



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

Friday, January 15, 2021

COMMITTEE MEETING NOTICE

AD 14

KELLER, Ethan J, Agent
KELLER FOOD AND BEVERAGE, LLC
2612 S GREELEY St #123

Milwaukee, WI 53207

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

Tuesday, January 26, 2021 at 11:40 AM

Regarding: Your Class B Tavern - Wine Only License Application as agent for "KELLER FOOD AND BEVERAGE, LLC" for "Cache Cider" at 2612 S GREELEY St #123.

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 85-2.7-4, 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 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, TDD - (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.

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**

Friday, January 15, 2021

COMMITTEE MEETING NOTICE

AD 14

KELLER, Ethan J, Agent
KELLER FOOD AND BEVERAGE, LLC
2472 S Kinnickinnic Ave

Milwaukee, WI 53207

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

Tuesday, January 26, 2021 at 11:40 AM

Regarding: Your Class B Tavern - Wine Only License Application as agent for "KELLER FOOD AND BEVERAGE, LLC" for "Cache Cider" at 2612 S GREELEY St #123.

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 85-2.7-4, 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 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, TDD - (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.

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: 12-14-2020
Officer: P.O. Michael WARD

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

Name of Premise: Cache Cider
Address: 2612 S. Greeley St. Unit 123 Milwaukee, WI 53207
Phone: 414-841-6360 – Not Active Yet

Owner: Ethan J. Keller
Owner address: 2472 S. Kinnickinnic Ave.
City State Zip: Milwaukee, WI 53207
Owner Phone: 262-751-4535
Owner email: Cachecider@Gmail.com

Licensee/Agent: Same as above
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Ethan J. Keller – 262-751-4535

Location currently open: YES NO

Projected open date: Once Licenses are Approved – Late December 2020/Early 2121

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

Hours of Operation: Sun: 11am to 9pm 24 hours Y N
Mon: Closed
Tue: 4pm to 9pm
Wed: 4pm to 9pm
Thu: 4pm to 9pm
Fri: 4pm to 9pm
Sat: 11am to 9pm

Premise Type: Tavern/Bar
Restaurant
Other:

Licenses currently held: NONE

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 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: 3
16. Are the address numbers prominently displayed and easy to see Yes No

Camera Survey:

17. Does this location have security cameras? Yes No
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: Unknown
21. Are there exterior cameras Yes No How many: 3
22. Are there interior cameras Yes No How many: 8

23. Do all employees know how to retrieve recorded digital images/footage? Yes No
 24. Cameras located in parking lot Yes No How many

Interior Survey:

25. What is the planned capacity 49
 26. What is the minimum number of employees That will be on premise 1 to start – 2021 bartender will be hired.
 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 Once installed
 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

33. How many security personnel are going to be employed: None
 34. How will they be deployed: Interior Exterior
 35. What days will they be deployed Mon Tue Wed Thu Fri Sat Sun
 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 is written by Police Officer Michael WARD, assigned to District 6, Early Power Shift, Community Liaison Office and Community Prosecution Office.

On Monday, December 14, 2020, I conducted a CPTED Survey at 2612 S. Greeley St., in the City and County of Milwaukee.

On site during the survey was Owner and Listed Agent, Ethan J. Keller, (W/M, 11-25-1978).

The location is a multi-unit building with 4 floors and a common basement. Cache Cider is located on the first floor Unit 123.

The main entrance to the building is located on the west side of the building. The door is unsecured from 8am to 8pm. The door automatically locks at 8pm and is accessed with a key card after hours.

To access Unit 123, you walk down a common hall on the first floor to the Unit of the business. Unit 123 is located on the north side of the building.

There are three exterior cameras on the building. One covers the south parking lot, one covers the west side of the building by the entrance, and the third is located on the north side of the building. These cameras are owned by the property management team.

In the common areas of the building I observed interior cameras located at the top of each floor going up and down the stairs. On the first floor I observed an interior camera covering the common hallway going to Unit 123.

