



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

Thursday, January 31, 2019

COMMITTEE MEETING NOTICE

AD 06

KROUSE, Jonathan J, Agent
MKE Event Services, LLC
804A E WRIGHT St
Milwaukee, WI 53212

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

Tuesday, February 05, 2019 at 08:45 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Wrestling, Karaoke, Battle of the Bands, Poetry Readings, Comedy Acts, Dancing by Performers, Patrons Dancing, 1 Motion Picture Screen, 5 Concerts, and 5 Theatrical Performances as agent for "MKE Event Services, LLC" for "The Goat Palace" at 3740 N Fratney St.

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. Possible denial because: This proposed location is in an area that has previously been found by the Common Council to be over concentrated with alcohol outlets. Attached is the concentration of alcohol beverage outlets in the area map existing at the time of the determination of the over concentration based on an address of 3929 N Humboldt Blvd. The Licenses Committee will consider concentration of alcohol beverage outlets as one question regarding the suitability of this location to be licensed as an alcohol beverage establishment. You may present evidence supporting your application. One issue that evidence should address is whether the licensure of this location is appropriate in light of the concentration of alcohol beverage outlets.

**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 in City Hall is available at reduced rates (5 hour limit) at the Milwaukee Center on the southwest corner of East Kilbourn and North Water Street. Parking tickets must be validated in the first floor information booth in City Hall.

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 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
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Thursday, January 31, 2019

COMMITTEE MEETING NOTICE

AD 06

KROUSE, Jonathan J, Agent
MKE Event Services, LLC
4441 N Sheffield Av
Shorewood, WI 53211

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Tuesday, February 05, 2019 at 08:45 AM

Regarding: Your Class B Tavern and Public Entertainment Premises License Applications Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Wrestling, Karaoke, Battle of the Bands, Poetry Readings, Comedy Acts, Dancing by Performers, Patrons Dancing, 1 Motion Picture Screen, 5 Concerts, and 5 Theatrical Performances as agent for "MKE Event Services, LLC" for "The Goat Palace" at 3740 N Fratney St.

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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

Martin, Faviola

From: License
Sent: Friday, November 16, 2018 1:31 PM
To: Martin, Faviola
Cc: Cooney, Jim
Subject: FW: The Goat Palace

Follow Up Flag: Follow up
Flag Status: Flagged

Keren Becker
License Specialist III
City Clerk -- License Division
O: (414) 286-2238
F: (414) 286-3057
License@Milwaukee.gov
www.Milwaukee.gov/license

-----Original Message-----

Sent: Friday, November 16, 2018 1:26 PM
To: License
Subject: The Goat Palace

Dear Sir/Madame,

My business and two tenants are in the Riverwest Industrial Park, less than a block from the proposed Goat Palace.

It is my opinion that a tavern is not a suitable neighbor in this industrial park. We often find empty beer cans and bottles littered across the lawn as if there was a party last night. There is also continual evidence of drugs and prostitution. Approving a tavern in this park will make the situation worse in my opinion.

Thank you for your time and consideration.

REDACTED RECORD

MILWAUKEE POLICE DEPARTMENT

LICENSING

CRIMINAL RECORD/ORDINANCE VIOLATION/INCIDENTS SYNOPSIS

DATE: 11/08/2018
LICENSE TYPE: Class B Tavern
NEW: ☒
RENEWAL: ☐

No. 284914
Application Date: 11/05/2018

License Location: 3740 N Fratney St
Business Name: The Goat Palace

Licensee/Applicant: KROUSE, Jonathan J
(Last Name, First Name, MI)
Date of Birth: 08/09/1973

Home Address: 4441 N Sheffield Av
City: Shorewood
Home Phone:
State: WI **Zip Code:** 53211

This report is written by Police Officer David Novak, assigned to the License Investigation Unit, Days.

The Milwaukee Police Department's investigation regarding this application revealed the following:

1. On 12/15/2014 Carl NILSSEN (50% shareholder) was cited in the City of Milwaukee at 811 E. Vienna Av for Building Code Violations.

