



CITY OF MILWAUKEE
OFFICE OF THE CITY CLERK

Tuesday, May 26, 2026

COMMITTEE MEETING NOTICE

AD 04

SHAVER, Wesley G, Agent
FW FESTIVAL MKE, LLC
301 W WISCONSIN AV #416
MILWAUKEE, WI 53203

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

Tuesday, June 09, 2026 at 10:00 AM

The access code is <https://meet.goto.com/498513133>. Please see the enclosed best practices document for further instructions.

Regarding: Your Class B Tavern License Application as agent for "FW FESTIVAL MKE, LLC" for "FRESHWATER FOOD & WINE FESTIVAL" at 200 N HARBOR 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

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**

Tuesday, May 26, 2026

COMMITTEE MEETING NOTICE

AD 04

SHAVER, Wesley G, Agent
FW FESTIVAL MKE, LLC
2555 W WENDING DR
GLENDALE, WI 53209

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The access code is <https://meet.goto.com/498513133>. Please see the enclosed best practices document for further instructions.

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BY: _____

Jim Cooney
License Division Manager

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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: 04/28/26
Officer: Plumley

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

Name of Premise: FW Festival
Address: 200 N Harbor
Phone:

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

Licensee/Agent: Wesley Shaver
Home Address 2555 W Wending Dr
City State Zip: Glendale, WI 53209
Phone: 718-962-5639
Email: wshaver@milwaukeepride.org
Preferred contact: Phone

Location currently open: YES NO

Projected open date: 09/19/26

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

Hours of Operation: Sun: 11A-6P 24 hours Y N
Mon:
Tue:
Wed:
Thu:
Fri:
Sat: 11a-10P

Premise Type: Tavern/Bar
Restaurant
Other: Festival

Licenses currently held:
Alcohol: Yes No Class: #:

- Tobacco: Yes No #:
 Food: Yes No #:
 Extended Hours: Yes No #:
 Secondhand Dealer: Yes No Type: #:
 Other: Yes No Type: #:
 Other: Yes No Type: #:

Exterior Survey:

1. Is the area around the location clean? Yes No
2. What surrounds the location? (Check all the apply)
 - a. Park
 - b. School
 - c. Youth Center
 - d. Church
 - e. Tavern(s) If so, how many
 - f. Residential
 - g. Other businesses
 - h. Other:
3. Can you see from the outside of the location into the interior Yes No
4. Can you see the employees inside of the location from the outside Yes No
5. Are exterior windows free of signage Yes No
6. Is there a parking lot Yes No
7. Is the parking lot clean? Yes No
8. Off-Street parking Yes No
9. Is the parking lot well lit? Yes No
10. Valet Parking Yes No
 - a. Will this lot have a guard? Yes No
 - b. Will this lot have cameras? Yes No
11. Are there areas where a person could conceal themselves Yes No
12. Is there exterior lighting? Yes No. Does it appear to be adequate Yes No
13. Exterior Payphone? Yes No
14. Are there No Loitering Signs posted? Yes No
15. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

16. Does this location have security cameras? Yes No
17. Are they in working order? Yes No
18. What format are the cameras?
 - a. Color Yes No
 - b. Digital Yes No
 - c. Recorded Yes No
19. How long is footage stored for later viewing: 30 days
20. Are there exterior cameras Yes No How many: unknown
21. Are there interior cameras Yes No How many: unknown
22. Do all employees know how to retrieve recorded digital images/footage? Yes No
23. Cameras located in parking lot Yes No How many unknown

Interior Survey:

- 24. What is the planned capacity
- 25. What is the minimum number of employees That will be on premise
- 26. 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
- 27. Is the interior of the location neat and clean? Yes No
- 28. Does an interior camera face the entrance/exit? Yes No
- 29. Is there a lockable area that separates employees from customers? Yes No
- 30. Are emergency and non-emergency numbers posted near the phone? Yes No
- 31. 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

- 32. How many security personnel are going to be employed:
- 33. How will they be deployed: Interior Exterior
- 34. What days will they be deployed MonTueWedThuFriSatSun
- 35. Will the security be managed by business or contracted
- 36. Will they be armed Yes No
- 37. What type of security measures to be used:
 - Wanding/metal detector
 - ID Scanner
 - Dress Code
 - Cover Charge
 - Age restriction
 - Other Checking Id's

ADDITIONAL COMMENTS/RECOMMENDATIONS:

Freshwater FW Festival will be occupying Summerfest Grounds. Surveillance cameras are owned and operated by Summerfest/MWF.