Keller stated that the management team has access to all of these cameras and was advised if there was an issue to call property manager and the police could review the footage. Unknown how long the footage is stored on these cameras.

Keller stated he would have one camera with 130 degree view located inside his business. The placement of the camera will cover the entrance/exit and the bar where the register will be located. Keller will have access to the camera and stated that without a monthly subscription the footage will only be stored for 24 hours.

Keller stated he does not have a space to secure personal items for himself and staff at this time. Keller stated he will have a small partition to separate his office belongings.

Keller was advised that the lighting in the parking lot was very minimal. Keller stated he was going to have a conversation with the property management team regarding lighting as well. I did not observe the location during night time operations. I only observed the lighting fixtures around the lot.

Windows were free of signage and you could see in and out of the location.

Keller was given all contact information, Non-Emergency, District 6, and the Community Liaison Office number.

This concludes my report.

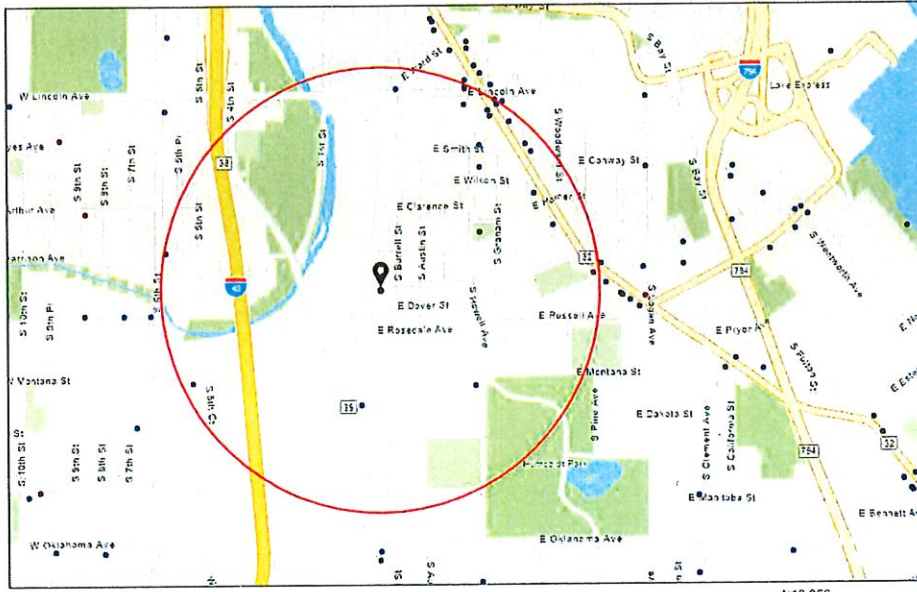


Concentration Map 2612 S Greeley St Suite 123

Area of Interest (AOI) Information

Area: 21,862,585.64 ft²

Dec 1 2020 9:25:55 Central Standard Time



Alcohol Licenses

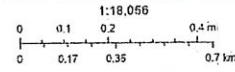
- Class A Intoxicating Liquor
- Class A Fermented Malt Beverage

• Class A Liquor and Mall

- Class B Fermented Malt Beverage

• Class B Tavern

- Class C Wine Retailer



City Community Maps Department Milwaukee County Land Info Div.