Charge: Building Code Violations
Finding: Guilty
Sentence: Fined \$400.00
Date: 03/01/2016
Case: 15056941

Date: 11/21/2018
Officer: Driscoll

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

Name of Premise: The Goat Palace
Address: 3740 N. Fratney St
Phone: 414-303-5137

Owner: Jonathan J. KROUSE
Owner address: 4441 N. Sheffield Av
City State Zip: Shorewood WI 53211
Owner Phone: 414-303-5137
Owner email: jon@thegoatpalac.com

Licensee/Agent: Jonathan J. KROUSE
Home Address:
City State Zip:
Phone:
Email:

Preferred contact: Jonathan J. KROUSE

Location currently open: ☐ YES ☒ NO

Projected open date: 8/2019

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

Hours of Operation: Sun: 24 hours ☐ Y ☒ N
Mon:
Tue:
Wed:
Thu:
Fri:
Sat:

Premise Type: ☐ Tavern/Bar
☐ Restaurant
☒ Other: Banquet Hall

Licenses currently held:

Alcohol:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Class:	#:
Tobacco:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		#:
Food:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		#:
Occupancy:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		#:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Type:	#:
Other:	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> 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 1
 - f. ☐ Residential
 - g. ☒ Other businesses
 - h. ☒ Other: Manufacturing facilities
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 bus stop? ☐ Yes ☒ No
7. Is there a bus shelter? ☐ Yes ☒ No ☐ N/A
8. Street parking ☒ Yes ☐ No
9. Is there a parking lot ☒ Yes ☐ No
10. Is the parking lot clean? ☒ Yes ☐ No ☐ N/A
11. Is the parking lot well lit? ☐ Yes ☒ No ☐ N/A
12. Valet Parking ☐ Yes ☒ No
 - a. Will this lot have a guard? ☐ Yes ☐ No ☒ N/A
 - b. Will this lot have cameras? ☒ Yes ☐ No ☐ N/A
13. Are there areas where a person could conceal themselves ☒ Yes ☐ No
14. Is there exterior lighting? ☐ Yes ☒ No. Does it appears to be adequate ☐ Yes ☐ No
15. Exterior Payphone? ☐ Yes ☒ No
16. Are there No Loitering Signs posted? ☐ Yes ☒ No
17. Are there exterior security cameras ☐ Yes ☒ No How Many:
18. Are the address numbers prominently displayed and easy to see ☒ Yes ☐ No

Exterior Comments: Still under construction

Camera Survey:

19. Does this location have security cameras? ☐ Yes ☒ No
20. Are they in working order? ☐ Yes ☒ No
21. What format are the cameras?
 - a. Color ☐ Yes ☐ No
 - b. Digital ☐ Yes ☐ No
 - c. VCR ☐ Yes ☐ No

d. Recorded ☐ Yes ☐ No

22. How long is footage stored for later viewing:

23. Are there exterior cameras ☐ Yes ☒ No How many:

24. Are there interior cameras ☐ Yes ☒ No How many:

25. Do all employees know how to retrieve recorded digital images/footage? ☐ Yes ☐ No

26. Cameras located in parking lot ☐ Yes ☐ No ☒ N/A How many

Camera Survey Comments: They have plans to install several cameras, but not currently exist.

Interior Survey:

27. What is the planned/posted capacity 540

28. What is the minimum number of employees that will be on premise 5

29. 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

30. Is the interior of the location neat and clean? ☐ Yes ☒ No

31. Does an interior camera face the entrance/exit? ☐ Yes ☒ No

32. Are emergency and non-emergency numbers posted near the phone? ☐ Yes ☒ No

33. 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

Interior Comments: Interior needs to be cleaned and remodeled

Security

34. How many security personnel are going to be employed: ☒ N/A

35. How will they be deployed: Interior Exterior ☒ N/A

36. What days will they be deployed ☐ Mon ☐ Tue ☐ Wed ☐ Thu ☐ Fri ☐ Sat ☐ Sun ☐ ALL

37. Will the security be managed by business ☐ or contracted ☒

38. Will they be armed ☒ Yes ☐ No ☐ N/A

39. What type of security measures will be used: ☒ N/A

☐ Wanding/metal detector

☐ ID Scanner

☐ Dress Code

☐ Cover Charge

☐ Age restriction

☐ Other

40. When at capacity, how will the overflow crowd be managed?

41. Will a guard monitor the overflow crowd at all times? ☒ Yes ☐ No

Security Comments: Owner has a business plan for security but will not be able implement until closer to opening.