Tuesday, May 26, 2026



Notice of Public Hearing

Blank Notice

SHAVER, Wesley G, Agent
Freshwater Food & Wine Festival at 200 N HARBOR DR
Class B Tavern License Application

Tuesday, June 09, 2026 at 10:00 AM

To whom it may concern:

The above application has been made by the above named applicant(s). This requires approval from the Licenses Committee and the Common Council of the City of Milwaukee. The hearing before the Licenses Committee will take place on 6/9/2026 at 10:00 AM in Room 301-B, Third Floor, City Hall. This is a public hearing. Those wishing to view the proceeding are able to do so via the City Channel – Channel 25 on Spectrum Cable – or on the Internet at <http://city.milwaukee.gov/citychannel>. Those wishing to provide oral testimony via internet are asked to contact the staff assistant, Yadira Melendez at (414) 286-2775 or stasst5@milwaukee.gov for necessary information. Please make such requests no later than one business day prior to the start of the meeting. You are not required to attend the hearing, but please see the information below if you would like to provide testimony. Once the Licenses Committee makes its recommendation, this recommendation is forwarded to the full Common Council for approval at its next regularly scheduled hearing.

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

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

Blank Notice

Total Records: 234

Radius 250 feet and Center of the Circle: 200 N Harbor Dr



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:

FOOD, WINE, CULTURAL FESTIVAL

Do you have any experience operating this type of business? No Yes If yes, explain: 15 + years!

2. Business Operations

- a. Proposed Opening Date: 9-19-26
- 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: ROTATING FESTIVALS
- e. Is the current licensee operating? No Yes If no, list date closed: AUG 23/2026
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: PRIDEFEST 2027
- g. Have you previously held an Extended Hours License in Milwaukee? No Yes
If yes, list address(es): _____
- h. Are other businesses operating in the same building? No Yes If yes, describe: _____

3. Litter & Noise

- a. How are grounds kept clean? Sweep Pressure Wash Pick Up Litter Other: _____
- b. How often will grounds be cleaned? Daily Weekly As Needed Monthly Other: _____
- c. Grounds cleaned by: Licensee Building Owner Employees Hired Maintenance Other: _____
- d. How are noise issues prevented and/or addressed? Security Manager approaches customer(s) Call Police
 Signs Posted Other: EVENT MANAGEMENT
- e. Will a sound amplification system be used? No Yes If yes, describe: PROFESSIONAL SERVICES

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? No Yes If yes, describe: DESIGNATED w/ SIGNS
- b. Number of Garbage Cans: Inside: N/A Locations: N/A
Outside: Locations: 300+ ON GROUNDS
- c. Is a crowd control barrier used? No Yes If yes, describe: FESTIVAL FENCING
- d. How many restrooms are on the premises? 10+
- 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? 300+ and describe the parking security plan: MPO, SUMMERFEST, INTERNAL TEAM
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: GATE 6 WITH SUMMERFEST SECURITY
- c. Will you have security personnel on premise? No Yes If yes, how many? 40+ and answer the following:
 What are their responsibilities? GUEST, STAFF, ENI. SAFETY
 Is security equipment used? No Yes If yes, describe METAL DETECTION, SEARCHES
 List their licensing, certification, or training credentials MPO, SUMMERFEST TRAINED
- d. Will there be security cameras? No Yes If yes, how many? _____ and list locations: SUMMERFEST SITE
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe @ GATES -