Concentration Map 2612 S Greeley St Suite 123

Summary

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

Alcohol Licenses

#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	Egg & Flour II LLC	Egg & Flour	Adam M Pawlak, Agt	2273 S HOWELL AV	Class B Tavern License		3/2/2021, 6:00 PM	1
2	SUMO, LLC	THE HIGHBURY PUB	JOSEPH R KATZ, Agt	2322 S KINNICKINNI C AV	Class B Tavern License	80	7/26/2021, 7:00 PM	1
3	PKNJ, LLC	Sorella	Kyle C Toner, Agt	2535 S Kinnickinnic AV	Class B Tavern License		8/16/2021, 7:00 PM	1
4	Bounce Milwaukee LLC	Bounce Milwaukee	Ryan M Clancy, Agt	2801 S 5TH CT	Class B Tavern License	255	4/20/2021, 7:00 PM	1
5	TONI'S MOODY BLUES	TONI'S MOODY BLUES	TONI L MARUNOWS KI, SP	2813 S HOWELL AV	Class B Tavern License	49	10/17/2021, 7:00 PM	1
6	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2020, 6:00 PM	1
7	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Fermented Malt Beverage Retailer's License		6/17/2021, 7:00 PM	1
8	Nonfiction LLC	Nonfiction Wine Company	Bradley A Kruse, Agt	800 E Potter AV	Class A Retailer's Intoxicating Liquor License		6/4/2021, 7:00 PM	1
9	ST AUGUSTINE CONGREGATION	ST AUGUSTINE CONGREGATION	Joseph A Laska, Agt	2530 S HOWELL AV	Class B Fermented Malt Beverage Retailer's License		12/30/2020, 6:00 PM	1
10	MPR CORPORATION	Bay View Supermarket	PARESH C PATEL, Agt	2277 S HOWELL AV	Class A Retailer's Intoxicating Liquor License		6/17/2021, 7:00 PM	1
11	BABY BOOMERS	BABY BOOMERS	WENDELL E BENNETT, SP	182 E LINCOLN AV	Class B Tavern License	80	11/4/2021, 7:00 PM	1
12	GW Mireles Inc	Cafe Corazon Bay View	GEORGE MIRELES, Agt	2394 S Kinnickinnic AV	Class B Tavern License	99	2/2/2021, 6:00 PM	1
13	Lazy Susan MKE Inc	Lazy Susan MKE	AMANDA J DIXON, Agt	2376-78 S Howell AV	Class B Tavern License	80	1/20/2021, 6:00 PM	1
14	REYNA'S BAR	REYNA'S BAR	MANUEL G RODRIGUEZ, SP	2566 S 6TH ST	Class B Tavern License	80	2/5/2021, 6:00 PM	1
15	RADBAT LLC	Odd Duck	ROSS M BACHHUBER, Agt	2352-54 S Kinnickinnic AV	Class B Tavern License	80	2/26/2021, 6:00 PM	1
16	HIGGSKI, INC	BAY VIEW BOWL	MICHAEL S KOSINSKI, Agt	2416 S KINNICKINNI C AV	Class B Tavern License	160	7/11/2021, 7:00 PM	1
17	Tota's LLC	Riviera Maya	FRANCISCO ARAIZA-QUINTANA, Agt	2321&2327 S Kinnickinnic AV	Class B Tavern License	90	7/5/2021, 7:00 PM	1

18	Morgan Kenwood, LTD	Avalon	JANE M SCHILZ, Agt	2473 S Kinnickinnic AV	Class B Tavern License		12/14/2021, 6:00 PM	1
19	NEVADA PRODUCTIONS LLC	THE TONIC TAVERN	PAUL U JONAS, Agt	2335 S KINNICKINNIC AV	Class B Tavern License	99	2/25/2021, 6:00 PM	1
20	Guanajuato Mexican Restaurant, LLC	Guanajuato Mexican Restaurant	CAROLINA GAMINO, Agt	2317 S Howell AV	Class B Tavern License		7/29/2021, 7:00 PM	1
21	Las 7 Estrellas LLC	Las 7 Estrellas	Jorge Ventura Ramirez, Agt	112 E Dakota ST	Class B Tavern License		8/26/2021, 7:00 PM	1
22	Three Sheets LLC	The Stone	SHAWN T LEET, Agt	2422 S Howell AV	Class B Tavern License	80	7/28/2021, 7:00 PM	1

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



Friday, January 15, 2021

Licenses Committee Notice of Hearing

HIDE HOUSE REALTY, LLC
2018 S 1ST St
Milwaukee, WI 53207

The Licenses Committee will consider the following license application:

Class B Tavern - Wine Only License Application
KELLER, Ethan J, Agent
Cache Cider at 2612 S GREELEY St #123

Date: 1/26/2021

Time: 11:40 AM

Location: The hearing before the Licenses Committee will take place virtually on Tuesday, January 26, 2021. 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 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

Please note this application may be recommended for denial based on fitness of the location due to concentration of alcohol beverage outlets in the area. If the application is denied for this reason, no other application for an alcohol beverage license for this location shall be recommended for approval by the Licenses Committee within three years of the date of denial unless the applicant has demonstrated a change of circumstances since the prior denial.





