



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Thursday, February 19, 2026

COMMITTEE MEETING NOTICE

AD 13

PRICHARD, Jehona, Agent
PARADIES-MARK II, LLC
2849 PACES FERRY ROAD OVERLOOK #400
ATLANTA, GA 30339

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

Tuesday, March 03, 2026 at 08:45 AM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "PARADIES-MARK II, LLC" for "SPIRITS OF WISCONSIN" at 5300 S HOWELL AV (Main Terminal).

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

Jim Cooney
License Division Manager

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

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



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

Thursday, February 19, 2026

COMMITTEE MEETING NOTICE

AD 13

PRICHARD, Jehona, Agent
PARADIES-MARK II, LLC
5755 3 MILE RD
FRANKSVILLE, WI 53216

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

Tuesday, March 03, 2026 at 08:45 AM

Regarding: Your Class A Malt & Class A Liquor License Application as agent for "PARADIES-MARK II, LLC" for "SPIRITS OF WISCONSIN" at 5300 S HOWELL AV (Main Terminal).

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

Notice for applicants with warrants or unpaid fines:

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

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

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

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

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

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

JIM OWCZARSKI, CITY CLERK

BY: _____

**Jim Cooney
License Division Manager**

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

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

Date: 02/09/2026
Officer: PO Fabian Garcia

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

Name of Premise: Spirits of Wisconsin
Address: 5300 S. Howell Avenue
Phone:

Owner:
Owner address:
City State Zip:
Owner Phone:
Owner email:

Licensee/Agent: Jehona Prichard
Home Address: 5755 3 Mile Rd
City State Zip: Frankville, WI 53126
Phone: 262-412-4613
Email: jehona.prichard@paradies-na.com

Preferred contact: Phone

Location currently open: YES NO

Projected open date: March 27th

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

Hours of Operation: Sun: 8am-6pm 24 hours Y N
Mon: 8am-6pm
Tue: 8am-6pm
Wed: 8am-6pm
Thu: 8am-6pm
Fri: 8am-6pm
Sat: 8am-6pm

Premise Type: Tavern/Bar
Restaurant
Other: Store/Gift Store

Licenses currently held: none at location

- 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: MKE Airport
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 N/A
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No N/A
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No N/A
 - 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 N/A

Camera Survey:

17. Does this location have security cameras? Yes No **Will Be Installed.**
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: **more than 30 days**
21. Are there exterior cameras Yes No How many:
22. Are there interior cameras Yes No How many: **12**
23. Do all employees know how to retrieve recorded digital images/footage? Yes No

24. Cameras located in parking lot Yes No N/A

Interior Survey:

25. What is the planned capacity? 21

26. What is the minimum number of employees That will be on premise: 1

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 None

33. How many security personnel are going to be employed:

34. How will 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:

This report was written by Police Officer Fabian GARCIA assigned to District 6-Days, Squad 6164, Community Liaison/Community Partnership Unit.

On Monday, February 9, 2026, my partner Police Officer Michael WARD and I, went to 5300 S. Howell Avenue, to meet with licensee/agent Jehona Prichard. This location is located inside of the main lobby of the Milwaukee Mitchell International Airport. Let it be noted that this location is patrolled by the Milwaukee County Sheriff's Office. Just outside of the business, in the lobby is a Sheriffs desk that is manned at all times.

This store will be called the Spirits of Wisconsin, and this location is still currently under renovations. The front of the business will be made of glass, and will have great sight lines, where you will be able to see in and out of the business. The store will be equipped with a total of 12 surveillance cameras. There will be 7 surveillance cameras located inside of the main store, which 6 will be 360-degree rotating cameras, and one stationary by the register. 5 surveillance cameras will be located in the storage area, which one camera will be a 360-degree rotating camera.

