

CITY OF MILWAUKEE OFFICE OF THE CITY CLERK

Monday, September 15, 2025

COMMITTEE MEETING NOTICE

AD 04

LUKIC-KEGEL, Julian, Agent KEGEL'S LLC 5901 W NATIONAL AV WEST ALLIS, WI 53214

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

Tuesday, September 23, 2025 at 08:45 AM

Regarding:

Your Class B Tavern License Application as agent for "KEGEL'S LLC" for "KEGEL'S INN" 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



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AD 04

LUKIC-KEGEL, Julian, Agent KEGEL'S LLC N52W21765 VIRGINIA LN MENOMONEE FALLS, WI 53051

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Tuesday, September 23, 2025 at 08:45 AM

Regarding:

Your Class B Tavern License Application as agent for "KEGEL'S LLC" for "KEGEL'S INN" at 200 N HARBOR

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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: 09/08/25 Officer: Plumley

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

Name of Premise: Address: Phone:	Octoberfest 200 N Harbor			
Owner: Owner address: City State Zip: Owner Phone: Owner email:	Kegel, Stephanie K N52W21765 Virginia La M Falls, WI 53051 616-437-0859 kegelsinn@gmail.com			
Licensee/Agent: Home Address: City State Zip: Phone: Email: Preferred contact:	Lukic-Kegel, Julian R Same			
Location currently op	en: X YES	NO		
Projected open date: 1	0/3/25-10/05/25			
Day's open: ⊠S ∐l	M □T □W □Th ⊠F ⊠SA			
Hours of Operation:	Sun: 11A-6p Mon: Tue: Wed: Thu: Fri: 4p-10p Sat: 11a-10p	□24 hours □Y □N		
Premise Type:	☐Tavern/Bar ☐Restaurant ☑Other: Festival			
Licenses currently hel Alcohol:	d: ☐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: #:
Exter	ior Survey:	
•		location clean? Yes No
		ocation? (Check all the apply)
	a. Park	(, , , , , , , , , , , , , , ,
	b. School	
	c. Youth Cen	ter
	d. Church	
		f so, how many
	f. Residential	
	g. Other busir	
	h. Other:	
3.	· · · · · · · · · · · · · · · · · · ·	outside of the location into the interior XYes \(\subseteq No
4.		byees inside of the location from the outside Yes No
5.		free of signage Yes No
	Is there a parking lot	
	Is the parking lot clea	
8.		
	Is the parking lot well	
	. Valet Parking Yes	
	-	ave a guard? Yes No
		ave cameras? Yes No
11.		a person could conceal themselves Yes No
		$\frac{1}{2}$ Yes $\frac{1}{2}$ No. Does it appear to be adequate $\frac{1}{2}$ Yes $\frac{1}{2}$ No.
	Exterior Payphone?	Yes No
		g Signs posted? ⊠Yes □No
		ers prominently displayed and easy to see Yes No
10.	The the address hame	ors pronunciarly displayed and easy to see [7] i es [140
Camei	ra Survey:	
		e security cameras? XYes No
	Are they in working o	
	What format are the ca	
10.	a. Color	⊠Yes □No
	b. Digital	⊠Yes □No
	c. Recorded	⊠Yes □No
19		tored for later viewing: 30 days
	Are there exterior cam	
	Are there interior cam	
		w how to retrieve recorded digital images/footage? Yes No
	Cameras located in pa	
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<u>ADDITIONAL COMMENTS/RECOMMENDATIONS:</u>
Octoberfest will be occupying Summerfest Grounds. Surveillance cameras are owned and operated by Summerfest/MWF.