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:

Small batch winery, specializing in single-varietal hard apple ciders and honeywines

Do you have any experience operating this type of business? No Yes If yes, explain: 8 years experience, 14 CRE via Texas Tech enology

2. Business Operations

- a. Proposed Opening Date: 11/25/20
- 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: DATCP License # 493806 (Food Manufacturing)
- e. Is the current licensee operating? No Yes If no, list date closed: Pending WI Dept. of Revenue Winery Permit
- f. Do you have future plans for other businesses, licenses or permits at this location? No Yes
If yes, explain: May investigate food permit in the future
- 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: Art Studios, Gyms, Videographers

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: _____
- 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: _____
- b. Number of Garbage Cans: Inside: 3 Locations: Lobby/Seating Area, Manufacturing Area, Cleaning Area
Outside: 7 Locations: 3 in common areas, 2 in bathrooms, 2 dumpsters
- c. Is a crowd control barrier used? No Yes If yes, describe: Lockable security gates to winery space
- d. How many restrooms are on the premises? 2
- e. Name of solid waste contractor: Advanced Disposal Waste Management Other: EAGLE DISPOSAL

5. Security

- a. Are there onsite parking spaces? No Yes If yes, how many? 30 and describe the parking security plan: Parking lot under motion-sensor camera surveillance by landlord
- b. Is there a loading zone? No Yes If yes, describe the loading area security plan: Parking lot under surveillance by landlord
- c. Will you have security personnel on premise? No Yes If yes, how many? _____ and answer the following:
 What are their responsibilities? _____
 Is security equipment used? No Yes If yes, describe _____
 List their licensing, certification, or training credentials _____
- d. Will there be security cameras? No Yes If yes, how many? 2-3 and list locations: Landlord has hallway cameras. (Cider to implement 1 security camera in corner)
- e. Will searches/identification checks be done upon entry? No Yes If yes, describe ID check for all

6. Percentage of Sales (must total 100%)

Alcohol <u>90</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>10</u> % <u>apparel barware</u>
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)		Describe: <u>bandaged merchandise</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: _____ Rooming House: Number of Floors: _____
 Number of Rooms: _____ Number of Rooms: _____

Type 2

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

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

- Occupancy Permit Cigarette & Tobacco Gas Station Extended Hours Class "B" Tavern Weights & Measures
- Secondhand Dealer Precious Metal & Gem Other: CLASS B WINE ONLY (STATE LICENSED WINERY)

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

Capacity 49 (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: _____
- b. Describe Location: Major Thoroughfare Secondary Street Other: _____
- c. Nearest Major Cross Street: South Greeley Street and East Dover Place
- d. Describe Building: Free Standing Building Strip Mall Other: _____
- e. Describe Premises Structure: Single Story Multi-Story - # of Stories 3 Other: _____
- f. Describe Surrounding Area: Commercial Residential Industrial Other: _____
- g. Building Owner Name: Hide House Realty, LLC Phone Number: (414) 744-2018
 Building Owner Address: 2018 S. 1st St. Milwaukee, WI 53207

10. Hours of Operation & Customers

Will customers be entering the premises? No Yes

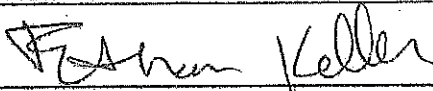
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers expected each day	Potential Age Range of Customers	Class B Tavern Applicant Only: Age Restriction (If none, write 'None')
	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)			
Sunday	11am	9pm	25-49	21+ (or w/ adult)	
Monday	4pm	9pm	1-24	21+ (or w/ adult)	
Tuesday	—	—			
Wednesday	4pm	9pm	1-24	21+ (or w/ adult)	
Thursday	4pm	9pm	1-24	21+ (or w/ adult)	
Friday	11am	9pm	25-49	21+ (or w/ adult)	
Saturday	11am	9pm	25-49	21+ (or w/ adult)	

