

Cheers to the “Cheers of Franklin”: Recognizing Point After Pub and Grille

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It’s been a decade since Dave Bartels, Mark Mastrostefano and Darrel Malek, all long-time city residents, opened Point After Pub and Grille in Franklin, and the business continues to thrive.

“Our goal back in 2015 was to be the ‘Cheers’ of Franklin, a local neighborhood establishment where you can stop by and see your friends. We’ve succeeded in creating a casual and friendly place,” Bartels said. “We are very proud of our success and longevity in an industry that has a high percentage of failure. We chalk up our success to the great management and staff we have in place and to our very loyal customer base.”

Point After, 7101 S. 76th St., which has a total of 35 full- and part-time employees, offers a variety of menu items, specials and a daily happy hour. It features a U-shaped bar with 23 flat-screen televisions strategically placed throughout the establishment, which draws regular customers, many of them sports fans, from Franklin as well as several surrounding communities.

Point After has had a strong relationship with city officials since it first opened its doors, Bartels said.

“We are very comfortable working with the staff at City Hall,” he said.

Bartels said he and his business partners are most proud of Point After’s ongoing commitment to give back to the community. The “Touch Back Program” is designed to donate 10% of Point After’s sales on a given night to a local, non-profit organization. Point After also holds special fundraising events for those in need and sponsors numerous softball, baseball, volleyball and bowling teams each season while also being a proud sponsor of the Franklin Lions Club. In its 10 years in business in Franklin, Point After has donated more than \$50,000 back to the community, Bartels said.

Bartels said there are many advantages and attractions in Franklin that make it a strong community for small businesses like Point After, as well as larger employers.

“There are wonderful developments and amenities in place,” he said. “Ballpark Commons, Luxe Golf, and the Milwaukee Milkmen are a few examples. The Velo Village and senior living center nearby are also terrific. There is a major project in the works for the southeast corner of South 76th Street and Rawson Avenue. We have a great school district and a massive renovation for the high school is upcoming. We also have a thriving business park that continues to grow as well as excellent city services.”