

From: [Chris Welch](#)
To: licensing; distric17@cityofmadison.com
Subject: In opposition to Agenda #13 63493
Date: Wednesday, January 20, 2021 3:38:25 PM

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To Whom It May Concern,

I am writing to voice my opposition to adding another liquor store to the east side on Madison. I realize there is a misconception that "everyone is drinking more!" and therefore liquor stores are doing great, but that is not true in this local market. I truly do not see a need for another store in this area. Since I opened Trixie's Liquor 10 years ago, I have seen the added off premise liquor licenses of Festival Foods, Hy-Vee East, Wine Table, Barriques (Atwood), Willy Street Co-Op East, Harley's Liquor (2nd location, Cottage Grove Road), Barley Pop (carry out beer) and Alpine Liquor. All of these stores were not there 10 years ago and every time one more is added to the area, I as a small business owner suffer.

I do not think the area needs another place to get alcohol, especially considering it is located so close to existing Liquor Stores.

Thank You for your consideration,

Chris Welch

Trixie's Liquor
2929 East Washington Ave
Madison, WI 53704