Jehona stated that they do not usually put no loitering signs in front of their businesses and if they have any issues or concerns they notify the Sheriff's Departments right away. Jehona stated that they plan to open by March 27th. PO WARD or I did not see any issues or the need to add any additional comments or recommendations to their plans. This concludes my report.

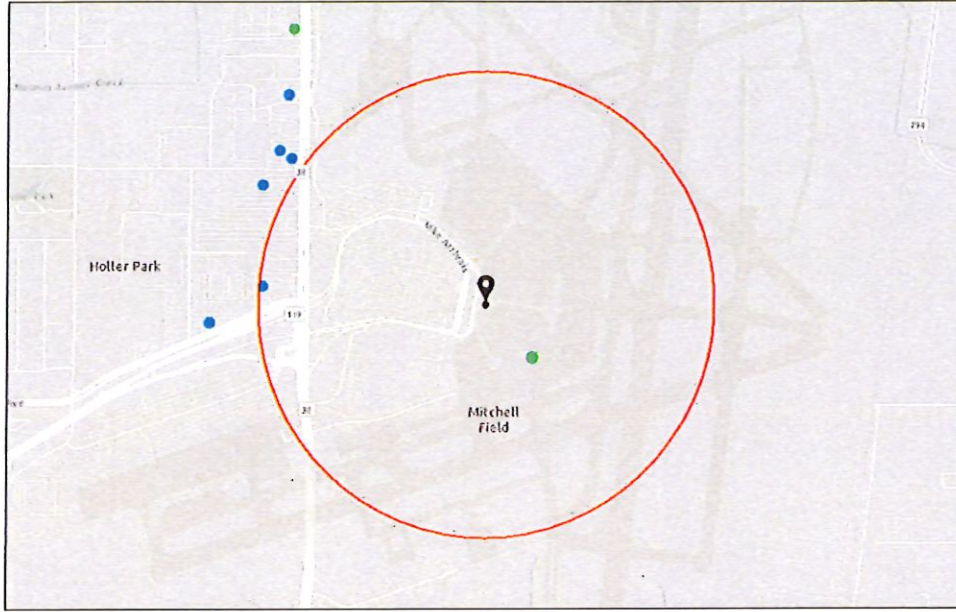


Concentration Map for 5300 S Howell Av

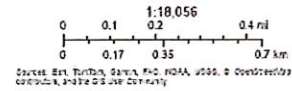
Area of Interest (AOI) Information

Area : 21,862,585.64 ft²

Jan 27 2026 14:29:33 Central Standard Time



- Alcohol Licenses (active)
- Class B Tavern
 - Class B Fermented Malt Beverage



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	7		

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Taste Inc	Vino Volo	Nikeisha Riseling, Agt	5300 S HOWELL AV C-3	Class B Fermented Malt Beverage Retailer's License		4/11/2026, 7:00 PM	1
2	SSP America, Inc.	Pizzeria Piccola	RICHARD A HANSEN, Agt	5300 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		5/10/2026, 7:00 PM	1
3	HOST INTERNATIONAL, INC	Dunkin "C" Concourse	DARIN R IVERSON, Agt	5300 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		5/28/2026, 7:00 PM	1
4	SSP AMERICA, INC	Nonna Bartolotta's	RICHARD A HANSEN, Agt	5300 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		5/11/2026, 7:00 PM	1
5	SSS Milwaukee LLC	Four Points by Sheraton Milwaukee Airport	Mark S Diaz, Agt	5311 S HOWELL AV	Class B Tavern License		6/9/2026, 7:00 PM	1
6	Delta Sky Club, Inc	Delta Sky Club	Lisa M Butow, Agt	5300 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		9/1/2026, 7:00 PM	1
7	SSP AMERICA, INC	Mitchell Market	RICHARD A HANSEN, Agt	5300 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		7/29/2026, 7:00 PM	1

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



NOTICE OF PUBLIC INTEREST

New License Application Filed

BUSINESS OCCUPANT
1010 E LAYTON AVE
MILWAUKEE, WI 53207-5238

OK AC

Pursuant to Milwaukee Code of Ordinances, notice is hereby given that the following new retail establishment license application has been filed with the Office of the City Clerk-License Division:

License Type(s):	Class A Malt & Class A Liquor
Applicant:	Jehona Prichard, Agt. Paradies-Mark II, LLC
Business Name:	Spirits of Wisconsin
Premise Address:	5300 S Howell Av Main Terminal

This applicant is filing a new Class A Malt & Class A Liquor license application at this location.

