



CITY OF MILWAUKEE  
OFFICE OF THE CITY CLERK

Wednesday, January 13, 2021

COMMITTEE MEETING NOTICE

AD 06


GEORGE L ORTIZ

2579 N Pierce St

Milwaukee, WI 53212

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

**Tuesday, January 26, 2021 at 10:15 AM**

**Regarding:** Your Class B Tavern and Public Entertainment Premises License Renewal Applications for "Club 99" at 2579 N Pierce St. 

This meeting will be held via GoToMeeting. Please see the enclosed best practices document for further instructions. The access code is <https://global.gotomeeting.com/join/778000629>. If you wish to call in, please call +1 (669) 224-3412 and use Access Code: 778-000-629.

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 85-4-4, unless otherwise specified in the code, probative evidence concerning non-renewal, suspension or revocation may include evidence of the following: failure of the applicant to meet municipal qualifications, pending charges against or the conviction of any felony, misdemeanor, municipal offense or other offense, the circumstances of which substantially relate to the circumstances of the particular licensed or permitted activity, by the applicant or by any employee or other agent of the applicant. If the activities of the applicant involve a licensed premises, whether the premises tends to facilitate a public or private nuisance or has been the source of congregations of persons which have resulted in any of the following: disturbance of the peace; illegal drug activity; public drunkenness; drinking in public; harassment of passers-by; gambling; prostitution; sale of stolen goods; public urination; theft; assaults; battery; acts of vandalism including graffiti, excessive littering, loitering, illegal parking, loud noise at times when the licensed premise is open for business; traffic violations; curfew violations; lewd conduct; display of materials harmful to minors, pursuant to s. 106-9.6; or any other factor which reasonably relates to the public health, safety and welfare, or failure to comply with the approved plan of operation. See attached police report or correspondence.

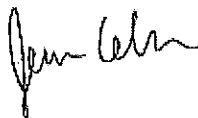
**Notice for applicants with warrants or unpaid fines:** Proof of warrant satisfaction or payment of fines must be submitted at the hearing on the above date and time. Failure to comply with this requirement may result in a delay of the granting/denial of your application.

Failure to attend this meeting may result in the denial of your license. Individual applicants and partnership applicants must attend or attend by an attorney. The agent or attorney for corporate or limited liability applicants must attend. If you wish to do so and at your own expense, you may be accompanied by an attorney of your choosing to represent you at this hearing.

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

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

JIM OWCZARSKI, CITY CLERK



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

Jessica Celella  
License Division Manager

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

**Ceella, Jessica**

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**From:** Salgado, Maria  
**Sent:** Friday, January 8, 2021 7:04 PM  
**To:** Martin, Faviola; CEHAdmin; CEHSupervisor  
**Cc:** Byrd, Yashica; Ceella, Jessica; Cooney, Jim  
**Subject:** RE: Food Renewal Extracts for 02.13.21 to 03.05.21  
**Attachments:** Copy of 02.13.21 to 03.05.21 Business Combo.xlsx; Copy of 02.13.21 to 03.05.21 Alcohol.xlsx; Copy of 02.13.21 to 03.05.21 Food Only.xlsx

Hello,

Please see the attached lists with the establishments that are in non-compliance in highlighter and red. Total of 11.

**2-13-21 to 3-05-21**

**Food Only (1)**

**Business Combo (1)**

**Alcohol (9)**

207970 Club 99	2579 N PIERCE ST	Milwaukee WI 53212
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**Total of 11 establishments in non-compliance**

**Cordially,**

MILWAUKEE POLICE DEPARTMENT  
LICENSE INVESTIGATION UNIT

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS  
SYNOPSIS

DATE: 01/07/2021  
LICENSE TYPE: BTAVN  
NEW:  
RENEWAL: X

No. 319422  
Application Date: 01/05/2021

License Location: 2579 N Pierce Street  
Business Name: Club 99

Aldermanic District: 03

Licensee/Applicant: Ortiz, George L  
(Last Name, First Name, MI)  
Date of Birth: 03/20/1947

Male:                      Female:

Home Address: 631 E Clarke Street  
City: Milwaukee  
Home Phone: (414) 372-6623

State: WI              Zip Code: 53212

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 10/24/07 at 1:00 am, Milwaukee Police received a tip from a citizen ( who wanted to remain anonymous) that there was drug dealing going on inside the tavern Club 99. Investigation revealed a patron that was inside of the tavern was in possession of suspected cocaine. Officers interview this subject who stated he uses the cocaine for personal use and hangs out at the club because his father tends bar there. This suspect also stated that several other patrons in the bar sell cocaine. He was arrested and charged with POCS – Cocaine.