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)



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: Keller Food and Beverage LLC DBA. Cache Cider

Premise Address: 2612 S. Greeley St. Suite 123 Milwaukee, WI 53207

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.)? Cache Cider
 - c) Are you purchasing the stock and/or fixtures? No Yes If yes, amount paid \$ 10,000
 - d) Total amount paid for business \$ 10,000
 - e) Total amount paid for goodwill of the business \$ N/A
- 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

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

- a) Date lease begins 8/1/20 Ends 8/1/21
- b) Monthly rental \$ 1075
- 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)? 0 (Occupancy Pending)

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 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):

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.

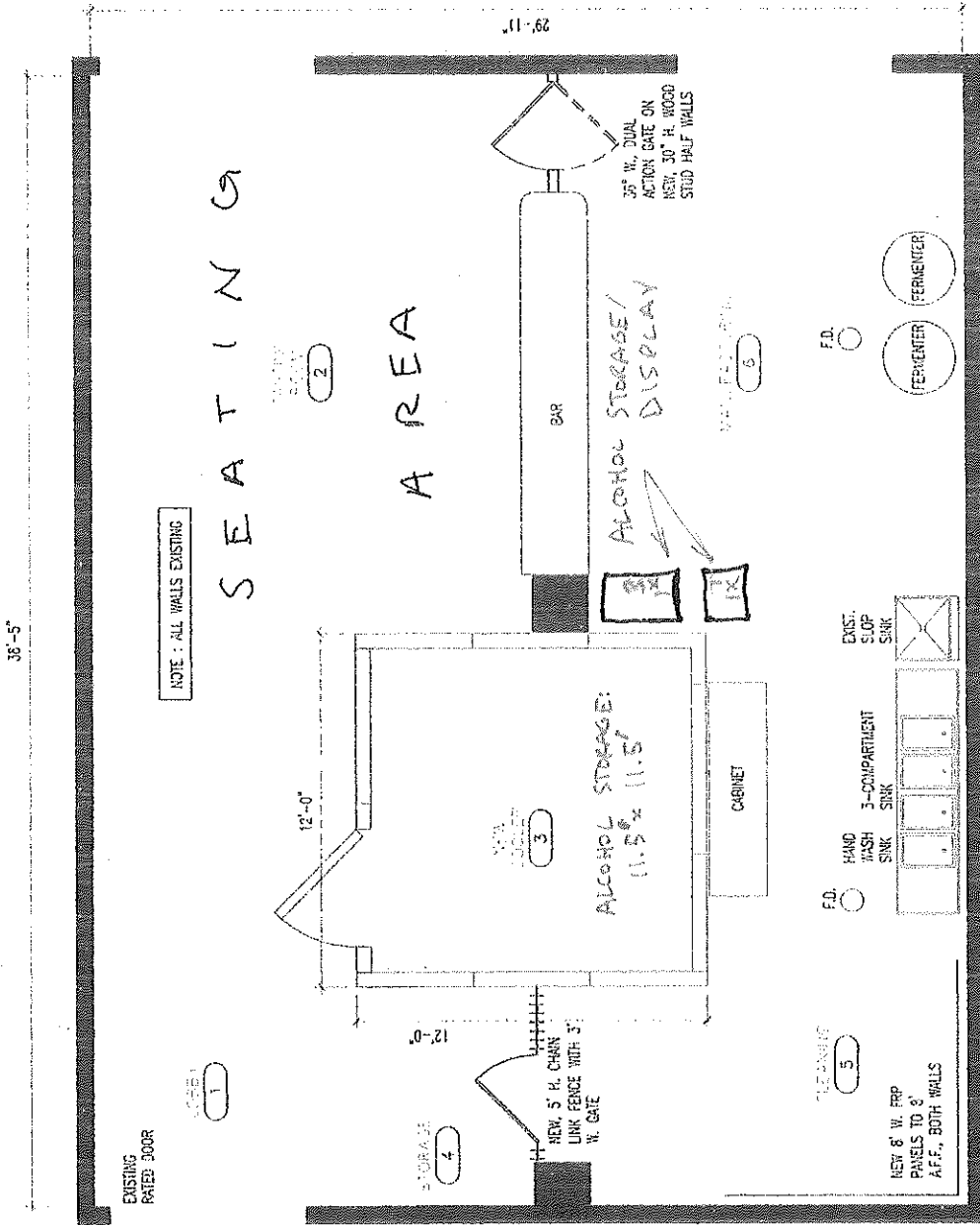
New and transfer of premises applicants must submit the following:

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

ARCHITECT:
 Karl Lulis
 15150 West Kingsway Drive
 New Berlin, WI 53151

Code info:
 Construction Type : Type 1
 Previous Occupancy : Storage S-2
 New Occupancy : Factory, F-2 Low Hazard Occupancy
 Allowable Area : Unlimited
 Gross Square Footage : 1,149 sq. ft.
 Sprinklered

DATE: 10/23/20



CACHE CIDER

2612 S. Greeley St., Suite 123, Milw., WI 53207

AGENT: Ethan Keller

September 15, 2020

FLOOR PLAN
 Scale: N.T.S.

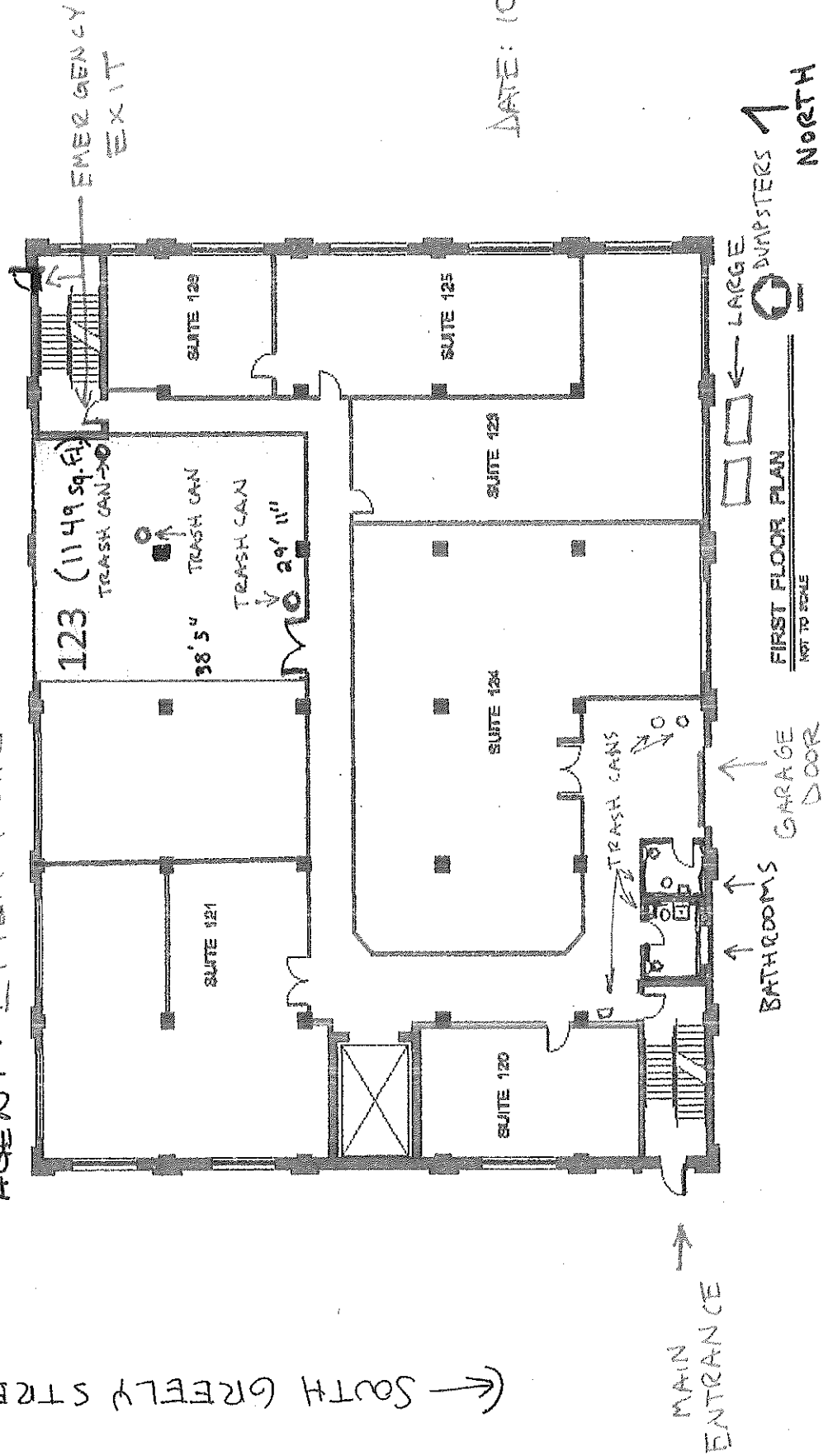


← EAST DEER PLACE →

ATTACHMENT B

KELLER FOOD AND BEVERAGES d/b/a CACHE CIDER
(2612 South Greeley Street, Suite 123 Milwaukee, WI 53207)
AGENT: Ethan Keller

← SOUTH GREELEY STREET →

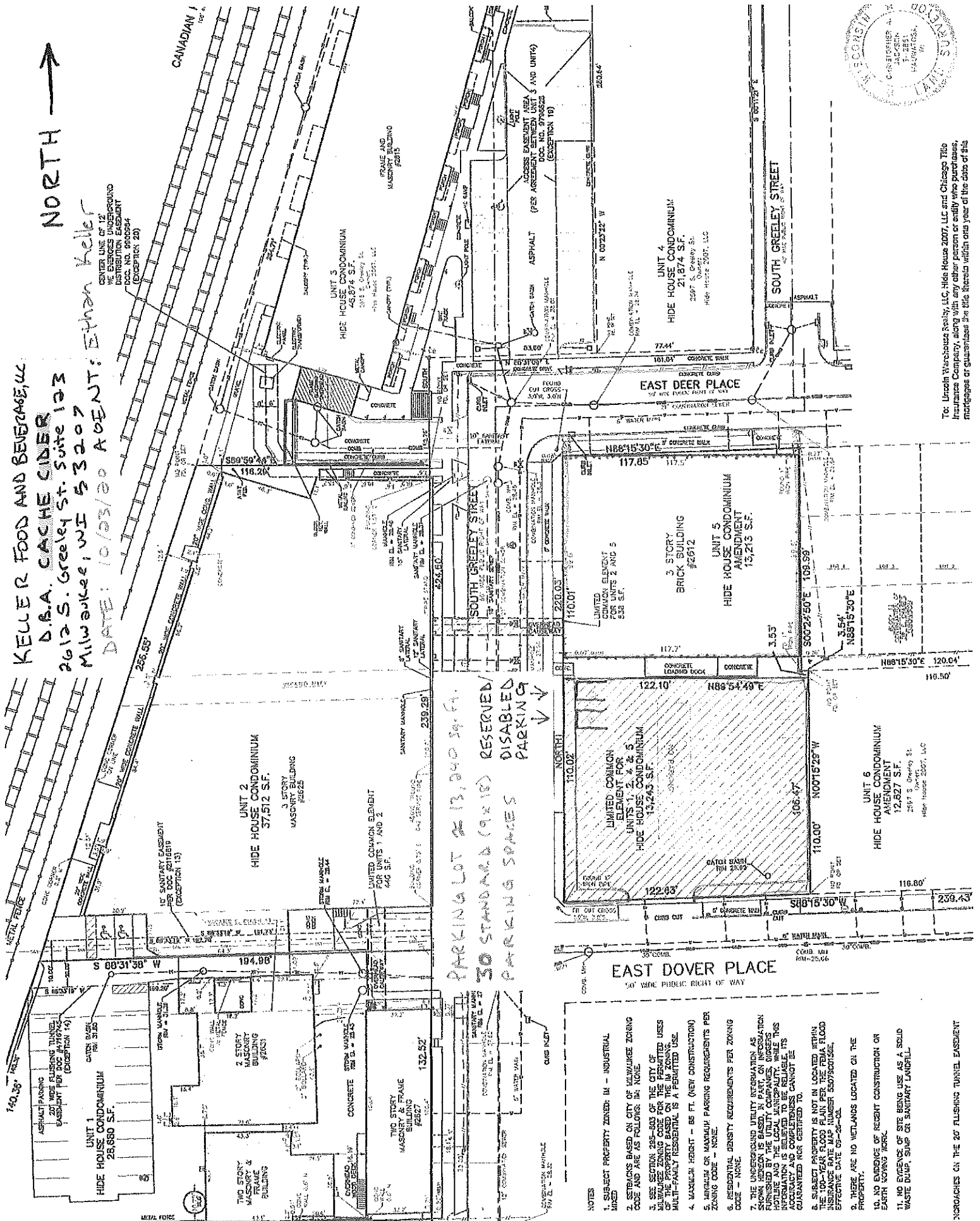
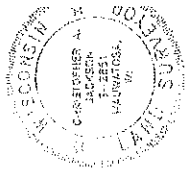