A Class A Malt & Class A Liquor license allows for both intoxicating liquor and fermented malt beverages to be sold, bartered, or given away in any quantity and in the original packages.

For more information regarding licensing please visit www.milwaukee.gov/license.

HOW TO SUBMIT OBJECTIONS:

Written objections to the granting of the license based on the proposed operation of the license premises should be submitted immediately by any interested party to the Office of the City Clerk-License Division, City Hall, Room 105, 200 East Wells Street, Milwaukee, WI 53202, or via email to license@milwaukee.gov.

WHAT TO SUBMIT IN OBJECTIONS:

Written objections must include the following information:

1. Name of the person objecting.
2. Contact information for the objector. (Mailing or Email address)
3. Information personally known to the objector that may form a basis for denial of the license application. Such information should relate to the manner in which the operation of the proposed premises will have an adverse impact on the health, safety, and welfare of the public and the neighborhood.

Tuesday, January 27, 2026

Mailing Address Radius

House Number: Street Dir: Street Name:

Radius (feet): Select List:

Report ran: Tue Jan 27 2026 14:30:49 GMT-0600 (Central Standard Time)
 Results returned: 149

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
BUSINESS OCCUPANT	1010 E LAYTON AVE	MILWAUKEE, WI 53207-5238
BUSINESS OCCUPANT	110 E LAYTON AVE	MILWAUKEE, WI 53207-5907
BUSINESS OCCUPANT	1101 E LAYTON AVE	MILWAUKEE, WI 53207-5266
BUSINESS OCCUPANT	111 W LAYTON AVE	MILWAUKEE, WI 53207-5913
BUSINESS OCCUPANT	116 E LAYTON AVE	MILWAUKEE, WI 53207-5907
BUSINESS OCCUPANT	1701 E COLLEGE AVE	MILWAUKEE, WI 53207-6250
BUSINESS OCCUPANT	1901 E LAYTON AVE	MILWAUKEE, WI 53207-6070
BUSINESS OCCUPANT	1919 E GRANGE AVE	MILWAUKEE, WI 53207-6104
BUSINESS OCCUPANT	1919 E GRANGE AVE	MILWAUKEE, WI 53207-6104
BUSINESS OCCUPANT	201 W AIR CARGO WAY, 6	MILWAUKEE, WI 53207-6013
BUSINESS OCCUPANT	201 W AIR CARGO WAY, 7	MILWAUKEE, WI 53207-6013
BUSINESS OCCUPANT	210 E CITATION WAY	MILWAUKEE, WI 53207-6291
BUSINESS OCCUPANT	300 E CITATION WAY	MILWAUKEE, WI 53207-6293
BUSINESS OCCUPANT	300 E COLLEGE AVE	MILWAUKEE, WI 53207-6206
BUSINESS OCCUPANT	301 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	311 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	321 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	331 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	341 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	351 W AIR CARGO WAY	MILWAUKEE, WI 53207-6040
BUSINESS OCCUPANT	400 W BODEN ST	MILWAUKEE, WI 53207-6274
BUSINESS OCCUPANT	401 E LAYTON AVE	MILWAUKEE, WI 53207-5232
BUSINESS OCCUPANT	403 E HENRY AVE	MILWAUKEE, WI 53207-6223
BUSINESS OCCUPANT	422 E COLLEGE AVE	MILWAUKEE, WI 53207-6271
BUSINESS OCCUPANT	4709 S HOWELL AVE	MILWAUKEE, WI 53207-5913