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2. On 06/02/2009 at 1:15PM, a Milwaukee Police Department squad was sent to 409 E Burleigh St, regarding a battery complaint. The victim stated she was at "Club 99" tavern on 05/31/2009 between 10:00PM and 10:30PM when she got into an argument with a known suspect. The victim then went into the bathroom and upon returning to bar area was struck in the face causing her to fall to the ground. The victim went to St Mary's hospital and received several stitches to her lip. The licensee and his son were cooperative with the police during the investigation and provided a copy of the video footage.

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3. On 05/21/2010 at 10:40am Milwaukee Police were dispatched to a burglary complaint at 2579 North Pierce Street (Club 99). Investigation revealed an entry had occurred at this location and Police Incident Report #101410041 was filed.
4. On 05/23/2010 at 12:00pm Milwaukee Police were dispatched to a burglary complaint at 2579 North Pierce Street (Club 99). Investigation revealed an entry had occurred at this location and Police Incident Report #101430108 was filed. The entry that occurred on 05/21/2010 (listed above) resulted in the door to the business being secured with a strap that had been bolted to a table. Entry was gained on 05/23/2010 by pulling on the door until that table broke.

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5. On 10/22/2015 the applicant was cited at 2648 North Holton Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: Fined \$1,355.00  
Date: 05/02/2017  
Case: 16055770

6. On 11/16/2015 the applicant was cited at 2330 North Weil Street in the city of Milwaukee for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: \$600.00 fine  
Date: 06/02/2016  
Case: 16017215

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Item # 5 updated with disposition on 01/10/2018

7. On 11/09/2015 the applicant was cited in the City of Milwaukee at 2330 N. Weil St for Building Code Violations.

Charge: Building Code Violations  
Finding: Guilty  
Sentence: Fined \$420.00 **WARRANT ISSUED**  
Date: 02/13/2018  
Case: 17029997

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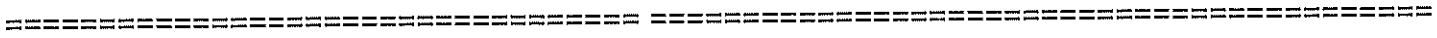
Item # 7 updated with disposition and warrant information on 01/14/2019

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8. On 02/16/2019 at 2:20am officers were dispatched to a fight at Club 99, 2579 N. Pierce St. The officers spoke with the bartender who stated just before 2:00am 4 patrons began yelling. She stated these were not regular patrons and she decided to call last call. The applicant came down from upstairs to help kick out the subjects yelling with the assistance of regular

patron. The applicant stated when the subjects got outside they wanted to fight him and the regular patrons. The subjects then left on foot. The officers found no tavern violations.

9. On 12/08/2019 officers conducted a licensed premise check at Club 99, 2579 N. Pierce St. The officer spoke with Wilfredo ORTIZ, who stated they would be open New Year's Eve and have numerous employees working. ORTIZ was advised to call the district tavern car if there were problems they could not handle.



10. On 04/11/2020 at 11:11pm officers were dispatched to a possible COVID violation at Club 99, 2579 N. Pierce St. When the officers arrived they observed people inside drinking, smoking and playing pool. The officers entered and the applicant stated he had friends over helping to renovate the building. The officers checked the building and located people hiding in the basement. The applicant then stated he has been struggling financially since the COVID outbreak. Some patrons offered to pay him to have a private party and he took the offer. He was advised to not have any more private parties.

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:201020134

OtherEvent #: 20-LP-0414

## Incident

### 2579 N PIERCE ST Milwaukee, WISCONSIN 53212

Incident Date/Time:: 04/11/2020 22:53:00  
CAD Number:: 201022251  
District:: 5  
Beat:: 540  
Reporting Area:: 3287

## Business Agent (1)

### ORTIZ, GEORGE LOUIS

Person Involvement: (Must choose Agent  
AGENT from drop down):  
DOB:: 03/20/1947  
Sex:: MALE  
Race:: WHITE  
Phone 1 Number:: (414)-588-3233  
Phone 1 Type:: Cell  
Address:: 631 E CLARKE ST  
City:: Milwaukee  
State:: WISCONSIN  
Zip Code:: 53212

