

GRANVILLE-HAVENWOODS ADVISORY COUNCIL BUSINESS QUESTIONNAIRE

Date

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

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

Individual Name:	JOYCE PIERCE
<small>INCLUDE ALIASES AND PRIOR NAMES</small>	
Email:	
1. What is the legal name and D/B/A name of your business?	JOYLAND LEARNING CENTER LLC
2. What is the address of your business or proposed business?	5702 W GOOD HOPE RD MILWAUKEE, WI 53223
3a. Are you a new or existing business?	Expanding from family child care center
3b. How many years have you been in business?	3.5 Years as a family home child care provider. 10+ Years group center director experience. 20+ Years total in the child care field.
4. Describe the product(s) or service(s) you offer. Include specific activities to be held at the proposed location. Include all licensing needed/applied for.	Applying for group child care license to hold a child care center and k4 program. Serving children 4 weeks to 15 years old. License needed is group child care license through the State of Wisconsin.
5. What problem does your business solve?	Providing high quality child care services including k4 programming in the community. Will also be providing community support through food drives, community events and adult developmental resources.
6a. How will you involve the community?	The community will be involved by offering surveys and other opportunities for feedback. By providing community support through food drives, community events and adult developmental resources, we commit to building a stronger community.
6b. How will you give back to the community?	We plan to give back to the community by keeping a clean, positive and uplifting environment, inside and outside of the center. We will give back by providing a safe, high-quality and affordable care that supports working families and promotes early child development with each child individually. We serve diverse backgrounds including special needs and focus on early intervention and school readiness. We plan to partner with local organizations to connect families to essential resources and community initiatives. Hiring locally and providing professional development opportunities will strengthen both families and the community.

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7. What are the business hours of operation?

24 hour care, Sunday through Saturday

8. Who is your target audience?

Families that are looking for a high-quality child care and services that meets their child's individual needs.

9a. Why do you want your business to be located within the 9th district?

When viewing the property I realized the neighborhood is a great place. There are not many child care centers in the area. Also knowing how other businesses in the district are working together to keep it safe, clean and thriving is very important to me.

9b. How will your business improve the 9th district?

My business will improve the district by bringing in a child care provider that is extremely serious about the well being of children in care, which makes it much more important to

10. Who will maintain the exterior premise of your establishment?

Together, all tenants of the building will do their part to make sure we are maintaining a clean outside area on a daily basis. There will be hired workers to do snow removal and grass cutting.

11. Are you leasing or buying the building where your business will be located?

The building I'm using is being leased by myself.

12. Describe your security design.

Camera systems will be set up so the entire property is surveilled. Myself and staff will work together to report any suspicious activity and remain on the lookout for anything in the area that may not seem right.

13. Does your proposal involve any City approvals? If so, what are those approval processes?

My proposal requires a City of Milwaukee occupancy permit.

14. What is the project timeline or schedule for your development or business, including any City approvals that are required?

After the council meeting, we are able to continue with the occupancy permit portion to get approved. From there, very light construction is needed and I can then begin to work on becoming licensed to open.

15a. Do you have a written business plan?

JoyLand Learning Center has a complete and updated business plan.

15b. Does your plan include a marketing plan?

JoyLand Learning Center's business plan includes a marketing plan.

15c. Are you doing financing? If yes, with whom?

No financing is being done.

15d. What is your plan on hiring and how many full/part-time employees?

Hiring in the child care field will be ongoing as the turnover rate is high. I am well experienced in coaching and teamworking with staff where it allows growth in the workplace as well as any professional development. With a hopeful capacity of approximately 85 children per shift, I would need to hire about 20 full time staff and 10 part time.

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15e. Are you going to hire within the community and how do you plan to recruit/train these individuals?

It is very important to me to hire within the community. I know of many training programs staff can sign up for. I am also a registered trainer and can currently provide continuation courses and in-service trainings. In-service trainings can occur anywhere from several times a month up until a few times a year. I will be able to train entry level child care courses after completing the 2 required courses in February 2026.

15f. What insurance coverage do you have?

Before opening I will acquire General Liability, Property, Abuse, Workers' Comp and Commercial Auto Insurance.

16. If needed, have you contacted the Department of Public Works?

Department of Public Works has been contacted by owner of building that is being leased.

17. Do you have a contractor for plumbing, HVAC, and architect? If yes, who are they?

I do not have contractors. Owner of building will be handling all remodeling work.

18. Have you obtained your seller's permit?

A seller's permit is not needed for this business

19. Have you registered with the Department of Financial Institutions?

JoyLand Learning Center is registered with the Department of Financial Institutions.