BUSINESS OCCUPANT	4727 S HOWELL AVE	MILWAUKEE, WI 53207-5913
BUSINESS OCCUPANT	4792 S HOWELL AVE	MILWAUKEE, WI 53207-5950
BUSINESS OCCUPANT	4849 S HOWELL AVE	MILWAUKEE, WI 53207-5914
BUSINESS OCCUPANT	4901 S HOWELL AVE	MILWAUKEE, WI 53207-5923
BUSINESS OCCUPANT	4915 S HOWELL AVE	MILWAUKEE, WI 53207-5923
BUSINESS OCCUPANT	4915 S HOWELL AVE, 100	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 101	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 102	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 200	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 300	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 301	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 4	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 500	MILWAUKEE, WI 53207-5960
BUSINESS OCCUPANT	4915 S HOWELL AVE, 501	MILWAUKEE, WI 53207-5939
BUSINESS OCCUPANT	4915 S HOWELL AVE, 502	MILWAUKEE, WI 53207-5947
BUSINESS OCCUPANT	4915 S HOWELL AVE, 503	MILWAUKEE, WI 53207-5960
BUSINESS OCCUPANT	4925 S HOWELL AVE	MILWAUKEE, WI 53207-5923
BUSINESS OCCUPANT	4959 S HOWELL AVE	MILWAUKEE, WI 53207-5923
BUSINESS OCCUPANT	5007 S HOWELL AVE, 100	MILWAUKEE, WI 53207-6161
BUSINESS OCCUPANT	5007 S HOWELL AVE, 105	MILWAUKEE, WI 53207-6107
BUSINESS OCCUPANT	5007 S HOWELL AVE, 120	MILWAUKEE, WI 53207-6157
BUSINESS OCCUPANT	5007 S HOWELL AVE, 125	MILWAUKEE, WI 53207-6108
BUSINESS OCCUPANT	5007 S HOWELL AVE, 130	MILWAUKEE, WI 53207-6100
BUSINESS OCCUPANT	5007 S HOWELL AVE, 150	MILWAUKEE, WI 53207-6110
BUSINESS OCCUPANT	5007 S HOWELL AVE, 200	MILWAUKEE, WI 53207-6160
BUSINESS OCCUPANT	5007 S HOWELL AVE, 205	MILWAUKEE, WI 53207-6128
BUSINESS OCCUPANT	5007 S HOWELL AVE, 210	MILWAUKEE, WI 53207-6158
BUSINESS OCCUPANT	5007 S HOWELL AVE, 215	MILWAUKEE, WI 53207-6160
BUSINESS OCCUPANT	5007 S HOWELL AVE, 300	MILWAUKEE, WI 53207-6158
BUSINESS OCCUPANT	5007 S HOWELL AVE, 310	MILWAUKEE, WI 53207-6158
BUSINESS OCCUPANT	5007 S HOWELL AVE, 315	MILWAUKEE, WI 53207-6159
BUSINESS OCCUPANT	5007 S HOWELL AVE, 320	MILWAUKEE, WI 53207-6159
BUSINESS OCCUPANT	5007 S HOWELL AVE, 330	MILWAUKEE, WI 53207-6159

