MADISON 56ers SOCCER CLUB, Inc.
437 South Yellowstone Drive, Suite 109
Madison, WI 53719-2903

March 8, 2010

Mr. Steven Doniger
Parks Community Services Manager
210 Martin Luther King, Jr. Blvd., Room 104
Madison, Wisconsin 53703

Re: Madison 56ers NPSL

Dear Mr. Doniger:

I am writing as a follow-up to my e-mail of February 10, 2010. The Madison 56ers NPSL (National Premier Soccer League) team is an adult soccer team playing in a national amateur league. The NPSL team is part of the Madison 56ers Soccer Club, which is probably best known for its large youth program and for being the only soccer organization in the Madison area to regularly represent Madison in national competitions. The NPSL team plays its home games at Breese Stevens; the 56ers adult home field since 1978.

Although soccer continues to grow, we need to attract more people to our adult games to meet the costs of national competition. The comment has often been made that fans would like to watch the game and have a beer, as they can do when they watch Mallards baseball at Warner Park.

The Madison 56ers are not interested in creating a situation like that which exists at Warner Park wherein there is a beer garden with unlimited beer for a fixed price. Our goal is not to make a lot of money from beer sales or to serve a lot of beer. Rather we seek to provide a common amenity at sporting events to attract more people to come and watch soccer.

We have had discussions with a local Madison bar and restaurant that is interested in handling the beer sales. What would be required of the NPSL team in order to serve beer at Breese Stevens?

Sincerely,

Mark F. Borns
Member Board of Directors, Madison 56ers Soccer Club
cc: Mr. David Wallner
Alder Bridgit Maniaci
Mayor David Cieslewicz

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