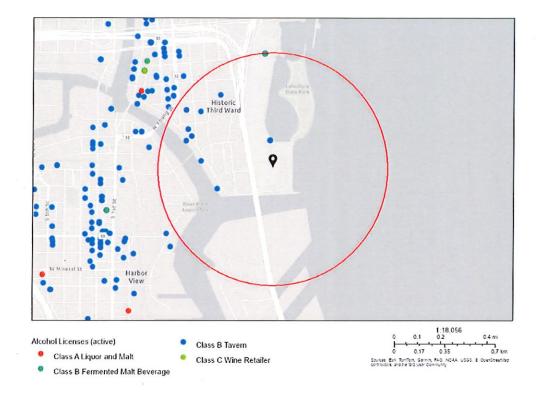


City Concentration Map for 200 N Harbor Dr Milwaukee

Area of Interest (AOI) Information

Area: 21,862,585.81 ft2

Jul 29 2025 14:28:19 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	19		

Alcohol Licenses

							1	
#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MAJOR GOOLSBY'S, INC.	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		8/16/2025, 7:00 PM	1
2	The Char-Grill,	Charcoal Grill & Rotisserie BLD #31	Jeffrey Marsh, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License		8/30/2025, 7:00 PM	1
3	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/6/2025, 7:00 PM	1
4	SRW ACQUISITION , LLC	HARBOR HOUSE	CHRISTIAN M DAMIANO, Agt	550 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
5	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	CHRISTIAN M DAMIANO, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2025, 7:00 PM	1
6	BARTOLOTTA CATERING- PIER WI LLC	BARTOLOTTA CATERING - PIER WI	CHRISTIAN M DAMIANO, Agt	500 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
7	GO GROCER MKE, INC.	GO GROCER MKE	Edgar Rivera, Agt	415 E MENOMONEE ST	Class A Malt & Class A Liquor License		9/18/2025, 7:00 PM	1
8	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2026, 6:00 PM	1
9	ELECTRIC LIME MILWAUKEE LLC	Electric Lime	Jessica J Orr, Agt	811-813 N JEFFERSON ST	Class B Tavern License	99	2/18/2026, 6:00 PM	1
10	Saz's Festival LLC	Saz's Dockside BBQ	Stephanie L Sazama- Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		3/14/2026, 7:00 PM	1
11	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2026, 7:00 PM	1
12	Maders German Restaurant Inc.	Maders	Benjamin T Stilp, Agt	200 N Harbor DR Area Q #6	Class B Fermented Malt Beverage Retailer's License		3/31/2026, 7:00 PM	1
13	Saz's Festival, LLC	Saz's Summerfest	Stephanie L Sazama- Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License	,	4/4/2026, 7:00 PM	1
14	MWF, LLC	SUMMERFES T	Zachary B Hasenstein, Agt	100-200 N HARBOR DR	Class B Tavern License	5	4/11/2026, 7:00 PM	1
15	Mader's German Restaurant, Inc	Johnsonville Sausage Garden	Benjamin T Stilp, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License	,	5/13/2026, 7:00 PM	1

16	Hungry Sailor, Inc	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	649 E Erie ST	Class B Tavern License	300	5/29/2026, 7:00 PM	1
17	Feu de Mer, LLC	Brisa Do Mar Mediterrano Restaurant	Shannon M Rowell, Agt	509 E Erie ST	Class B Tavern License		4/21/2026, 7:00 PM	1
18	RILEY'S SANDWICH COMPANY LLC	Riley's Social House	John M Ludwig, Agt	411 E MENOMONEE ST	Class B Tavern License	- The state of the	6/19/2026, 7:00 PM	1
19	German Fest Milwaukee, Inc	German Fest	Eric M Radue, Agt	200 N Harbor DR	Class B Tavern License		7/15/2026, 7:00 PM	1

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





Notice of Public Hearing

Blank Notice

LUKIC-KEGEL, Julian, Agent Kegel's Inn at 200 N Harbor DR Class B Tavern License Application

Tuesday, September 23, 2025 at 8:45 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 9/23/2025 at 8:45 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.