## Licensed Premise Data (1)

### CLUB 99

Phone 1 Number:: (414)-562-0100  
Phone 1 Type:: Cell  
Address:: 2579 N PIERCE ST  
City:: Milwaukee  
State:: WISCONSIN  
Zip Code:: 53212  
License Type:: Alcohol  
Licensee Notification Was Made:: No  
Business Was Cited For Violation:: No  
Licensee was cooperative: (If not explain in narrative): No  
Licensee or Manager was on premises at time of violation/incident:: Yes

## Narrative (1)

### LICENSE PREMISE REPORT

Macrae, Russell J 022625

04/12/2020

# Milwaukee Police Department

749 W. State Street Milwaukee, WI 53233

414-933-4444

Case #:201020134

OtherEvent #: 20-LP-0414

This Report is written by PO Russell MACRAE assigned to District 5 - LATE POWER SHIFT.

On 04/11/2020 at approximately 11:11pm, PO Mark DILLMAN and PO Nicholas ROMEO (SQ#5467) were dispatched to a possible COVID-19 violation at Club 99 tavern located at 2579 N Pierce Street. Upon arrival, PO DILLMAN and PO ROMEO observed numerous subjects inside the tavern through the covered-up windows. They observed the subjects inside the tavern playing pool, smoking, and being served alcohol at the bar by a bartender. PO DILLMAN recorded these events on his body-camera.

PO David LETTEER and I (SQ#5460) responded to assist PO DILLMAN and ROMEO. Upon arrival at approximately 11:41pm, PO LETTEER and I observed numerous patrons inside the tavern. We were met by the LICENSEE's son identified as Wilfredo J. ORTIZ (W/M 02/12/79). ORTIZ stated that he had several people in the tavern. I observed ORTIZ and (3) other persons inside his bar. ORTIZ stated that he had friends over at the bar to assist in the reconstruction of the physical bar itself.

I began to conduct a tavern check of the property. I checked the bathrooms, rear storage room, and finally the basement. As I walked into the basement, I located (5) patrons who were hiding in the corners and other areas. I told them all to go back upstairs.

When ORTIZ observed the patrons coming back upstairs, ORTIZ then told us the truth for the incident. After all the patrons left the bar (8 Total), ORTIZ stated that due to the COVID-19 outbreak times have been tough financially. ORTIZ stated that he was offered money by friends to host them in the bar and he took the opportunity. ORTIZ stated that he has been struggling to pay for basics for himself and his 11 yoa daughter.

ORTIZ was advised not to host any more "parties" or patrons inside his bar.

END OF REPORT.

## Officer (2)

Reporting Officer:	Macrae, Russell J (022625)	04/12/2020 19:17:00
Section: (Work Location):	54	
Approving Officer:	Raden, Chad M (010032)	04/14/2020 10:50:04
Section: (Work Location):	27	





Wednesday, January 13, 2021



# Notice of Public Hearing

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notice

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ORTIZ, George L  
Club 99 at 2579 N Pierce St  
Class B Tavern and Public Entertainment Premises License Renewal Applications

**Tuesday, January 26, 2021 at 10:15 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 virtually on 1/26/2021 at 10:15 AM. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony will be asked to do so by phone or internet and are asked to contact the staff assistant, Molly Kuether-Steele at (414) 286-2775 or [molly.kuether-steele@milwaukee.gov](mailto:molly.kuether-steele@milwaukee.gov) for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. 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 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 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	2611 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2623A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2623 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2624 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2545A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2571 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2602 N BOOTH ST 3	MILWAUKEE, WI 53212
CURRENT OCCUPANT	619 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	727 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2604 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2623B N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2546 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2551 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2552 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2554 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2565 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2571A N FRATNEY ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	631 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	721 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2603 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2604A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2618A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2618 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2541 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2561 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2560 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2571 N FRATNEY ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2606 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2608 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2576 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2578 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	727A E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2605 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2562 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2576A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	712A E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	722 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2612 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2540 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2544A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2558 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2557 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2568 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2620 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2566 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2570 N PIERCE ST	MILWAUKEE, WI 53212

CURRENT OCCUPANT	708 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	716 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	720 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2613 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2548 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2546 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2546A N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2555 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2568 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2558 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2576 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	618 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	712 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2539 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2544 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2545 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2561 N FRATNEY ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2602 N BOOTH ST 2	MILWAUKEE, WI 53212
CURRENT OCCUPANT	605 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2570 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2550 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	621 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	620 E CLARKE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2601 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2607 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2540 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2556 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2564 N PIERCE ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2565A N FRATNEY ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2565 N FRATNEY ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2602 N BOOTH ST 1	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2552 N BOOTH ST	MILWAUKEE, WI 53212
CURRENT OCCUPANT	2550 N BOOTH ST A	MILWAUKEE, WI 53212
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Total Records: 79