BUSINESS OCCUPANT	5007 S HOWELL AVE, 350	MILWAUKEE, WI 53207-6159
BUSINESS OCCUPANT	5037 S HOWELL AVE	MILWAUKEE, WI 53207-6101
BUSINESS OCCUPANT	5067 S HOWELL AVE	MILWAUKEE, WI 53207-6101
BUSINESS OCCUPANT	5105 S HOWELL AVE, 1	MILWAUKEE, WI 53207-6130
BUSINESS OCCUPANT	5105 S HOWELL AVE, 2	MILWAUKEE, WI 53207-6130
BUSINESS OCCUPANT	5105 S HOWELL AVE, 3	MILWAUKEE, WI 53207-6130
BUSINESS OCCUPANT	5105 S HOWELL AVE, 4	MILWAUKEE, WI 53207-6130
BUSINESS OCCUPANT	5151 S HOWELL AVE	MILWAUKEE, WI 53207-6129
BUSINESS OCCUPANT	5151 S HOWELL AVE, 1	MILWAUKEE, WI 53207-6109
BUSINESS OCCUPANT	5151 S HOWELL AVE, A	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5151 S HOWELL AVE, B	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5151 S HOWELL AVE, D	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5151 S HOWELL AVE, E	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5151 S HOWELL AVE, G	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5151 S HOWELL AVE, H	MILWAUKEE, WI 53207-6179
BUSINESS OCCUPANT	5201 S HOWELL AVE	MILWAUKEE, WI 53207-6112
BUSINESS OCCUPANT	524 E LAYTON AVE	MILWAUKEE, WI 53207-5207
BUSINESS OCCUPANT	5253 S HOWELL AVE	MILWAUKEE, WI 53207-6112
BUSINESS OCCUPANT	5300 S HOWELL AVE	MILWAUKEE, WI 53207-6156
BUSINESS OCCUPANT	5300 S HOWELL AVE, 1	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 12	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 13	MILWAUKEE, WI 53207-6163
BUSINESS OCCUPANT	5300 S HOWELL AVE, 14	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 17	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 18	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 2	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 23	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 24	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 25	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 26	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 33	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 35	MILWAUKEE, WI 53207-6180
BUSINESS OCCUPANT	5300 S HOWELL AVE, 36	MILWAUKEE, WI 53207-6106

BUSINESS OCCUPANT	5300 S HOWELL AVE, 38	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 41	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 46	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 48	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 49	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 5	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 50	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 56	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 57	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 7	MILWAUKEE, WI 53207-6106
BUSINESS OCCUPANT	5300 S HOWELL AVE, 77	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 79	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 80	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 86	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, 9	MILWAUKEE, WI 53207-6156
BUSINESS OCCUPANT	5300 S HOWELL AVE, 91	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5300 S HOWELL AVE, A	MILWAUKEE, WI 53207-6189
BUSINESS OCCUPANT	5300 S HOWELL AVE, B182	MILWAUKEE, WI 53207-6156
BUSINESS OCCUPANT	5300 S HOWELL AVE, C270	MILWAUKEE, WI 53207-6126
BUSINESS OCCUPANT	5311 S HOWELL AVE, 1	MILWAUKEE, WI 53207-6114
BUSINESS OCCUPANT	5311 S HOWELL AVE, 2	MILWAUKEE, WI 53207-6114
BUSINESS OCCUPANT	5311 S HOWELL AVE, 3	MILWAUKEE, WI 53207-6114
BUSINESS OCCUPANT	5311 S HOWELL AVE, 3	MILWAUKEE, WI 53207-6114
BUSINESS OCCUPANT	5330 S HOWELL AVE	MILWAUKEE, WI 53207-6178
BUSINESS OCCUPANT	5410 S HOWELL AVE	MILWAUKEE, WI 53207-6113
BUSINESS OCCUPANT	5460 S HOWELL AVE	MILWAUKEE, WI 53207-6113
BUSINESS OCCUPANT	5470 S HOWELL AVE	MILWAUKEE, WI 53207-6113
BUSINESS OCCUPANT	5480 S HOWELL AVE	MILWAUKEE, WI 53207-6113
BUSINESS OCCUPANT	5500 S HOWELL AVE	MILWAUKEE, WI 53207-2500
BUSINESS OCCUPANT	555 W AIR CARGO WAY	MILWAUKEE, WI 53207-6014
BUSINESS OCCUPANT	5555 S 6TH ST	MILWAUKEE, WI 53221-4409
BUSINESS OCCUPANT	5601 S 6TH ST	MILWAUKEE, WI 53221-4410
BUSINESS OCCUPANT	5800 S HOWELL AVE	MILWAUKEE, WI 53207-6003