OCCUPANT	MAIL ADDRESS	CITY STATE ZIP
BUSINESS OCCUPANT	200 N HARBOR DR	MILWAUKEE, WI 53202-5901
BUSINESS OCCUPANT	200 N HARBOR DR	MILWAUKEE, WI 53202-5901
BUSINESS OCCUPANT	300 N VAN BUREN ST	MILWAUKEE, WI 53202-5908
BUSINESS OCCUPANT	300 N VAN BUREN ST	MILWAUKEE, WI 53202-5908
BUSINESS OCCUPANT	300 N VAN BUREN ST# 1	MILWAUKEE, WI 53202-5908
BUSINESS OCCUPANT	500 N HARBOR DR	MILWAUKEE, WI 53202-5601
BUSINESS OCCUPANT	550 N HARBOR DR	MILWAUKEE, WI 53202-5698
BUSINESS OCCUPANT	631 E CHICAGO ST	MILWAUKEE, WI 53202-5914
BUSINESS OCCUPANT	700 N ART MUSEUM DR	MILWAUKEE, WI 53202-4007
BUSINESS OCCUPANT	750 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-4039
BUSINESS OCCUPANT	750 N LINCOLN MEMORIAL DR	MILWAUKEE, WI 53202-4039
BUSINESS OCCUPANT	909 E MICHIGAN ST# 2	MILWAUKEE, WI 53202-0000
BUSINESS OCCUPANT	909 E MICHIGAN ST# 3	MILWAUKEE, WI 53202-0000
BUSINESS OCCUPANT	910 E MICHIGAN ST	MILWAUKEE, WI 53202-5607
BUSINESS OCCUPANT	929 E WISCONSIN AVE	MILWAUKEE, WI 53202-5406
BUSINESS OCCUPANT	931 E WISCONSIN AVE	MILWAUKEE, WI 53202-5406
CURRENT OCCUPANT	300 N VAN BUREN ST	MILWAUKEE, WI 53202-5923
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CURRENT OCCUPANT	909 E MICHIGAN ST# 1001	MILWAUKEE, WI 53202-5632
CURRENT OCCUPANT	909 E MICHIGAN ST# 1002	MILWAUKEE, WI 53202-5632
CURRENT OCCUPANT	909 E MICHIGAN ST# 1003	MILWAUKEE, WI 53202-5632
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Total Records: 250

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

Date: 09/08/25 Officer: Plumley

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

Name of Premise: Address: Phone:	Octoberfest 200 N Harbor					
Owner: Owner address: City State Zip: Owner Phone: Owner email:	Kegel, Stephanie K N52W21765 Virginia La M Falls, WI 53051 616-437-0859 kegelsinn@gmail.com					
Licensee/Agent: Home Address: City State Zip: Phone: Email:	Lukic-Kegel, Julian R Same					
Preferred contact:	Phone					
Location currently op	en: 🛛 YES 🗌	NO				
Projected open date: 1	10/3/25-10/05/25					
Day's open: ⊠S □l	M □T □W □Th ⊠F ⊠SA	ALL				
Hours of Operation:	Sun: 11A-6p Mon: Tue: Wed: Thu: Fri: 4p-10p Sat: 11a-10p	□24 hours □Y □N				
Premise Type:	☐Tavern/Bar ☐Restaurant ☑Other: Festival					
Licenses currently hel	d: TYes TNo Class:	#:				

	Tobacco:	∐Yes ∐No #:	
	Food:	☐Yes ☐No #:	
	Extended Hours:	Yes No #:	
	Secondhand Dealer:	Yes No Type:	#:
	Other:	Yes No Type:	#:
	Other:	Yes No Type:	#:
Exter	ior Survey:		
		location clean? Yes N	lo
		ocation? (Check all the apply	
	a. Park	`	
	b. School		
	c. Youth Cent	ter	
	d. Church		
		f so, how many	
	f. Residential		•
	g. Other busin		•
	h. Other:		
3.		outside of the location into	the interior ⊠Yes □No
4.	Can you see the emplo	ovees inside of the location	from the outside Yes \ \ No
		free of signage ∑Yes □N	
	Is there a parking lot [
7.			
8.			
	Is the parking lot well		
	. Valet Parking Yes		•
10		ave a guard? Yes No	
		ave cameras? Yes No	
11		a person could conceal ther	nselves TYes No
12	Is there exterior lighting	ng? XYes No. Does it	appear to be adequate Yes No
	Exterior Payphone?	∏Yes ⊠No	The state of the s
14	Are there No Loitering	g Signs posted? ⊠Yes ☐1	No
15	Are the address number	ers prominently displayed a	nd easy to see ⊠Yes □No
10	, and the address hame	ore prominently displayed a	
Came	ra Survey:		
16	Does this location hav	ve security cameras? ⊠Yes	ΠNo
	Are they in working o		· · ·
	What format are the ca		
10,	a. Color	⊠Yes □No	
	b. Digital	Yes No	
	c. Recorded	XYes No	
10		tored for later viewing: 30 d	lavs
	Are there exterior cam		
	Are there interior cam		
		w how to retrieve recorded	digital images/footage? ☐Yes ☒No
	Cameras located in pa		
43.	camoras rocatou in pa	TITLE TO FILLY	AND THE MILLIAND THE

