business Address : <u>1910 S. 81st Street - Milwaukee, WI 53219</u> (include zip code)	
Mailing Address: (if different from business address)	
Email Address: <u>info@infernomarketing.com</u>	
EVENT INFORMATION	
Event: <u>Milwaukee Brew & Spirits fest</u>	
Event address: <u>1750 N. Lincoln Memorial Drive - Milwaukee, WI 53202</u>	
TYPES OF ENTERTAINMENT BEING REQUESTED (check all that apply)	
<input type="checkbox"/> Disc Jockey <input 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 checked="" type="checkbox"/> Instrumental Musicians <input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance <input type="checkbox"/> Hookah Service Other: <u>small speakers in pavillion</u>	
Will sound amplification equipment be used? <input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, describe: <u>↓</u>	
REQUESTED DATES & HOURS – MUST BE CONSECUTIVE DATES	
If the dates are not consecutive, then separate applications must be filed.	
Date: <u>07/25/2026</u> Start Time: <u>Noon</u> End Time: <u>6:30</u>	
Date: _____ Start Time: _____ End Time: _____	
Date: _____ Start Time: _____ End Time: _____	
Date: _____ Start Time: _____ End Time: _____	
Time: _____ Date: _____ Start Time: _____	
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursday; and 12:00am Friday & Saturday.</i>	

Office Use: Filed: _____ Initials: _____ App# _____ 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? <input type="checkbox"/> Indoors <input checked="" type="checkbox"/> Outdoors <input type="checkbox"/> Both Indoors & Outdoors	<i>Office Use</i>
If entertainment will be indoors, contact Neighborhood Services (see information sheet for details).	If "Indoors" or "Yes" Q to DNS <input type="checkbox"/>
Will you be putting up any tents that are 600 sq. ft.? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	
Will you be putting up any temporary construction, such as a stage? <input checked="" type="checkbox"/> NO <input type="checkbox"/> YES	
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:

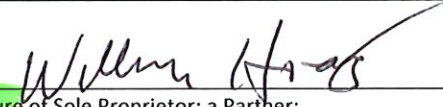
_____ I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and

_____ 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

 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


Signature of Sole Proprietor; a Partner;
or if a Corporation or LLC, the Agent must sign

Office Use Only

Current Plan of Operation:

William Hoag
 Inferno Marketing Group Inc.
 Milwaukee Brew and Spirits Fest - July 25th, 2026
 414-321-5000 (office) 414-688-7773 (cell)

MILWAUKEE BREW & SPIRITS FEST & GROUNDS MAP

2026

MAP KEY

- RESTROOMS
- MUSIC
- FOOD
- SECURITY & FIRST AID
- INFO & VOLUNTEERS
- MBF Merch
- Water
- Grounds Map/ Timed Taps



At McKinley Park
 MILWAUKEE COUNTY
PARKS

CityScreenPrint & Embroidery

img



Inferno Marketing INC
5/21/25 Group,

William Hoag
Inferno Marketing - Milwaukee Brewfest
July 26 th, 2025
McKinley Park
1750 N Lincoln m Drive
Milwaukee, WI 53202