BUSINESS OCCUPANT	5000 S HOWELL AVE	MILWAUKEE, WI 53207-0603
BUSINESS OCCUPANT	5880 S HOWELL AVE	MILWAUKEE, WI 53207-6603
BUSINESS OCCUPANT	5881 S HOWELL AVE	MILWAUKEE, WI 53207-6229
BUSINESS OCCUPANT	5890 S HOWELL AVE	MILWAUKEE, WI 53207-6603
BUSINESS OCCUPANT	5905 S HOWELL AVE	MILWAUKEE, WI 53207-6231
BUSINESS OCCUPANT	5917 S HOWELL AVE	MILWAUKEE, WI 53207-6231
BUSINESS OCCUPANT	5917 S HOWELL AVE	MILWAUKEE, WI 53207-6231
BUSINESS OCCUPANT	5934 S HOWELL AVE	MILWAUKEE, WI 53207-6232
BUSINESS OCCUPANT	600 E LAYTON AVE	MILWAUKEE, WI 53207-5208
BUSINESS OCCUPANT	600 E LAYTON AVE	MILWAUKEE, WI 53207-5208
BUSINESS OCCUPANT	6095 S JASPER AVE	MILWAUKEE, WI 53207-6282
BUSINESS OCCUPANT	6135 S JASPER AVE	MILWAUKEE, WI 53207-6201
BUSINESS OCCUPANT	6276 S JASPER AVE	MILWAUKEE, WI 53207-6297
BUSINESS OCCUPANT	700 E LAYTON AVE	MILWAUKEE, WI 53207-5209
BUSINESS OCCUPANT	704 E LAYTON AVE	MILWAUKEE, WI 53207-5209
BUSINESS OCCUPANT	724 E LAYTON AVE	MILWAUKEE, WI 53207-5209
BUSINESS OCCUPANT	800 E LAYTON AVE	MILWAUKEE, WI 53207-5235
BUSINESS OCCUPANT	830 E LAYTON AVE	MILWAUKEE, WI 53207-5235
BUSINESS OCCUPANT	900 E LAYTON AVE	MILWAUKEE, WI 53207-5237
BUSINESS OCCUPANT	923 E LAYTON AVE	MILWAUKEE, WI 53207-5236
BUSINESS OCCUPANT	923 E LAYTON AVE, 208	MILWAUKEE, WI 53207-5236
BUSINESS OCCUPANT	960 E LAYTON AVE	MILWAUKEE, WI 53207-5237
CURRENT OCCUPANT	4652 S QUINCY AVE	MILWAUKEE, WI 53207-5264
CURRENT OCCUPANT	5881 S HOWELL AVE	MILWAUKEE, WI 53207-6229
CURRENT OCCUPANT	5905 S HOWELL AVE	MILWAUKEE, WI 53207-6231
CURRENT OCCUPANT	6001 S 6TH ST	MILWAUKEE, WI 53221-5119



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:

Travel Retail, wine, beer, spirits - Retail

Do you have any experience operating this type of business? No Yes If yes, explain: Paradies shops offer retail alcohol at airports across North America.

2. Business Operations

- a. Proposed Opening Date: 03 27 2026 3-27-2026
- b. Is this premise under construction? No Yes If yes, list estimated completion date: 3-20-2026
- 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: alcohol license
- 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: MIKE Airport

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: Airport Security
- e. Will a sound amplification system be used? No Yes If yes, describe: _____

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: n/a
- b. Number of Garbage Cans: Inside: 2 Locations: One mall can by cash wrap, one larger one by back door in the back room!
Outside: _____ Locations: n/a
- c. Is a crowd control barrier used? No Yes If yes, describe: n/a
- d. How many restrooms are on the premises? 2 restrooms are within the airport
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: n/a