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? \times Yes \subsetent 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 ☐Mon☐Tue☐Wed☐Thu☒Fri☒Sat☒Sun
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:
☐ ID Scanner
☐ Dress Code
Cover Charge
Age restriction
Other Checking Id's

ADDITIONAL COMMENTS/RECOMMENDATIONS:
Octoberfest will be occupying Summerfest Grounds. Surveillance cameras are owned and operated by Summerfest/MWF.

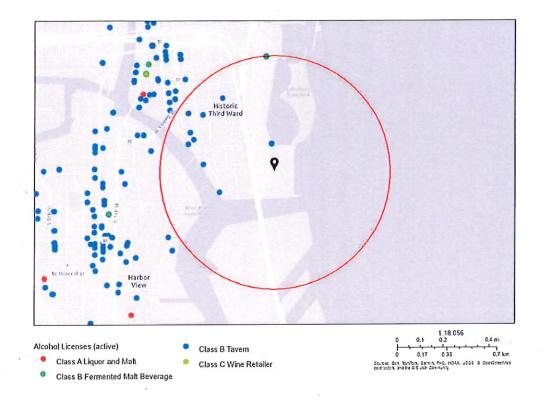


City Concentration Map for 200 N Harbor Dr

Area of Interest (AOI) Information

Area: 21,862,585.81 ft2

Jul 29 2025 14:28:19 Central Daylight Time



Summary

Name	Count	Area(ft²)	Length(mi)
Alcohol Licenses	19		

Alcohol Licenses

-0, 2	.39 FW				about.biailk			
#	Legal Entity	Trade Name	Licensee	Address	License Type Name	Total Capacity	Expiration Date	Count
1	MAJOR GOOLSBY'S, INC.	MAJOR GOOLSBY'S	PATRICK J MURPHY, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License		8/16/2025, 7:00 PM	1 .
2	The Char-Grill,	Charcoal Grill & Rotisserie BLD #31	Jeffrey Marsh, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License		8/30/2025, 7:00 PM	1
3	Dan Dan LLC	Dan Dan	Daniel P Jacobs, Agt	360 E ERIE ST	Class B Tavern License	165	8/6/2025, 7:00 PM	1
4	SRW ACQUISITION , LLC	HARBOR HOUSE	CHRISTIAN M DAMIANO, Agt	550 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
5	BRG ICC LLC	Bartolotta Catering & Events at the Italian Community Center	CHRISTIAN M DAMIANO, Agt	631 E Chicago ST	Class B Tavern License	598	9/21/2025, 7:00 PM	1
6	BARTOLOTTA CATERING- PIER WI LLC	BARTOLOTTA CATERING - PIER WI	CHRISTIAN M DAMIANO, Agt	500 N HARBOR DR	Class B Tavern License	250	9/21/2025, 7:00 PM	1
7	GO GROCER MKE, INC.	GO GROCER MKE	Edgar Rivera, Agt	415 E MENOMONEE ST	Class A Malt & Class A Liquor License		9/18/2025, 7:00 PM	1
8	ANACORP LLC	Cavas	Ana C Docta, Agt	401 E ERIE ST	Class B Tavern License		1/22/2026, 6:00 PM	1
9	ELECTRIC LIME MILWAUKEE LLC	Electric Lime	Jessica J Orr, Agt	811-813 N JEFFERSON ST	Class B Tavern License	99	2/18/2026, 6:00 PM	1
10	Saz's Festival LLC	Saz's Dockside BBQ	Stephanie L Sazama- Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License	ę	3/14/2026, 7:00 PM	1
11	Camp Bar Inc	Camp Bar	Paul C Hackbarth, Agt	525 E Menomonee ST	Class B Tavern License		3/27/2026, 7:00 PM	1
12	Maders German Restaurant Inc.	Maders	Benjamin T Stilp, Agt	200 N Harbor DR Area Q #6	Class B Fermented Malt Beverage Retailer's License		3/31/2026, 7:00 PM	1
13	Saz's Festival, LLC	Saz's Summerfest	Stephanie L Sazama- Schneck, Agt	200 N HARBOR DR	Class B Fermented Malt Beverage Retailer's License	8 .	4/4/2026, 7:00 PM	1
14	MWF, LLC	SUMMERFES T	Zachary B Hasenstein, Agt	100-200 N HARBOR DR	Class B Tavern License		4/11/2026, 7:00 PM	1
15	Mader's German Restaurant, Inc	Johnsonville Sausage Garden	Benjamin T Stilp, Agt	200 N Harbor DR	Class B Fermented Malt Beverage Retailer's License		5/13/2026, 7:00 PM	1

