



**MONONA EAST SIDE  
BUSINESS ALLIANCE**

*connections start here*

5900 Monona Drive, Suite 302, Monona, WI 53716 | (608) 222-8565 | [MononaEastSide.com](http://MononaEastSide.com)

September 23, 2019

To Whom It May Concern:

On behalf of the Monona East Side Business Alliance, I would like to extend support for the interior golf simulator business, Madison Golf. After reviewing the location and the market, I believe this would be an excellent use of the space located at 2425 S. Stoughton Road.

Bringing in a new business to the east side of Madison along with a new set of customers is exactly the type of economic impact we would like to see in that area. They have ample parking available and the space has been underutilized. This usage is a compliment to Elite AV & Automation.

Madison Golf has shown their due diligence in planning for this change and we would like to see the business locate in our community.

If you have any questions or concerns, I welcome a conversation. I can be reached at 222-8565 or by email at [kschilling@MononaEastSide.com](mailto:kschilling@MononaEastSide.com).

Thank you,

Kristie Schilling, CEO