

May 1, 2011

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To Whom It May Concern;

I would like to thank you for taking the time to read this letter regarding the alcohol license review of Legislative File ID 22089, 21 + Entertainment License My Buddies LLC - My Buddies 4325 Lien Rd.

I am writing this letter as a recommendation from Joseph J. Johnson. I understand he is requesting to open an establishment called My Buddies at 4325 Lien Road, in the old Babes / Damons building that is currently standing vacant.

As a long time resident of Madison, WI, currently living in Sun Prairie and a leader of a local band; I have been hired to entertain in many Madison establishments. Over the years, my experience has been very positive with local establishments using bands for entertainment. I feel that the east side of Madison needs more establishments of high quality that will host local bands. The building at 4325 Lien Road is in a business district area that I feel would function as a high-end establishment for entertainment and food. Bowl-A-Vard Lanes located on 2121 East Springs Dr is another high-end establishment on the east side that hosts "Bike Night" which allows for live entertainment outdoors. Pooley's Sports Bar located at 5441 High Crossing Boulevard is another high-end establishment located on the far east side that occasionally offers entertainment from bands.

In the past Joseph J. Johnson hired my band for entertainment and I was impressed with his professionalism as a manager of the establishment we were entertaining in. I am recommending that the City of Madison honor a request to obtain a liquor license for a new business, My Buddies at 4325 Lien Road.

The building at 4325 Lien Road is an eye sore as it stands vacant and with the new road construction completed on Lien Road, opening of a new establishment would bring to the east side, most important; jobs along with a new establishment for food and entertainment.

Please take into consideration the need for improving our east side community and giving Joseph J. Johnson the opportunity to manage an establishment in a building that in the past, has and I believe will continue to have, a high-end business reputation.

Sincerely,

Kenneth Keith  
Professional Entertainment  
Community Service - Union  
608-228-3783

