

From: [Chad Vogel](#)
To: [Verbick, Jim](#)
Cc: [Sean Pharr](#)
Subject: Re: Alcohol License Issuance Deadline Approaching - Small Change LLC
Date: Friday, October 4, 2019 6:39:54 PM

Jim,

Thank you for the note. Due to construction planning and delays our business will not be open in the 90 day time frame. It has been difficult getting contractors and sub contractors moving on the project because everyone is so busy. Our new timeline is looking to be sometime in January/February. We would like to request a extension. What kind of documentation would be prudent to include in this request for extension?

May I ask why this change to 90 days was made? I have opened two places now with this one on the way. In each instance I have made the leases contingent on acquiring a liquor license because there is no guarantee of getting one. This means that no building or plan submissions can start until we have the blessing of the neighborhood association, the alrc, alder and the common counsel. All three businesses are complete remodels with complete reconstruction of mechanical systems, interiors and some exterior work. Each took over seven months from lease signing to opening. I've also been involved in 12 other openings of bars and restaurants, of those, only one would have opened in this 90 day window because it was just small interior changes and even that one took 70 days. Sometimes it takes the zoning department three weeks to even approve a plan, some buildouts require state approval of plumbing and hvac systems that can take over a month to approve after the city zoning approval. From my perspective it is difficult to follow the proper channels only to be left with an uncertainty.

Let's say for instance that I have a signed lease contingent on a liquor license approval. It is approved but it takes 8 months to complete the work. This would require two extensions. What happens if I don't receive the third extension for some reason? Or if I re-apply but then was denied? Now we can't operate the way the business is built and planned and we have spent well over \$200k. We are basically left holding the bag.

Would the alrc, common counsel and the city of Madison consider a 180 day period with an extension of 90 days? I think a lot more new businesses could actually meet that deadline.

I would be happy to sit down and discuss this with you or the alrc further if you would like.

Do you find that most new businesses are meeting the deadline? Perhaps I'm just very slow.

Thanks for reading to the end!

Regards,

Chad Vogel
Owner/Partner
Mint Mark, Robin Room, Muskellounge and Sporting Club