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December 27, 2016

Maribeth Witzel-Behl, City Clerk  
City of Madison  
210 Martin Luther King Jr. Blvd #103  
Madison, WI 53703

VIA EMAIL: [mwitzel-behl@cityofmadison.com](mailto:mwitzel-behl@cityofmadison.com)

Dear Ms. Witzel-Behl:

We are submitting this letter subsequent to the December 21, 2016 Alcohol License Review Committee (ALRC) meeting during which Frank Productions Concerts, LLC's application for an alcohol beverage license was considered and recommended for approval. Part of the discussion around our application included the recent amendment to Chapter 38 of the Madison General Ordinances (MGO), specifically, MGO 38.05(3)(a)12. This amendment requires that applicants for a license covered under Chapter 38 sign and submit a statement of intent form to be provided by the City Clerk indicating the applicant's intent to operate the license within ninety days. The ordinance also allows applicants an opportunity to provide information indicating that construction activities will delay the issuance and operation of the license beyond the ninety-day period.

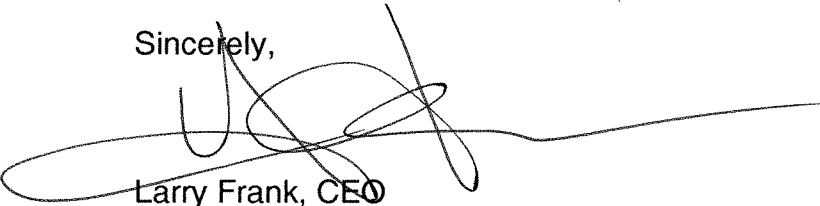
Alder Verveer acknowledged that the official statement of intent form required under this new ordinance has not yet been developed or distributed. Notwithstanding this fact, Alder Verveer requested that we submit a letter to you capturing the spirit of the ordinance head of the posting of the January 3, 2017 Common Council agenda. Please accept this letter and attach it to the Legistar file as appropriate for consideration of our application.

Pending the Common Council's approval of the ALRC's recommended granting of the alcohol beverage license to Frank Productions Concerts, LLC, we expect to break ground on the construction of our new music venue in the 800 block of East Washington Avenue in January or February 2017.

Construction is anticipated to last eighteen months, resulting in our venue opening in July 2018. The land use approvals for this development project were secured by the developer prior to the December 21 ALRC meeting. Should construction activities require additional time, we will notify you in writing.

If you have any questions regarding this matter, please feel free to contact us at your convenience.

Sincerely,



Larry Frank, CEO  
Frank Productions, Inc.

cc: Alder Michael Verveer (district4@cityofmadison.com)  
Chairman Thomas Landgraf, ALRC (tlc@mailbag.com)