about:blank

16	Hungry Sallor, Inc	Milwaukee Sail Loft	JEFFREY G REINBOLD, Agt	649 E Erie ST	Class B Tavern License	300	5/29/2026, 7:00 PM	1
17	Feu de Mer, LLC	Brisa Do Mar Mediterrano Restaurant	Shannon M Rowell, Agt	509 E Erie ST	Class B Tavern License		4/21/2026, 7:00 PM	1
18	RILEY'S SANDWICH COMPANY LLC	Riley's Social House	John M Ludwig, Agt	411 E MENOMONEE ST	Class B Tavern License		6/19/2026, 7:00 PM	1
19	German Fest Milwaukee, Inc	German Fest	Eric M Radue, Agt	200 N Harbor DR	Class B Tavern License		7/15/2026, 7:00 PM	1

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

#3 Bus PLAN OF.



BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 5/12/2020

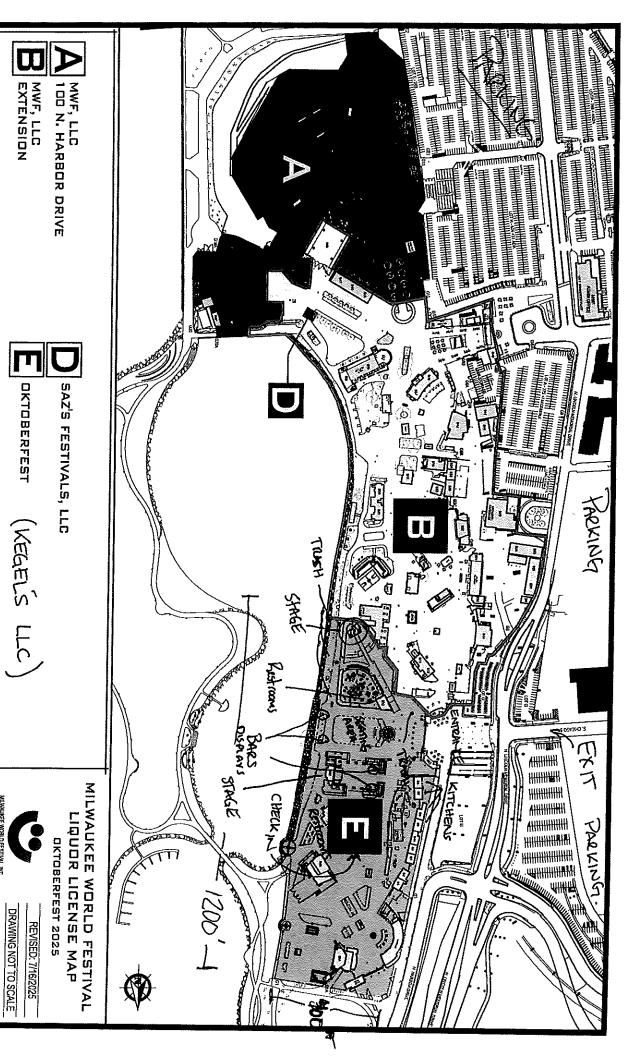
Office of the City Clerk License Division 200 E. Wells St. Room 105, Milwaukee, WI 53202 (414) 286-2238 www.milwaukee.gov/license e-mail address: <u>license@milwaukee.gov</u>

