

From: [Heck, Patrick](#)
To: [Verbick, Jim](#); [Donahue, Kelly](#); [Zanders, Harrison](#)
Subject: Re: Change of Conditions for July ALRC - 508 State St Golf LLC
Date: Monday, July 19, 2021 9:41:56 AM

Hello Jim,

Please consider this as input to ALRC on the application for a change of conditions for 7 Iron Social.

Currently, 7 Iron Social can serve until 11pm Sunday through Thursday and until midnight on Friday/Saturday. The applicant seeks to serve until midnight weekdays and until bar time on Fri/Sat. Their application states that 48% of their revenue comes from alcohol sales, 20% from food sales, and 32% from their virtual golf games and other sources, so I believe they do not qualify as a tavern.

As you know, in recent years downtown alders and MPD have advised against permitting new alcohol-serving businesses (or modifying existing business' alcohol licenses) to serve until bar time due to the well-documented drain on city resources in the early morning hours. Recently, the blocks in the vicinity of Gilman St. and State St. have seen a large amount of crime, including gun violence, so that advice seems particularly relevant to this location.

Given that ALRC recently granted a new license to Delicacies of Asia at 506 State Street that allows them to serve alcohol until midnight, I support 7 Iron Social's request for a Thursday extension until midnight. I believe that ALRC's rationale for allowing Delicacies of Asia to serve until midnight was that the applicant for Delicacies of Asia was assumed to be a responsible operator. From what I know, that is the case with this applicant.

Thank you.

Alder Patrick Heck
608-286-2260

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From: Verbick, Jim
Sent: Thursday, July 8, 2021 4:28 PM
To: Heck, Patrick; Donahue, Kelly; Zanders, Harrison
Subject: Change of Conditions for July ALRC - 508 State St Golf LLC

Good afternoon,

The following application is for consideration at the July ALRC meeting.

Change of Licensed Conditions

508 State St Golf LLC • dba 7 Iron Social • Capacity (in/out): 99/0

508 State St • Agent: Colin Smith

Class B Combination Liquor & Beer • 48% alcohol, 20% food, 32% other

Aldermanic District 2 (Alder Heck) • Police Sector 403

Request to amend condition to allow alcohol service until midnight on Thursday and bar close on Friday and Saturday.

Sincerely,

Jim Verbick, Deputy Clerk

City of Madison City Clerk's Office

City-County Building-Room 103,

210 Martin Luther King Jr. Blvd. 53703

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