6. Percentage of Sales (must total 100%)

Alcohol <u>40</u> %	Food <u>0</u> %	Secondhand Merchandise <u>0</u> %	Precious Metals & Gems <u>0</u> %
Entertainment <u>0</u> %	Cigarettes <u>0</u> %		
Pawnbroker Activity <u>0</u> %	Salvaged Materials <u>0</u> % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) <u>0</u> %	Other <u>60</u> % Describe: <u>BOX OFFICE</u>

7. Businesses/Licenses on the Premises (check all that apply):

Type 1

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> Full Service Restaurant | <input type="checkbox"/> Cafe/Coffee Shop | <input type="checkbox"/> Deli or Fast Food Restaurant | <input type="checkbox"/> Private/Fraternal/Veterans Club |
| <input checked="" type="checkbox"/> Night Club | <input checked="" type="checkbox"/> Tavern | <input checked="" type="checkbox"/> Cocktail Lounge | <input type="checkbox"/> Teen Club |
| <input type="checkbox"/> Banquet Hall | <input type="checkbox"/> Sports Facility | <input type="checkbox"/> Bowling Alley | |
| <input type="checkbox"/> Hotel/Motel : Number of Floors: _____
Number of Rooms: _____ | <input type="checkbox"/> Rooming House: Number of Floors: _____
Number of Rooms: _____ | | |

Type 2

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

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

- Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
 Secondhand Dealer Precious Metal & Gem Other: _____

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

Capacity _____ (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: FESTIVAL PARK

b. Describe Location: Major Thoroughfare Secondary Street Other: _____

c. Nearest Major Cross Street: N. HARBOR DRIVE @ E. CHICAGO AVE

d. Describe Building: Free Standing Building Strip Mall Other: _____

e. Describe Premises Structure: Single Story Multi-Story - # of Stories _____ Other: _____

f. Describe Surrounding Area: Commercial Residential Industrial Other: _____

g. Building Owner Name: MILWAUKEE WORLD FESTIVAL Phone Number: 414-270-6536

Building Owner Address: 639 E. SUMMERFEST PLACE, MILWAUKEE, WI, 53202

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

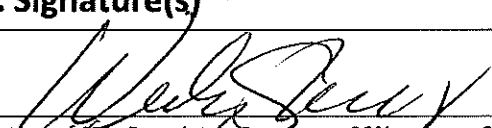
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
9/20 Sunday	11:00 am	6:00 pm	5,000	0-100	N/A
Monday					
Tuesday					
Wednesday					
Thursday					
Friday					
9/19 Saturday	11:00 am	10:00 pm	10,000	0-100	N/A

Any 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: FW FESTIVAL MKE, LLC

Premise Address: 200 N. HARBOR DRIVE, MILWAUKEE, WI

Proximity of Premises to Church, School, Daycare Center or Hospital

Is the building within 300 feet of any church, school, daycare center or hospital? No Yes

"Service Bar Only" Designation

If applying for Class B or C license, are you applying for "Service Bar Only"? No Yes
Service Bar Only means customers cannot sit at the bar. Alcohol is served to employees who serve patrons seated at tables. No stools, chairs or other articles of furniture shall be placed at the service bar for patrons to sit upon.

Business Information

- a) Are you taking out this application for anyone that may not be eligible for a license? No Yes
If yes, list their name and address: _____
- b) Will the agent, a partner or the individual licensee be conducting the day-to-day operations of the business? No Yes
If no, list the name and address of the person(s) who will: _____

Class B Applicants: If the agent, a partner or the individual licensee will not be conducting the day-to-day operations of the business, the person(s) listed above must obtain a Class B Managers license.
- c) Does anyone else have money invested or any other interest in this business? No Yes
If yes, explain: _____
- d) Have you made an agreement with anyone to repay any loan or any other payments based upon income from the business? No Yes If yes, list name and address: _____

Property Information (New & Transfer Applicants Only)

- a) Do you own or lease the building? Own Lease
- b) Who owns the fixtures (for example, coolers, etc.)? MILWAUKEE WORLD FESTIVALS INC.
- c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ _____
- d) Total amount paid for business \$ /
- e) Total amount paid for goodwill of the business \$ /