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:
FESTIVAL: MILWAUKEE OKTOBERFEST AT HENRY MAIER FESTIVAL PARK
Do you have any experience operating this type of business? No X Yes If yes, explain:
2. Business Operations
a. Proposed Opening Date: 10/3/2025
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? I No X Yes If yes, list type of license: CLASS B TWERN
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:
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?
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: STAGE SOUND PA SPEAKELS
4. Smoking & Sanitation
a. Are there designated outdoor smoking areas? 🔲 No 🇹 Yes If yes, describe:
b. Number of Garbage Cans: Inside: 10 Locations: INSIDE BATH(COM)
Outside: 25 Locations: THROUGHOUT GROWNOS.
c. Is a crowd control barrier used? No Yes If yes, describe: Chain Link FENCING
d. How many restrooms are on the premises?
e. Name of solid waste contractor: Advanced Disposal Waste Management Other:

5. Security						
a. Are there onsite parking	spaces? ☑ No ☐ Ye	s If yes, how	many?	and describ	e the parking security	
plan:						
b. Is there a loading zone?	☐ No ✓ Yes If yes,	describe the	loading area security p	lan: <u>5 w</u>	IMERPEST	
GROUNDS POI	LICY + PROCEDI	ILES.				
c. Will you have security pe	ersonnel on premise? [∏ No √ Ye	s If yes, how many?	<u>15</u> a	nd answer the following:	
What are their res	sponsibilities?	MATUI	XEDERLY HANDL	E SKIRN	NUHET REMOVE UNABION	
	nent used? 🌠 No 🔽					
	عرد , certification, or trainir				•	
					ALEA E ON MAP.	
•	•	•	,			
e. Will searches/identificat	ion checks be done upo	n entry?	No Yes If yes, desc	ribe MeT	AL + PURSE SCREENING	
6. Percentage of Sales		_				
Alcohol <u>75</u> %		<u>.5_</u> %	G	1:	Precious Metals & Gems	
			Secondhand Merchand	nse	%	
Entertainment%	Cigarettes	%				
Pawnbroker Activity%	Salvaged Materials	%	Personal Services (such body piercing, salon, ta		Other%	
rawindlokel Activity	(such as scrap metal)	tanning, etc.)%			Describe:	
7. Businesses/Licenses	s on the Premise	s (check a	all that apply):			
Type 1					15	
Full Service Restaurant	Cafe/Coffee Shop		ast Food Restaurant		/Fraternal/Veterans Club	
☐ Night Club	▼ Tavern	Cocktail	_	Teen C	lub	
☐ Banquet Hall	Sports Facility	Bowling	Alley			
Hotel/Motel: Number of Flo	oors:	Rooming	g House: Number of Flo			
Number of Ro	ooms:		Number of Ro	ooms:		
Type 2 Liquor Store	Corner Store	Superma	rket	Conven	ience Store	
Gas Station	Amusement/Phonog	_ ·			ng, Salvage or Towing	
☐ eas station		•	Oi.	necyciii	is, saivage or forming	
Used Car Dealer	Personal Service Es (such as tattoo busi		n, tailor, etc.)	Recordi	ng Studio	
What other licenses/permits will	you hold at this location?	(check all that	apply)		wy.	
Occupancy Permit	igarette & Tobacco 🔲 Ga	as Station 🔲 E	xtended Hours 🔽 Class '	"B" Tavern	Weights & Measures	
Secondhand Dealer	Precious Metal & Gem	Other:				
8. Legal Capacity (only	y if a Type 1 prer	nises in #	7 above)			
	Milwaukee Development			estions.)		

