

1. Contact info (name/phone/email):  
Joah and Amy Tucker—414-248-6758—[bbinvestments13@gmail.com](mailto:bbinvestments13@gmail.com)

2. Address of business: 1806 N Dr. Martin Luther King Drive

3. Name of business: Dream Lounge Social

4. Hours and days of business operation:

Friday 5pm-12am

Saturday 12pm-12am

Sunday 12pm-10pm

\*plan to possibly phase in a weekday at some point

5. Requested license(s): Class B Beer and Class B Liquor

6. Provide the current business plan or explain here.

We will be opening a lounge where patrons can come and enjoy a sporting event and a beverage. We are currently weighting the cost of adding a kitchen. If we don't add a kitchen we would like to partner with food trucks on select nights. We have a meeting with fein brother this coming Tuesday.

7. Explain your professional background/experience in relation to the proposed business operation.

We currently own and are invested in a couple other bars in the downtown area and have been for the last 6 years. Our ownership group has over 20 years experience in the bar and service industry.

8. Explain any aesthetic appearance/physical improvements proposed to the property. Include details on the location and functionality of designated outdoor dining or smoking areas.

We are currently working with a local design company (Retail Works, Inc) during our renovation process to renovate the interior of the commercial space. We are also working with the City of Milwaukee's facade and signage grant for the facade of the building.

9. What type of security measures will you provide for your business (both interior and exterior).

We will have cameras on the exterior and interior of the building and have an alarm system for the building also.

10. Explain how you will mitigate impacts to existing traffic patterns and street parking.

During the hours of operation there is usually a good amount of street parking and this venue has already been licensed as a bar in the past so we don't expect any issues to arise.

11. How will the business's plan of operation impact residents - both in close proximity to the business and to the neighborhood as a whole?

We will impact the residents positively as they will now have a place to be entertained, watch their favorite sports event and have a nice adult beverage without having to leave the comfort of their own neighborhood.

12. Explain how the business will provide a valuable/needed service to the residents of Historic Brewers Hill?

We look forward to becoming an entertainment and food option to a community that, in our opinion, could use a few more good options.

13. Does the business expect and/or desire to draw patrons and employees from Historic Brewers Hill? If not, then where from?

We would love to draw patrons from the Historic Brewer's Hill area. I have a sports background in the city of Milwaukee, being a former student athlete at the University of Wisconsin-Milwaukee. I will utilize that community and network as part of my patron base but we would love to be a Brewer's Hill go-to location to watch a game, possibly grab a bit to eat, or to meet with friends and family for a drink.

14. How can HBHA assist in maximizing the benefit & involvement of Brewers Hill in the success of the enterprise, and minimize any drawbacks?

We will keep strong lines of communication open and ongoing. We are not just business owners, we are the property owners of the building that the business is located in. We are also raising our growing family in the Halyard Park area about a block away from the business and couldn't be more invested in it's present and bright future. We have more than a vested interest to help keep the area beautiful and safe.

15. Why did you choose this location for your business?

We love the Brewer's Hill, Halyard Park and the Bronzerville Neighborhood. Its proximity to downtown, public transportation and the freeway. We love the diversity of the area and we are excited about all the future plans for the area.

16. Please circle the individuals/organizations you have met with or plan to meet with.

I have spoken with Alderwoman Milele Coggs, the MLK Bid, the Milwaukee Police Department-District 5, and also Lennie Mosley from the Halyard Park Association.