Goodwill comprises the reputation and customer relationships of an existing business. If the price you pay for the business exceeds the fair market value of all of the rest of the assets of the business, the excess may be considered goodwill.
- f) Have you made arrangements with the seller for payment of personal property taxes? No Yes N/A

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

- a) Date lease begins 9.18.26 Ends 9.31.26
- b) Monthly rental \$ N/A
- 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)? N/A

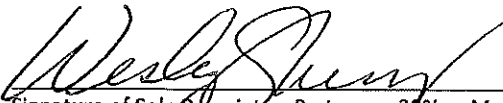
Lease Information (Continued)

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

Change of Agent Applicants Only

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

Signature

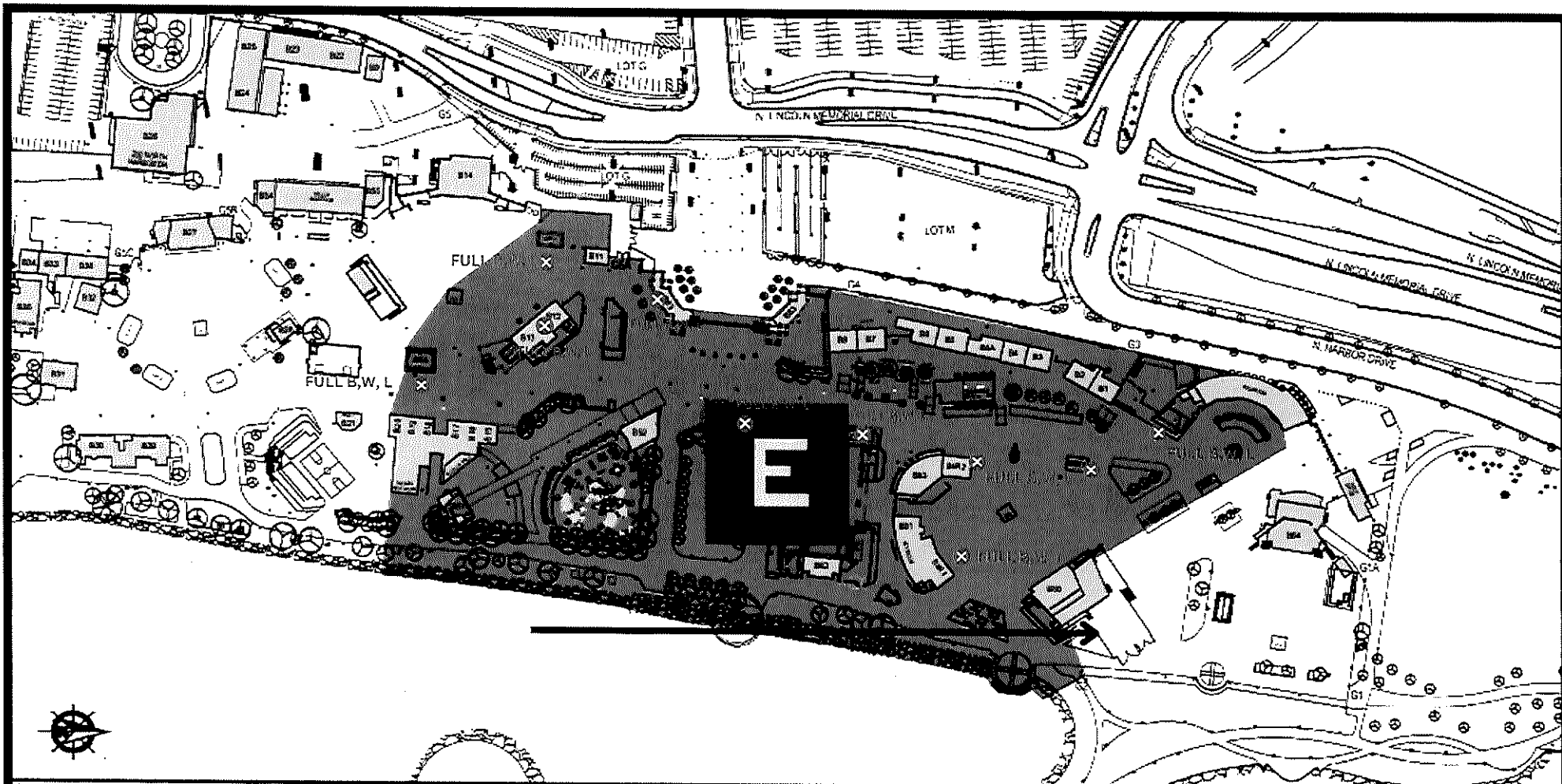


Signature of Sole Proprietor, Partner or 20% or More Shareholder
(If no 20% or more Shareholder, Corporate Officer - print name/title and sign)