9. Premises D	Description				
№ 13 st Floor □	ra(s) of the premises that will 2 nd Floor Basement Stor	age □Patio □Beer Garde	en □Sidewalk Café □I		
	ribe: <u>SECTION</u> E			Com Com	
	tion: Major Thoroughfare				
c. Nearest Major	Cross Street: HAC	USOE DIC.	11-20 4 0/10		Park
d. Describe Build	ing: Free Standing Buildi	ng Strip Mall V Other	HENRY MA	ier rest	TNCK.
	ises Structure: Single Sto				
	ounding Area: Commercia				
g. Building Owne	r Name: <u>MWF 12</u> r Address: <u>200</u>	a) llacamo	Phone Number:	111/13/-:	T 53200
Building Owne	r Address:ZOO	10. Herebore	DIC WILLWA	three r	
10. Hours of C	peration & Custo	mers			•
Will customers be ent	ering the premises? No	Yes			
Day of the Week	Proposed Hours of Operation:		Estimated Number of Customers	Potential Age Range	Class B Tavern Applicant Only:
Day of the week	Open Time (include a.m. or p.m.)	Close Time (include a.m. or p.m.)	expected each day	of Customers	Age Restriction (If none, write 'None')
Sunday	Sunday Ilam -		2000	0-99	
Monday					
Tuesday					
Wednesday					
Thursday					
Friday	4pm	10pm	30DO	0-99	
Saturday	llam	10pm	5000	0-99.	÷
An Extended Hours Est piercing, salon, tailor,	tablishment License is requir tanning, etc.), recording stud	ed for any convenience store lio or restaurant which is ope	e, filling station, personal en between the hours of	service establish 12:00 a.m. and 5	ment (such as tattoo, body 00 a.m.
Alcohol Establishment Permitted Hours of Op		am to 9:00 pm Sunday thru S am to 2:00 am Sunday thru 1		o am Friday & Sat	urday
Entertainment Outdoo		Opm Sunday-Thursday; 12:00 ablished by the Common Co			
11. Signature(s)				
			Itephu 7	Logal	
(If there are no 20	<u>rietor, Partner,</u> or 20% or mo % or more shareholders, print name/title and sign)	ere Shareholder	Signature of additional ខ្លះ	Mnef er 20% or i	nore shareholder

See Application Information for a complete list of all required application forms.



KRETELS LLC MILLWAUKEE OKTOBERFEST --MIDGATE ZOON HARBOR DE

48,000 spl

DRAWN BY: MWF DESIGN DEPT.





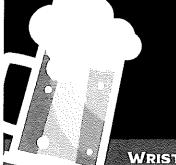
ALCOHOL BEVERAGE & PUBLIC ENTERTAINMENT PREMISES SUPPLEMENTAL APPLICATION

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

Lega	al Entity Name: KEGELS LLC	
Prei	mise Address: 👩 200 N. F	tarbor Dr. MKE WI 53202.
Pro	eximity of Premises to Church, Scho	ool, Daycare Center or Hospital
ls t	he building within 300 feet of any church, school, dayc	are center or hospital? XNo Yes
"Se	rvice Bar Only" Designation	
lf a	applying for Class B or C license, are you applying for "So	Service Bar Only"? No Yes
		Alcohol is served to employees who serve patrons seated at tables.
No	stools, chairs or other articles of furniture shall be plac	ced at the service bar for patrons to sit upon.
Bus	siness Information	
a)	Are you taking out this application for anyone that m	nay not be eligible for a license? X No Yes
	If yes, list their name and address:	(the business Mark
b)		e conducting the day-to-day operations of the business?
	If NO, list the lidthe and address of the personal, who	O WIII:
	Class B Applicants: If the agent, a partner or the in-	dividual licensee will not be conducting the day-to-day operations of the business,
	the person(s) listed above must obtain a Class B Man	nagers license.
c)	Does anyone else have money invested or any other	·
d)	If yes, explain: Have you made an agreement with anyone to repay a	any loan or any other payments based upon income from the business?
ω,	No Yes If yes, list name and address:	and the same of th
Pro	perty Information (New & Transfer	r Applicants Only)
a)	Do you own or lease the building?	□Own X Lease
b)	Who owns the fixtures (for example, coolers, etc.)?	MWF INC
c)	Are you purchasing the stock and/or fixtures?	No ☐Yes If yes, amount paid \$
d)	Total amount paid for business	\$ 30% REVENUE
e)	Total amount paid for goodwill of the business	\$
	Goodwill comprises the reputation and customer relation market value of all of the rest of the assets of the	ationships of an existing business. If the price you pay for the business exceeds the business, the excess may be considered goodwill.
f)	Have you made arrangements with the seller for payr	ment of personal property taxes? 🗹 No 🔲 Yes
Leas	se Information (New & Transfer Ap	oplicants who are leasing the premises only)
a)	Date lease begins 10/3/2015, Ends 10) 5 2025
hl	Monthly rental \$	1
b)		
c)	Do you have an option to renew the lease? No V	y res
c) d)	Does your lease allow for assignment to another part	y without the consent of the owner? 🗹 No 🗌 Yes
c)	Do you have an option to renew the lease? No No No Noes your lease allow for assignment to another part For what length of time have you been guaranteed or	y without the consent of the owner? 🗹 No 🗌 Yes

