

Phelps, Jean

From: Woulf, Mark
Sent: Tuesday, January 20, 2015 4:48 PM
To: licensing
Subject: FW: Liquor license proposed for HopCat at 222 West Gorham Street
Attachments: Proposed HopCat Liquor License.pdf

From: Tom Neujahr [mailto:tneujahr@uli.com]
Sent: Tuesday, January 20, 2015 4:44 PM
To: mephokee@wisc.edu; james1771@frontier.com; Woulf, Mark; msd@foolproofplan.net; Bach, Richard; Allen, Roger
Subject: Liquor license proposed for HopCat at 222 West Gorham Street

Dear Members of the Alcohol License Review Committee,

We developed the building at 222 West Gorham Street in 1985 and have managed and leased the building since then. (We have made a long-term commitment to State Street.) Three clothing stores that formerly occupied 30 percent of the building have come and gone. It has been suggested that this occupancy history should influence whether the City grants a liquor license to HopCat for the entire building. This has prompted me to share with you our 33 years of experience in developing retail space on State Street and around the Capitol Square. (See attachment.) No one has been more determined in trying to attract retail tenants that actually sell non-food and beverage items than Urban Land Interests. But the forces that are changing retailing are breathtaking. Competition from Borders contributed to the closing of Canterbury Booksellers, and then Amazon.com caused the closing of Borders. Amazon.com acquired BOP in 2006 and subsequently decided that it no longer needed a physical store. We have vacant space, but we are not encountering retailers that want to open stores to sell clothing, shoes, accessories, books, music, home furnishings, electronics, sporting goods, etc.

We are very happy to have signed a lease with HopCat, an excellent restaurant and craft beer establishment from Grand Rapids, Michigan. It enjoys a very good reputation in the cities where it does business. It enjoys an outstanding national reputation for its support of independent craft breweries. We hope you will vote to grant a liquor license for this excellent operator.

Sincerely,

Tom Neujahr

Urban Land Interests

Tom Neujahr

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