

## **THE DOCK AT BRADFORD BEACH**

### **CLARIFICATION OF OPERATIONS PLAN**

Licensee: Dock Bradford, LLC

Premises: Bradford Beach -2400 Lincoln Memorial Dr, Milwaukee, Wisconsin

1. Business Operations and Hours: Dock Bradford, LLC will operate as a concessionaire of the Milwaukee County Parks with incidental alcohol sales. Hours of Operations, Su-Thursday 11am-10pm and Fri-Sat 10am-10pm. The business shall operate as a multi-tiered restaurant which currently serves the patrons and beach visitors of Bradford Beach. The current facility has a dining area on the first floor level (where the kitchen and all bathroom facilities are located), second floor level seating and 3 satellite bars located on the beach in order to service beachgoers.

2. As an operating partner of the Milwaukee County Parks, the Licensee has agreed to control the accumulation of litter from customers and the general public by maintaining a routine sweep of litter at the premises and the beachfront. Furthermore, the Licensee has agreed to clean and service the public restroom facilities in order to maintain cleanliness and keep the facilities operational for the general public.

3. The Premises will have an operational security system in place, in order to monitor and protect the staff, patrons, public and business. There will be security cameras in place inside and out to monitor the premises.

4. We shall enforce all applicable City Of Milwaukee, Milwaukee County Parks and State of Wisconsin liquor control Laws as they relate to project and the premises.

5. Currently there are 87 total spaces, including 4 ADA parking spaces, in the Bradford Beach parking lot. 2 on the north end, either side, or 2 on the south end, either side. There will be no additional parking requirements. The Licensee is not requesting dedicated parking for its operations.

6. Licensee shall have staff monitor patrons in order to ensure that no over-serving shall occur.

7. Pursuant to the Lease Agreement, the Licensee shall not have any "special event" that would affect the normal operations or beach going experience, without approval from the Milwaukee County Parks. Currently there are no special events booked and no plans to have more than a few during any season. Event size would vary and be subject to Milwaukee County Parks approval.

8. A custom fabricated, modular bar will be placed on the current 2<sup>nd</sup> floor pavilion. Tables, Chairs and lounge areas ("FF&E) will be placed on the 2<sup>nd</sup> floor pavilion to give auxiliary seating for patrons and beach visitors. The 2<sup>nd</sup> Floor bar shall accommodate walk-up service as

well as servicing patrons utilizing the 2<sup>nd</sup> floor seating. Beachgoers will be able to either sit down with their food/beverage or will be allowed to take their food and drink to the beach. Service is the same at the floor level service window and the satellite bars on the beach. Servers will be available for anyone wishing to utilize available seating. Furthermore, we are not taking dining reservations and tables will be open to the public and available on a first come basis.

9. The Licensee has partnered with the Ability Center for maintaining and operating the beach wheelchairs and the roll out of the RampUp program to allow ADA accessibility to the lakefront.

10. The first floor dining and south satellite bar are fully ADA accessible. The RampUp program allows ADA accessibility to the south satellite bar on the beach as well as accessibility to the lake itself. Furthermore, the restrooms facilities are ADA accessible and are located on the first floor of the Premises.

11. There will be no access restrictions for ingress or egress at the facility. All staircases, thoroughfares and pavilions are open to the public.