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 30% QEVENUE SHALE. g) Does the present owner or occupant object to the granting of your license? ☑ lo ☐ res 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 Pipprietor, 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



OKTOBERFEST

DRINK MENU

WRISTBAND \$2 | 1/2 LITER STEINS \$10 | 1 LITER STEINS \$15

ALL TAP BEERS ARE \$1 OFF WITH A VIP STEIN

CRAFT BEERS ON TAP

CRAFT TAPS	½ LITER	1 LITER
LAKEFRONT IPA	\$8	\$14
LAKEFRONT OKTOBERFEST	\$8	\$14
MKE Brewing Oktoberfest	\$8	\$14
BLACK HUSKY OKTOBERFEST	\$8	\$14
Raised Grain Oktoberfest	\$8	\$14
EAGLE PARK MC HAMMERSCHLAGGEN	\$8	\$14
Leinenkugel's Summer Shandy	\$8	\$14
CIDERBOY'S FIRST PRESS (GF)	\$8	\$14

MONEY SAVERS!

HOFBRAU OKTOBERFEST MINI KEG \$50 BEST VALUED **5 LITERS KEGEL'S BRAU 4-PACK** \$20 16 OZ. CANS OF CENTENNIAL LAGER JÄGERMEISTER SHOTS **\$4** SHOT **\$14** SHOTSKI

MORE REFRESHMENTS

CENTRAL STANDARD OLD FASHIONED (CAN)	\$ 6 12 0Z.	BLUE MOON WIESS NA	\$5 12 OZ.
Kegel's Inn Centennial Lager	\$6 16 0Z.	RIVERWEST	\$5 12 0z.
MILLER LITE TALL BOY	\$6 16 0z.	NON EXTENDED PLAY NA	12 02.
VIZZY HARD SELTZER (PINEAPPLE / MANGO) (GF)	\$ 8 16 0z.	1919 ROOT BEER	\$6 16 OZ.
HAPPY THURSDAY (STRAWBERRY) (67)	\$8 16 0Z.	SODA / WATER	\$ 4
JÄGER BARREL JÄGER AND ROOT BEER	\$9	DODA, TRIER	7

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	GLASS	BOTTLE
RED	\$10	\$30
WHITE	\$10	\$30









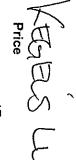




NON-ALCOHOLIC

OKROBERST/ GERMAN FEST MENCO





- CHANTZINUI		マボスC	が回べっ	[
Name	Modifiers		Price	
Duck Poutine	No Brat, No Chive		17	
Pork Shank Rolls	Sauce on Side		<u> </u>	
Bacon Mac	No Bacon		15	
Sm Pretzel	Extra Cheese +3		££	
XLarge Pretzel	Extra Cheese +3		23	
The Oktoberfest	No Schmear, No Bacc	No Schmear, No Bacon, No Kraut, No Onion, No Mustard		
The Cream City	No Coleslaw, No Curr	No Coleslaw, No Curry Ketchup, No Curry Powder	16	
The Stadium	No Kraut, No Mustard	No Kraut, No Mustard, No Bacon, No Onion	16	
The Hofbrau	No Relish, No Onion		16	
The Herbivore	No Slaw, No Sauce		17	
Oktoberfest Brat on bun	Add Kraut +2		<u> </u>	
Frank on a bun	Add Kraut +2		<u>~</u>	
Duck Nest			21	
Pork Shank Hoagie	Sauce On Side		17	
3 Sausage Combo			25	
Currywurst w. Fries	Sauce On Side		16	
Add Sauerkraut			ω	
Side Sauerkraut			ω	
Side German Potato Salad			တ	
German Choc Cake				
SODA	Pepsi, Sprite, Diet, Rootbeer, Water	ootbeer, Water	ហ	
WAIER			Δı	*

POS Registers

With Printed Reciepts & NAME Entry for Customer

2 Registers