

ALRC Approval of Alcohol License for I/O Arcade Bar  
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Hello Mr. Verbick,

I am the president of the MayFair Park Neighborhood Association and writing to express my support of approval of the alcohol license for the I/O Arcade Bar in the Wil-Mar neighborhood (specifically slated to be located at 720 Williamson St).

As a long time Madison resident and specifically an East side community member I have lived through the evolution of the east side since the mid 90s. The recent influx of a new generation of your professionals and growth of the eastside is a huge positive for overall quality of life in the city as a whole. With this new growth, we need to be sure we foster an environment which engages the residents and provides positive outlets for gathering spaces and opportunity for more community involvement.

The I/O Arcade Bar in particular provides a business model that perfectly fits the growing demographic of the East side residents and I see it as the perfect solution for a much needed social and community gathering/gaming space for the 25+ year old professional population. In brief, the demographic that visits arcade bars is the exact demographic we want to continue to draw to our fair city. I believe this is a net positive for the entire eastside and look forward to the committee's approval and eventual opening of this new business in the heart of the eastside.

I will be unable to attend the ALRC meeting this week as our MPNA meeting occurs at the same time, but please record my support for approval of the Alcohol license for the I/O Arcade Bar. While I don't speak on behalf of other MPNA residents, multiple neighbors have contacted me to also express their support of this establishment.

Sincerely, Hilton Jones  
MPNA President