

Dear Alder Tag Evers, Captain Shannon Blackamore, and our Neighbors,

For more than 41 years, our family proudly operated George's Flowers on South Park Street, becoming part of the fabric of this neighborhood. With our recent retirement, we have reached a natural transition point, but our commitment to this community remains as strong as ever.

Our father, born in 1924, grew up in the Greenbush neighborhood, and his deep roots instilled in us a lasting connection and responsibility to this area. This is not just where we worked - it is home.

As we look to the future, we want only the very best for the neighborhood that has given so much to our family. We have witnessed the many positive changes and growth over the years, and we are fully invested in seeing that progress continue.

In that spirit, we have taken the time to get to know Sukh, his family, and his current wine & spirits business in Stoughton, and we have found many shared values that closely align with our own. Based on this, we are confident that this will be a thoughtful and positive transition, and a meaningful addition to the neighborhood.

Sukh has demonstrated a strong commitment to being a responsible business owner and community partner. He has expressed a clear willingness to work closely with the City to implement any measures necessary to ensure his business does not contribute to alcohol-related concerns, particularly those associated with Brittingham Park. These proactive steps include the following potential measures, to be considered and refined in partnership with the City of Madison, based on what is deemed appropriate:

- Not selling single cans or bottles of beer under \$4
- Not selling high ABV low cost brands
- Not selling 24oz, 32oz or 40oz bottles of beer
- Not selling single bottles of liquor 100ml and under (mini "airplane" bottles)
- Implementing a modest minimum purchase requirement

Additionally, Sukh has taken the initiative to better understand the concerns surrounding the park and has identified that other nearby establishments, such as closest grocery store and gas stations, are more likely sources of such products. This awareness reflects his thoughtful and responsible approach to operating within the community.

Sukh's vision is to establish an upscale, boutique-style wine and spirits store, focused on quality, service, and education. His business will offer a curated selection of products and employ knowledgeable staff dedicated to providing a high level of customer service, creating an environment that enhances the neighborhood and aligns with its continued growth and character.

We respectfully support this application and hope you will give it your favorable consideration.

Sincerely,
Constantine Choles & Denise George Schultz
Former Owners, George's Flowers