ADDITIONAL COMMENTS/RECOMMENDATIONS:

This property is going to be used as a banquet facility for large events. It will not have regular hours, but will have a small staff on site during non-event dates. The space needs significant remodeling which has not been started. The owner has a projected construction start date of 3/1/2019. Owner made construction plans available and we advised that this would be an initial walk through, and another meeting would be advised prior to opening.

City of Milwaukee, Wisconsin



Street names 10,000

City limits

Freeways 15,000

Freeways

Exit ramps

Entry ramps

Rat

Major streets 10,000

Streets 10.000

Waterways

Milwaukee Parcels

Alcohol licenses

Class A intoxicating liquor

Class A fermented malt beverage

Class A liquor and malt

Class B fermented malt beverage

Class B tavern

Class C: wine retailer

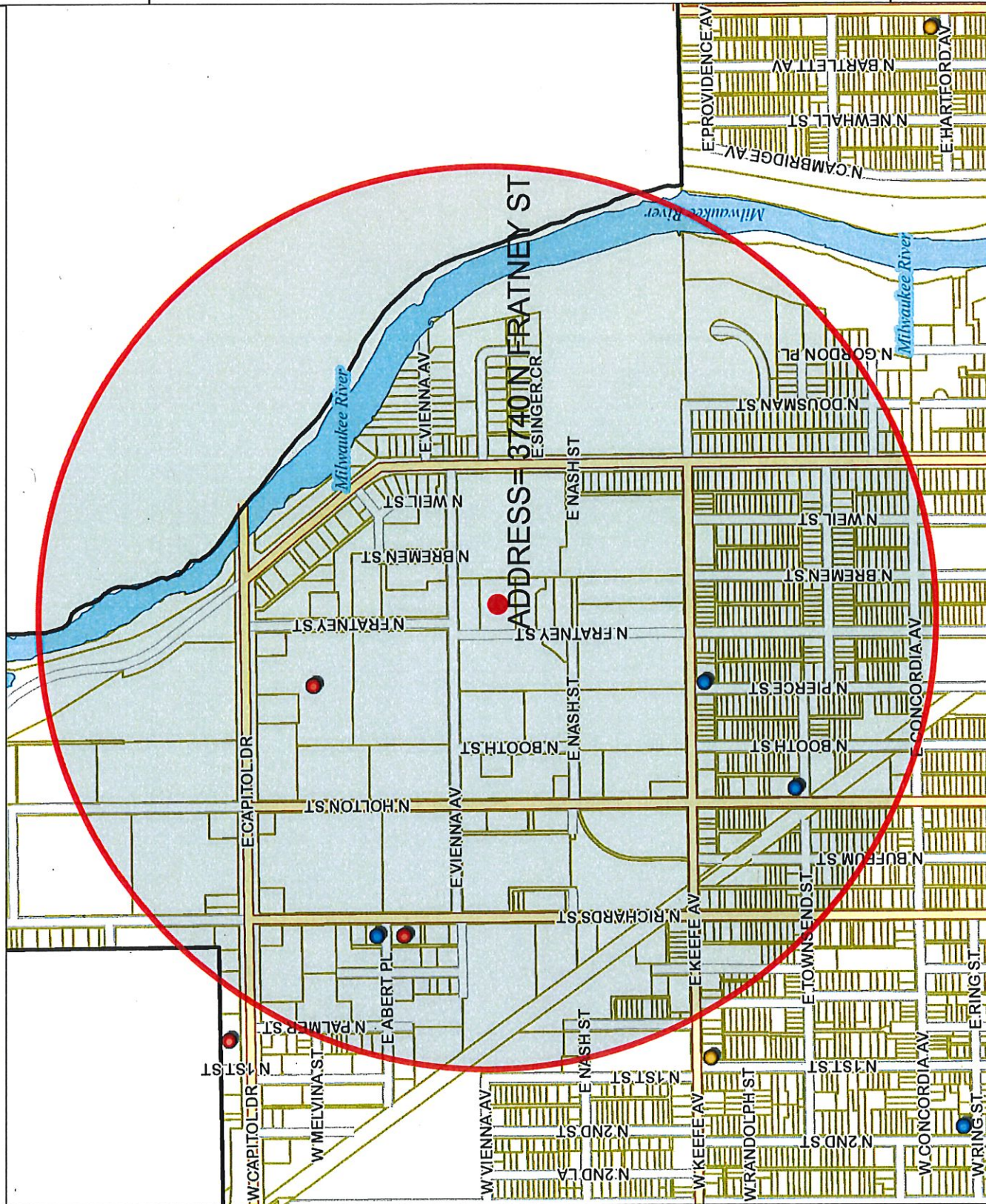


- Notes -

Alcohol Establishments within a .5 mile radius centered on 3740 N Fratney St. as of November 5, 2018.



Department of Administration - ITMD



Map Scale: 1: 10,000

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information
[Disclaimer](#)
11/5/2018

© City of Milwaukee, Wisconsin
Map Milwaukee: Property Information

Alcohol Establishments within a .5 Mile radius centered on 3740 N Fratney St as of November 5, 2018.									
License Summary									
Class A Malt & Class A Liquor License								Total	
Class B Tavern License									2
									3
								Grand Total	5
Legal entity	Trade name	Licensor	Licensor type name	Total capacity	Address	Expiration date			
CONNOISSEUR ENCOUNTERS CO, INC	SHERMER SPECIALTIES	DOMINIC A LAMPONE, Agt	Class A Malt & Class A Liquor License		3837 N RICHARDS ST	7/25/2019 19:00			
PW Retail Foods LLC	Piggly Wiggly Supermarket #35	Robert L Jones, II, Agt	Class A Malt & Class A Liquor License		709 E Capitol DR	10/17/2019 19:00			
GUSANN, LLC	VALENT'S BAR	JANE M MILACH, Agt	Class B Tavern License	80	3853 N RICHARDS ST	7/4/2019 19:00			