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



FRESHWATER FOOD & WINE FESTIVAL

MILWAUKEE WORLD FESTIVAL
LIQUOR LICENSE MAP

FRESHWATER FOOD & WINE FESTIVAL 2026



MILWAUKEE WORLD FESTIVAL, INC.
1206 SUMMIT PLACE
MILWAUKEE, WI 53227

REVISED: 2/27/2026

DRAWING NOT TO SCALE

DRAWN BY: MWF DESIGN DEPT


FRESHWATER
FOOD & WINE FESTIVAL

September 19-20 2026
Henry Maier Festival Park

Key:

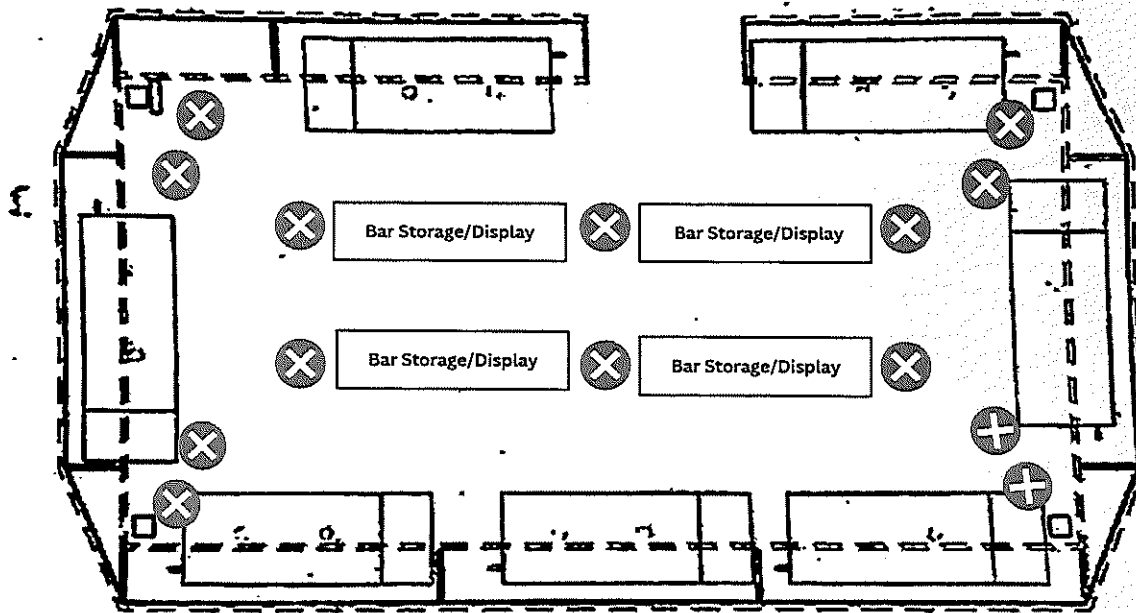
FULL B, W, L = Beer, Wine, Liquor



Bar Location*

*see attached for bar size and layout

