

**From:** [David Aguayo](#)  
**To:** [All Alders](#)  
**Subject:** Opposition to File #83669  
**Date:** Monday, June 30, 2025 1:25:52 PM

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Dear Common Council Members,

**Since the original introduction in June 2024 and through its various iterations, the Greater Madison Chamber of Commerce Board of Directors has remained opposed to the proposed changes to Madison General Ordinances ([Legistar File #83669](#)) that would impose new citywide regulations and restrictions on alcohol licensing. We are aware of the second substitute introduced—with minimal public input—and we remain in opposition.**

Addressing chronic alcohol use is a worthwhile and understandable objective, but a citywide policy that does not consider unique neighborhood characteristics and needs is an ill-advised approach.

You may hear others reference indirect perspectives about the business community. However, with more than 1,200 member businesses of all sizes and sectors, the Chamber is the direct and unified voice of the business community. When we speak, we bring with us the insight, experience and priorities of the employers who drive our local economy.

This proposal is, and has always been, a solution in search of a problem with unintended, yet significant, consequences for small businesses and entrepreneurs of color, particularly those who already face language barriers.

Perhaps most importantly, the reason to reject this ill-conceived legislation is that the Alcohol Licensing Review Committee (ALRC) already has the authority and a proven track record of reviewing alcohol licenses before and after problems arise. This legislation takes an unwarranted and pessimistic view of the committee's charge, ability and oversight.

**We urge you to accept the ALRC's recommendation to place this item on file.**

There is a good reason why the ALRC, the impacted industry, the broader business community, and many of your colleagues oppose this legislation. Please join them.

Please don't hesitate to contact me directly if you have any questions or comments.

Thank you.

**David Aguayo**

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**From:** [Nels Rude](#)  
**To:** [All Alders](#)  
**Subject:** Opposition to City of Madison Alcohol Density Ordinance  
**Date:** Monday, June 30, 2025 12:19:12 PM

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Members of the Common Council:

The Madison Alcohol Advisory Council – a coalition of alcohol beverage manufacturers, wholesalers, and retailers – writes today to urge the Common Council to reject proposed limitations on alcohol retail licenses in the City of Madison (File #83669). While the goal of addressing excessive alcohol use and related issues is laudable, we continue to believe the proposed alcohol density ordinance is not an effective strategy.

The due diligence shown by the Alcohol License Review Committee and Common Council in this matter is commendable, and we greatly appreciate the ALRC's recent recommendation to place the proposed ordinance on file.

The Madison Alcohol Advisory Council agrees with many of the concerns that have been raised by policymakers and stakeholders, including the negative impacts a citywide density approach would have on residents and entrepreneurs. Additionally, it bears repeating this ordinance is entirely unnecessary as the ALRC and Common Council already hold the authority to reject, revoke, or refuse to renew alcohol licenses. Limiting the number of alcohol beverage retail licenses can currently be done on a license-by-license basis as each applicant comes before the ALRC and Council.

With an exhaustive review of the proposed ordinance having taken place, we respectfully urge the Council to adopt the ALRC recommendation and forego any further consideration of this flawed policy.

Thank you for your consideration,

Nels Rude

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*The Madison Alcohol Advisory Council is a coalition of stakeholders that operate in the alcohol beverage industry, including the following organizations: Wisconsin Beer Distributors Association; Wisconsin Fuel & Retail Association; Tavern League of Wisconsin; Wisconsin Craft Beverage Coalition; Kwik Trip Inc.; Wisconsin Wine & Spirit Institute.*