MET HALL, INC INK	RET LOUNGE	L C WHITEHEAD, Agt	Class B Tavern License	80	3400 N HOLTON ST	6/17/2019 19:00			
The Milwaukee Filling Station, Inc	The Riverwest Filling Station	Bryan A Atinsky, Agt	Class B Tavern License	80	701 E KEEFE AV	6/10/2019 19:00			



Thursday, January 31, 2019

Licenses Committee Notice of Hearing

GOAT DEVELOPMENT LLC
804A E WRIGHT St
Milwaukee, WI 53212

Date: 2/5/2019
Time: 08:45 AM
Location: Common Council Chambers, Third Floor, City Hall

The Licenses Committee will consider the following license application:

Class B Tavern and Public Entertainment Premises License Applications
Requesting Instrumental Musicians, Disc Jockey, Bands, Magic Shows, Wrestling,
Karaoke, Battle of the Bands, Poetry Readings, Comedy Acts, Dancing by
Performers, Patrons Dancing, 1 Motion Picture Screen, 5 Concerts, and 5 Theatrical
Performances

KROUSE, Jonathan J, Agent
The Goat Palace at 3740 N Fratney St

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.

If you have any questions, please call (414) 286-2238.





BUSINESS LICENSE PLAN OF OPERATION

ccl-busplan 12/14/17

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:

Special Event Venue - Banquette Hall

Do you have any experience operating this type of business? ☒ No ☐ Yes If yes, explain:

2. Business Operations

- a. Proposed Opening Date: June 1, 2019
- b. Is this premise under construction? ☐ No ☒ Yes If yes, list estimated completion date: May 15, 2019
- c. Is this a franchise? ☒ No ☐ Yes
- d. Is this premises currently licensed? ☒ No ☐ Yes If yes, list type of license: _____
- e. Is the current licensee operating? ☒ No ☐ Yes If no, list date closed: _____
- f. Do you have future plans for other businesses, licenses or permits at this location? ☒ No ☐ Yes
If yes, explain: _____
- 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: _____
- e. Will a sound amplification system be used? ☐ No ☒ Yes If yes, describe: Standard Sound System for Events.