DATE: 10/23/00

(PARKING LOT)

KELLER FOOD AND BEVERAGE, LLC
 D.B.A. CACHE CIDER
 2612 S. Greeley St. Suite 103
 Milwaukee, WI 53207
 DATE: 10/03/20 AGENT: Ethan Keller

NORTH →



PARKING LOT OF 13,240 S.F.
 30 STANDARD (9x18) RESERVED
 PARKING SPACES
 9 DISABLED PARKING SPACES

- NOTES
1. SUBJECT PROPERTY ZONED IM - INDUSTRIAL MIXED
 2. SETBACKS BASED ON CITY OF MILWAUKEE ZONING CODE AND ARE AS FOLLOWS: IM, NICKIE
 3. SEE SECTION 205-203 OF THE CITY OF MILWAUKEE ZONING CODE FOR THE PERMITTED USES OF THE PROPERTY BASED ON THE IM ZONING. MULTI-FAMILY RESIDENTIAL IS A PERMITTED USE.
 4. MAXIMUM HEIGHT - 85 FT. (NEW CONSTRUCTION)
 5. MINIMUM OR MAXIMUM PARKING REQUIREMENTS PER ZONING CODE - NONE.
 6. RESIDENTIAL DENSITY REQUIREMENTS PER ZONING CODE - NONE.
 7. SHOW A REASON IS BASED IN PART ON INFORMATION FURNISHED BY THE UTILITY COMPANIES, SURVEYS, NOTES AND THE LOCAL MUNICIPALITY. WHILE THIS INFORMATION IS BELIEVED TO BE ACCURATE, ITS ACCURACY AND COMPLETENESS CANNOT BE GUARANTEED NOR CERTIFIED TO.
 8. SUBJECT PROPERTY IS NOT AN ISOLATED WETLAND. THE 100-YEAR FLOOD PLAIN PER THE FEMA FLOOD INSURANCE RATE MAP NUMBER 870700250E, EFFECTIVE DATE 09-28-08.
 9. THERE ARE NO WETLANDS LOCATED ON THE PROPERTY.
 10. NO EVIDENCE OF RECENT CONSTRUCTION OR EARTH MOVING WORK.
 11. NO EVIDENCE OF SITE BEING USED AS A SOLID WASTE DUMP, SLUMP OR SANITARY LANDFILL.

To: Lincoln Warehouse Realty, LLC, Hide House 2007, LLC and Chicago Title Insurance Company, along with any other person or entity who purchases mortgage or guarantees in the future within one year of the date of this