20. Do you have an accountant and a lawyer? If yes, who are they?

I am not working with an accountant or lawyer at this time.

21. Do you currently have any unpaid financial judgments against you personally or any businesses you are involved with and/or in?

I have no financial judgments against me or any businesses i am involved in.

GRANVILLE-HAVENWOODS ADVISORY COUNCIL

INDIVIDUAL QUESTIONNAIRE

Date 12/22/2025

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

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

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

Part A: Business Information

1. Legal Business Name (Individual name if sole proprietor) JOYCE PIERCE	
2. Business Trade Name or DBA JOYLAND LEARNING CENTER LLC	
3. Entity Type (check one) <input type="checkbox"/> Sole Proprietor <input type="checkbox"/> Partnership <input checked="" type="checkbox"/> Limited Liability Company <input type="checkbox"/> Corporation <input type="checkbox"/> Nonprofit Organization	

Part B: Individual Information

1. Last Name PIERCE		2. First Name JOYCE		3. M.I. R
4. Relationship to Business (Title) OWNER		5. Email jpierce893@gmail.com		6. Phone 262-717-8000
7. Home Address 4900 N 61ST ST				
8. City MILWAUKEE		9. State WI	10. Zip Code 53218	11. Date of Birth 10-11-1984
12. Driver License/State ID Number P620-4368-4871-01			13. Driver License/State ID State of Issuance WISCONSIN	

Part C: Address History

1. Do you currently reside in Wisconsin?				<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
If yes to 1 above, how long have you continuously lived in Wisconsin prior to the date of application?				Years 27	Months
2. List in chronological order all of your addresses within the last 5 years. Attach additional sheets if necessary.					
Previous Address 1		City		State	Zip Code
Previous Address 2		City		State	Zip Code
Previous Address 3		City		State	Zip Code
Previous Address 4		City		State	Zip Code
Previous Address 5		City		State	Zip Code
3. List all states and counties you have lived in as an adult. Attach additional sheets if necessary.					
State WI	County MILWAUKEE	State	County	State	County
State	County	State	County	State	County

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Part D: Criminal History


1. Have you ever been convicted of any offenses (excluding traffic offenses) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☒ Yes ☐ No
If yes to question 1, please list details of each conviction below. Attach additional sheets as needed.

Law/Ordinance Violated BATTERY	Location MILWAUKEE, WI	Conviction Date 2002
Penalty Imposed 50 DAYS HUBERT, PROBATION AND RESTITUTION	Was sentence completed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated Forgery - Pardoned December 2021	Location MILWAUKEE, WI	Conviction Date 2004
Penalty Imposed PROBATION AND RESTITUION	Was sentence completed? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Law/Ordinance Violated	Location	Conviction Date
Penalty Imposed	Was sentence completed? <input type="checkbox"/> Yes <input type="checkbox"/> No	

2. Are charges for any offenses currently pending against you (excluding traffic offenses) for violation of any federal, Wisconsin, or another state's laws or of any county or municipal ordinances? ☐ Yes ☒ No
If yes to question 2, describe nature and status of pending charges using the space below. Attach additional sheets as needed.

Part E: Attestation

READ CAREFULLY BEFORE SIGNING: Under penalty of law, I have answered each of the above questions completely and truthfully.

Signature 	Date 12/23/2025
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OFFICE OF THE GOVERNOR

TO ALL WHOM THESE PRESENTS COME:

WHEREAS, Joyce R. Pierce (date of birth October 11, 1984) was convicted on May 24, 2004 of two counts of Forgery-Uttering, in violation of Section 943.38(2) of the Wisconsin Statutes, Milwaukee County case number 2004CF1858 and on September 8, 2004 was sentenced to three year probation;

WHEREAS, this nonviolent offense occurred nearly eighteen years ago, and Ms. Pierce has paid her debt to society;

WHEREAS, Ms. Pierce has supported her community by volunteering with local schools and food banks;

WHEREAS, Ms. Pierce has furthered her education, earning an associate degree; and

WHEREAS, I find Joyce R. Pierce deserving of extraordinary relief.

NOW, THEREFORE, I, TONY EVERS, Governor of the State of Wisconsin, by the authority vested in me by Article V, Section 6 of the Wisconsin Constitution, do FULLY AND UNCONDITIONALLY PARDON Joyce R. Pierce of the offenses described above and restore to her all the rights and privileges which may have been forfeited by her as a result of said offense.



IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this sixth day of December in the year of two thousand twenty-one.

A handwritten signature in black ink, reading "Tony Evers".

TONY EVERS

Governor