4. Smoking & Sanitation

- a. Are there designated outdoor smoking areas? ☐ No ☒ Yes If yes, describe: TBD
- b. Number of Garbage Cans: Inside: TBD Locations: will have multiple cans outside as needed
Outside: TBD Locations: will have multiple cans inside as needed
- c. Is a crowd control barrier used? ☒ No ☐ Yes If yes, describe: _____
- d. How many restrooms are on the premises? women - 6 stalls, men 3 urinals, 2 stalls
- e. Name of solid waste contractor: ☒ Advanced Disposal ☐ Waste Management ☐ Other: _____

5. Security

- a. Are there onsite parking spaces? ☐ No ☒ Yes If yes, indicate how many? 12 and describe the parking security plan: Security cameras, security officers for large events may be secured.
- b. Is there a loading zone? ☐ No ☒ Yes If yes, describe the loading area security plan: Lighting & cameras
- 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 interior/exterior cameras
List their licensing, certification, or training credentials _____
- d. Will there be security cameras? ☐ No ☒ Yes If yes, where? Parking, patio, interior areas
- e. Will searches/identification checks be done upon entry? ☒ No ☐ Yes If yes, describe _____

6. Percentage of Sales (must total 100%)

Alcohol <u>50</u> %	Food _____ %	Secondhand Merchandise _____ %	Precious Metals & Gems _____ %
Entertainment _____ %	Cigarettes _____ %		
Pawnbroker Activity _____ %	Salvaged Materials _____ % (such as scrap metal)	Personal Services (such as tattoo, body piercing, salon, tailor, tanning, etc.) _____ %	Other <u>50</u> % Describe: <u>facility & equipment rentals</u>

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

Type 1

- ☐ Full Service Restaurant ☐ Cafe/Coffee Shop ☐ Deli or Fast Food Restaurant ☐ Private/Fraternal/Veterans Club
- ☐ Night Club ☐ Tavern ☐ Cocktail Lounge ☐ Teen Club
- ☒ Banquet Hall ☐ Sports Facility ☐ Bowling Alley
- ☐ Hotel/Motel: Number of Floors: _____ Number of Rooms: _____
- ☐ Rooming House: Number of Floors: _____ Number of Rooms: _____

Type 2

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

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

- ☒ Occupancy Permit ☐ Cigarette & Tobacco ☐ Gas Station ☐ Extended Hours ☒ Class "B" Tavern ☐ Weights & Measures
- ☐ Secondhand Dealer ☐ Precious Metal & Gem ☒ Other: Public Entertainment license

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

Capacity 540 (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: CAPITAL DRIVE

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: GOAT DEVELOPMENT LLC Phone Number: 414-303-5137

Business Owner Address: 804 E WRIGHT ST - A, MILWAUKEE WI 53212

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	6:00 a.m.	2:00 a.m.	50 - 540	0 - 100	NONE
Monday	6:00 a.m.	2:00 a.m.			
Tuesday	6:00 a.m.	2:00 a.m.			
Wednesday	6:00 a.m.	2:00 a.m.			
Thursday	6:00 a.m.	2:00 a.m.			
Friday	6:00 a.m.	2:30 a.m.			
Saturday	6:00 a.m.	2:30 a.m.			

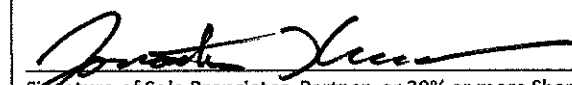
An Extended Hours Establishment License is required for any convenience store, filling station, personal service establishment (such as tattoo, body piercing, salon, tailor, tanning, etc.), recording studio or restaurant which is open between the hours of 12:00 a.m. and 5:00 a.m.