Radius: 250.0 feet and Center of Circle: 2579 N Pierce St

**2021-2022 Plan of Operation for 2579 N PIERCE ST**

**1. Litter & Security Plans**

How are the grounds kept clean?  Sweep  Pressure Wash  Pick Up Litter  Other: Backpack blower

How often will grounds be cleaned?  Daily  Weekly  Other:

Who cleans the grounds?  Licensee  Building Owner  Employees  Hired Maintenance  Other: manager

How are noise issues prevented and/or addressed?  Security  Manager approaches customer(s)  Call Police  Signs Posted  
 Other:

Are there designated outdoor smoking areas?  No  Yes If Yes, Describe: By garage or backyard

Number of garbage cans: Inside 4 Locations: 2 in each corner of bar and each bathroom  
Outside 1 Locations: side of building

Is a crowd control barrier used?  No  Yes If Yes, Describe:

Number of restrooms: 2 Name of solid waste contractor: waste management

Are there parking spaces on the premises?  No  Yes If Yes, list number of spaces: \_\_\_\_\_ and describe security plans:

Are there designated loading areas?  No  Yes If Yes, describe security plans:

Do you have security personnel on the premise?  No  Yes If Yes, how many? \_\_\_\_\_  
AND What are their responsibilities? \_\_\_\_\_  
What security equipment do they use? \_\_\_\_\_  
List their licensing, certification or training credentials: \_\_\_\_\_

Are there security cameras?  No  Yes If Yes, list all locations: 2 inside and 2 outside in each corner

Are searches and/or identification checks conducted upon entry?  No  Yes If Yes, describe: check Ids regularly

**2. Percentage of Sales (must total 100%)**

Alcohol 90 % Food Sales \_\_\_\_\_ % Entertainment 10 % Other \_\_\_\_\_ %

**3. Businesses On The Premises (choose all that apply):**

Restaurant  Cafe/Coffee Shop  Cocktail Lounge  Convenience Store  Night Club  Liquor Store  Tavern  Sports Facility  
 Hotel  Banquet Hall  Supermarket  Private/Fraternal/Veterans' Club  Other:

**4. Hours of Operation and Age Restriction**

Are there any changes to the current hours of operation or age restriction?  No  Yes If Yes, Describe:

Please Note: If you will be open earlier or later than the hours listed on your current license for even one event or holiday (for example, St. Patrick's Day, Brewers Opening Day, etc.) during the license period, this must be reported and printed on your license.  
Your hours of operation and age restriction are listed on your current license.

**5. Floor Plan and Capacity**

Are you requesting any changes to your capacity or floor plan\*?  No  Yes If yes, describe: \_\_\_\_\_ and submit a new floor plan with this renewal application. A sample plan can be found online at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses) under License Forms and Related Information.

Alcohol/Food Establishments: A "Permanent Extension of Premises Application" is required if you are adding any square footage to the licensed premises.

**6. Sidewalk Dining: Fee:**

Are there any changes to the sidewalk dining site plan?  No  Yes If Yes, submit an updated site plan with this application.

**7. Food License: Fee:**

Your current food license includes the following food operations:  
Are there any changes to your food operations as listed above?  
 No  Yes, if Yes, explain \_\_\_\_\_

**8. Weights and Measures: Fee:**

Number/Type of Devices:  
Are there any changes to the number or types of devices?  No  Yes  
If yes, contact our office for further instructions.

**1. CURRENT APPROVED ENTERTAINMENT**

The following types of entertainment have been approved for your current Public Entertainment Premises license:

Jukebox, 1 Pool Table, 5 Amusement Machines

**2. ADDING ENTERTAINMENT**

If applicable, check any entertainment you wish to add: **ONLY CHECK ENTERTAINMENT TYPE(S) YOU ARE ADDING. YOUR CURRENT APPROVED ENTERTAINMENT IS LISTED ABOVE.**

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

No entertainment changes can take place until approved by Common Council and a new license has been issued and posted on the premises.

**3. REMOVING ENTERTAINMENT**

If applicable, list any entertainment you wish to remove:

**4. 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:


**5. 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.

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