

To Whom It May Concern,

I am writing to express my interest and intent to obtain a Conditional Use Permit for the property at 2104 City View Dr. Madison WI 53718.

I am the owner of Wisco Kidz Place LLC and I have currently been in business for a year. I am looking to expand my business into the above property to adequately serve my targeted clientele of families with children under the age of 10. My business prides itself in providing a safe secured place for younger children to run, play, and express themselves without the immense overstimulation that very large facilities and arcade atmospheres have that is currently in Madison. I am striving to stay on Madison's Eastside to assist with the need of an indoor safe play environment that the Eastside is needing.

Some Key Items to know about the business:

1. I currently employ 5 employees which are part time. I am anticipating I will increase work hours, make one of my employees full time and may increase staffing by one in the new facility.
2. I do have varied opening hours from summer hours (June-Aug) to what we call Winter hours (Sept-May). These hours rotate around the school year. In the Summer we are open more days out of the week but close earlier. We do provide Summer Camp to offset our 71% decline in sales/participation that we normally see during the school year. During the Winter (school year) we are open less days during the normal business hours and stay open more in evenings and Weekends.
3. 20% of our income comes from weekday evening hours, 60% come from weekend hours, and 20% comes from Morning play and/or special event/ school closure type days.
4. At our new facility should this permit go through we will have a designated 15 parking stalls but the rest of the parking stalls at this compound will be on a first come first serve basis. We do not anticipate this being a problem due to most of the businesses within these buildings conduct business during the normal weekday. The site parking spots are usually empty where we see a spike in business in evenings and especially weekends. The complex has approx. 78 parking spots in total. Again 80% of my business traffic comes from evenings after 3pm and Saturday and Sunday.
5. On a Winter Saturday and Sunday we are anticipating on average 200 children/100 families to come through on any given day. Our peak hours are from 9am-noon on these days. 46% of the kids we see on these days come in between these hours and the rest are spread out throughout the day.
6. We do have hourly play packages so families do have to leave the facility and it is not a play for all. This helps regulate occupancy.

Enclosed you will find my supporting documents that are needed with the application. I hope this letter of intent satisfies any questions you may have.

Thank you for your consideration.

Sheryl Scott