Alcohol Establishments 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/licenseLegal Entity Name: MKE Event Services LLCPremise Address: 3740 N. Farney St. Milwaukee WI 53212**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 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 Informationa) 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: _____**Proof of Ownership, Lease, or Offer to Purchase (New & Transfer Applicants Only)****Submit proof of ownership, lease, or offer to purchase the building with this application.**

A lease or offer to purchase must:

- a) Be in the same legal entity name as that apply for the license
- b) Reflect the same address as the premises address on this application
- c) Reflect current dates and
- d) Be signed by the lessor/seller and lessee/buyer

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.)?

Gart Development LLC

c) Are you purchasing the stock and/or fixtures?

☐ No ☒ Yes If yes, amount paid \$ TBD (stock only)

d) Total amount paid for business

\$ NONE - new business

e) Total amount paid for goodwill of the business

\$ NONE - new 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

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

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

- a) Date lease begins upon occupancy Ends 5 years later
- b) Monthly rental \$ 15,000.
- 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)? 5 years
- 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 NNN lease. all taxes, maintenance, upkeep.
- 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): Building has never been used as Entertainment Venue. A Floor Plan is included of future build-out.

Notarized Signatures of Applicants

SUBSCRIBED AND SWORN TO BEFORE ME

This 5 day of November, 20 18

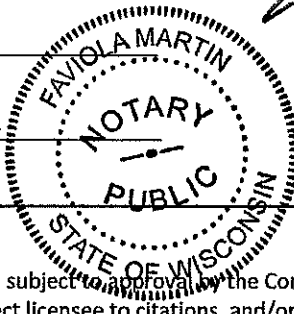
(Clerk/Notary Public)

My Commission Expires 2-22-2020

*Notary Seal must be affixed.

[Signature]
Sole Proprietor, Partner, 20% or more Shareholder, or
Agent – only if there are no 20% or more shareholders

[Signature]
Additional partner or 20% or more shareholder



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 premise applicants must submit the following:

- ☐ Proof of ownership, lease or offer to purchase the building
- ☐ Detailed floor plan
- ☐ If a restaurant, copy of the menu



PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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.govPREMISES ADDRESS: 3740 N. Frattney St.

TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)

<input checked="" type="checkbox"/> Instrumental Musicians	<input checked="" type="checkbox"/> Bands	<input checked="" type="checkbox"/> Battle of the Bands	<input checked="" type="checkbox"/> Comedy Acts
<input checked="" type="checkbox"/> Disc Jockey	<input checked="" type="checkbox"/> Magic Shows	<input checked="" type="checkbox"/> Poetry Readings	<input checked="" type="checkbox"/> Dancing by Performers
<input type="checkbox"/> Jukebox	<input checked="" type="checkbox"/> Wrestling	<input type="checkbox"/> Patron Contests	<input checked="" type="checkbox"/> Patrons Dancing
<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input checked="" type="checkbox"/> Karaoke	<input type="checkbox"/> Bowling Alley	<input type="checkbox"/> Pool Tables
<input checked="" type="checkbox"/> Motion Pictures on Projection Screens – How many? <u>one</u>	<input type="checkbox"/> Amusement Machines – How many? _____	<input checked="" type="checkbox"/> Concerts Approx. # per year? <u>5</u>	<input checked="" type="checkbox"/> Theatrical Performances Approx. # per year? <u>5</u>
<input type="checkbox"/> Other: _____			

Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 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.

PROMOTERS/SOUND AMPLIFICATION

Will promoters ever be used for any of the entertainment? ☒ No ☐ Yes If Yes, Describe:At any time will sound amplification be used? ☐ No ☒ Yes If Yes, Describe: Typical event venue PA systems

LEGAL CAPACITY OF PREMISES

540 (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.

NOTARIZED SIGNATURES

I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application.

I understand that I shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin, ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

I have knowledge of the City Ordinances currently regulating public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the City of Milwaukee and State of Wisconsin.

SUBSCRIBED AND SWORN TO BEFORE ME

This 5 day of November, 20 18(Clerk/Notary Public) [Signature]My Commission Expires 2-22-2020

Notary Seal must be affixed

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

[Signature]
Additional partner or 20% or more shareholder

Office Use Only:

Initials: _____ Filed: _____ App: _____

☐ Check if only PEP (must be heard w/in 60 days) Granted _____ License # _____