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? _____ and describe the parking security plan: _____
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: Airport **Inventory will move through airport security**
- c. Will you have licensed security on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Describe equipment used _____
 List their License Number (s) Airport Security
- d. Will there be security cameras? No Yes If yes, how many? 11 and list locations: Various locations within the store
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe At checkout

6. Percentage of Sales (must total 100%)

Alcohol <u>30</u> %	Food _____ % Cigarettes, Electronic Vape Devices, Tobacco Products _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %
			Other <u>70</u> % Describe: <u>Apparel + gifts</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: _____ Number of Rooms: _____
 Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

- Liquor Store Corner Store Supermarket Convenience Store
- Gas Station Amusement/Phonograph Distributor Recycling, Salvage or Towing
- Used Car Dealer Personal Service Establishment (such as tattoo business, hair salon, tailor, etc.) Recording Studio

What other licenses/permits will you hold at this location? (check all that apply)

- Occupancy Permit Cigarette, Tobacco, Electronic Vape Products Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: Class A alcohol license

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

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

9. Premises Description

- a. Identify all area(s) of the premises that will be used in operating this business (include areas used only for storage):
 1st Floor 2nd Floor Basement Storage Patio Beer Garden Sidewalk Café Deck Rooftop
 Other: Describe: Airport - main terminal m221, m231, m239a
- b. Describe Location: Major Thoroughfare Secondary Street Other: Airport terminal
- c. Nearest Major Cross Street: n/a
- d. Describe Building: Free Standing Building Strip Mall Other: Airport
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: Airport
- f. Describe Surrounding Area: Commercial Residential Industrial Other: airport
- g. Building Owner Name: MKE Airport Phone Number: _____
 Building Owner Address: 5300 S. Howell Ave, ^(in MKE County) Milwaukee WI 53278-0977

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	8am	7pm	100	18-65	
Monday	↓	↓			
Tuesday	↓	↓			
Wednesday	↓	↓			
Thursday	↓	↓			
Friday	↓	↓			
Saturday	↓	↓			

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 Permitted Hours of Operation: Class A: 8:00 am to 9:00 pm Sunday thru Saturday
 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)

Karen G. Suttle

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) SVP - General Counsel

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: <u>Paradies-Mark II, LLC</u>	
Premise Address: <u>5300 South Howell Ave Milwaukee WI 53207</u>	
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>Paradies-Mark II, LLC</u>
c) Are you purchasing the stock and/or fixtures?	<input type="checkbox"/> No <input checked="" type="checkbox"/> Yes If yes, amount paid \$ <u>TBD</u>
d) Total amount paid for business	\$ <u>0</u> We are not buying a business, just expanding the size and assortment of our existing business.
e) Total amount paid for goodwill of the business	\$ <u>0</u>
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 →

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 9.1.2025 Ends 9.31.2032
- b) Monthly rental § See 4.1.2 percentage rent in attached lease + 14% rent on gross bottled sales
- 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)? 10
- 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

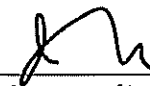
If you answered no to all the above questions, proof of course completion must be provided by submitting your course certificate to the License Division.

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.

Jehona Prichard-Agent

Print Name of Individual/Partner/Agent



Signature of Individual/Partner/Agent

Signature

Karen Suttle SVP General Counsel

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:

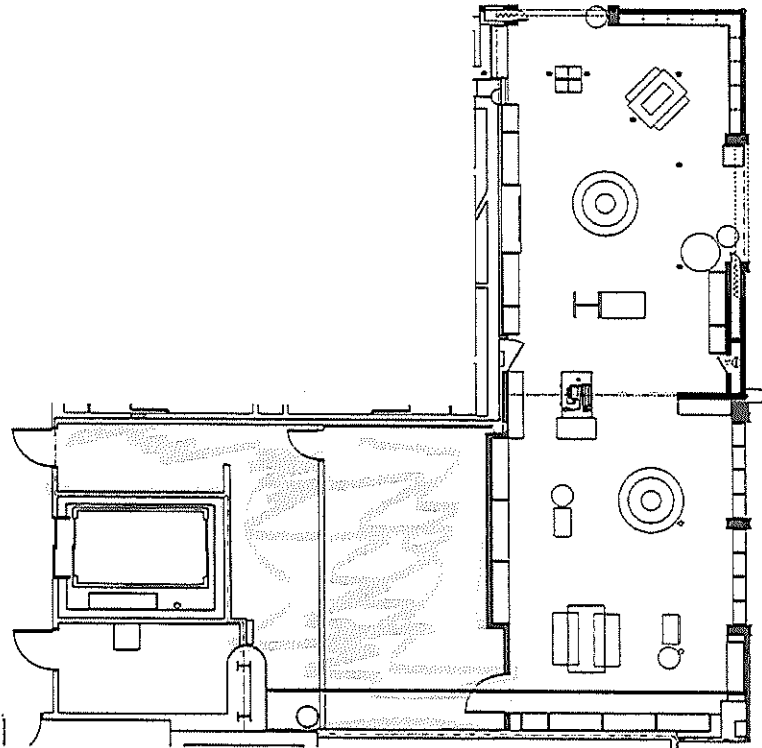
- Detailed floor plan
- If a restaurant, copy of the menu

Exhibit A



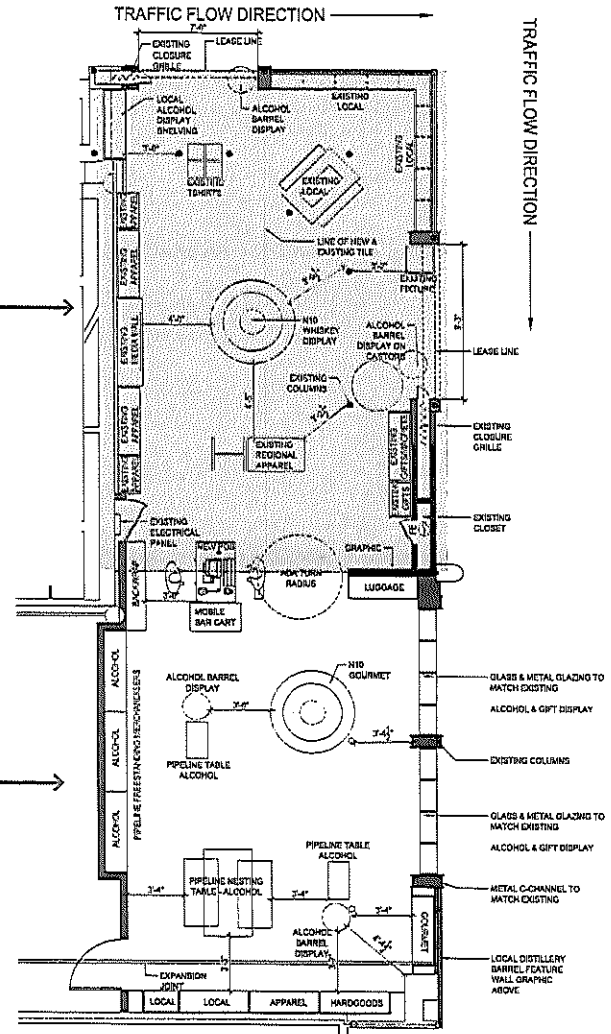
SPIRITS OF WISCONSIN | FLOOR PLAN

BOH: 562 SQ.FT. +/-
 FOH: 1,108 SQ.FT. +/-
 TOTAL: 1,670 SQ.FT. +/-



ORIGINAL LOD →

LOD EXPANSION →



SPIRITS OF WISCONSIN | FLOOR PLAN - TILE