Freshwater Food & Wine Festival 2026 Bar Locations Map
Drafted: April 20, 2026



sq footage: 405 sq ft. *WA*



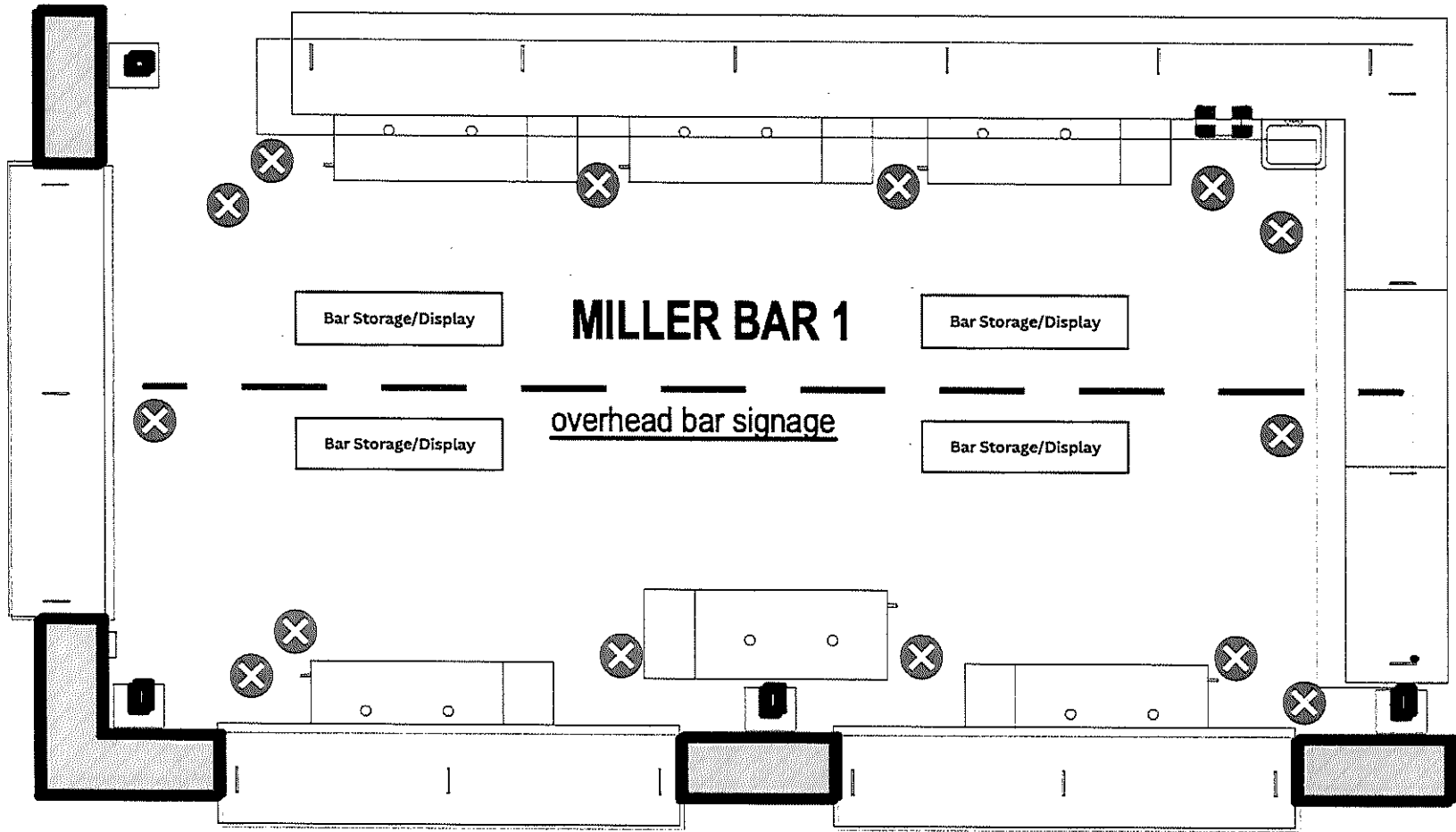
FRESHWATER
FOOD & WINE FESTIVAL

September 19-20 2026
Henry Maier Festival Park



Garbage Can Placement

Freshwater Food & Wine Festival 2026 Bar Locations Map
Drafted: April 20, 2026




FRESHWATER
 FOOD & WINE FESTIVAL

September 19-20 2026
Henry Maier Festival Park

 **Garbage Can Placement**

Freshwater Food & Wine Festival 2026 Bar Locations Map
Drafted: April 20, 2026