

From: [shivanthi M](#)
To: [licensing](#)
Cc: [Baldeh, Samba](#)
Subject: Concerns about new liquor store 7 seas
Date: Tuesday, January 19, 2021 12:04:59 PM

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To whom it may concern,

My name is Shiva Mahendran and our family owns Mahen's liquor in Essex square shopping center (4276 E Towne Blvd). We have been in business at this location for the past 26 years with good merits within the community and government officials. We have five other locations in wisconsin giving us a total of 31 years in this industry.

We have a few concerns about a liquor store opening about a block away from us on Thierer road (dba 7 Seas Liquor). Within a one mile radius of our store, we currently have four to five other locations that all sell alcohol. During this pandemic we as a business are already struggling with sales due to less customers. Hotels and malls that surround our business are not as full which effects our customer flow. Due to this, we have reduced our hours of operation to 1pm and end at 8pm instead of 11- 9 pm. The last thing we would like to worry about is more competition while trying to survive through a pandemic.

We are also worried for the community as we have seen an increase in panhandling and crime near our establishment last year. With more liquor locations coming up at each corner we do not see how this will help our crime situation.

We hope you consider our opinion as well as how this will effect other small businesses around this community.

Warm regards,
Shiva