



Dear License and Health Committee Members,

I would first like to thank you for your time with this matter regarding my liquor license. I appreciate the ability to have a beer license which was granted August 2, 2022. I am now requesting the ability to have a Tavern B liquor license for my private event venue located at 1505 S 108th street.

My event space is called Phoenix360, and we are the only event venue that offers the 360-photo booth with all our venue packages. We are a full-service venue that caters to private parties and events only. We host birthday parties, baby showers, bridal showers, micro weddings and enjoy being able to provide our customers with the best experience at their special events. With that said, we have several events such as our micro weddings and birthday parties where guest would love to be able to have a drink with their food that they have catered into the venue or have a toast during one of our micro weddings. We are asking that you please allow our business to reach its full potential by issuing a Tavern B liquor license. We are not a bar or tavern, and we don't want to be one. We are an event venue that specializes in customized decorations and photography for private events. We are not open to the public and all our events are book in advanced and planned by our staff and clients with a total guests count already pre-determined.

Like the Gage, we only host private events and just like the Gage we are a private event space and not a bar or tavern. We operate a successful location in Menomonee Falls with all the same concepts. The only reason we have not received a liquor license in Menomonee falls is because they don't have any more available and we planned on buying one in Menomonee Falls.

Some of the benefits of Phoenix360 having a Tavern B liquor license would be our ability to hire more staff and ideally provide jobs within the community. We would be looking to hire at least 4-5 more staff this year if we are able to open a full bar service for our private clients. Additionally, we will be the only private event space in West Allis that provides custom decorations, the very fun and interactive 360 photo booth, the selfie booth and if approved the ability to provide champaign and liquor packages for our private guest.

I am the owner and founder of Phoenix360, and I adore working with clients to make their special events memorable. I ask that you please allow Phoenix360 to obtain our tavern B liquor license so we can accommodate our many guest that this service would benefit at their private events. Additionally, this would help us to open more jobs in the community by hiring more staff to operate our venue and the event packages provided to clients. I have enclosed some pictures of our Menomonee falls venue as well as our West Allis venue that opened last month and has already booked several events. We ask that you please allow us to obtain our tavern b liquor license. Thank you.

Warmly,
Rasheda Moss
2623244091