

**From:** [Dan Podell](#)  
**To:** [Verbick, Jim](#); [Chad Walhood](#)  
**Subject:** Re: License Issuance Extension Deadline Approaching - Forward Craft & Coffee LLC  
**Date:** Tuesday, May 20, 2025 2:46:47 PM

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Hi Jim - I believe you just spoke to my partner Chad on the phone regarding getting our extension for the liquor license for approval. Our reason is we are still hoping that one of the reduced rate ones comes up around this time so we can pay that versus the \$10,000.

Chad mentioned a form that needs to be filled out but I did not see anything attached, if there needs to be any additional work done on our end, can you please let me know and I will get it filled out ASAP.

Thank you again,  
Dan Podell

On Thu, May 15, 2025 at 3:08 PM Verbick, Jim <[JVerbick@cityofmadison.com](mailto:JVerbick@cityofmadison.com)> wrote:

Good afternoon,

As you know, on 12/10/2024, the Common Council granted an alcohol license to you for 2166 Atwood Ave for Forward Craft & Coffee LLC. Per Madison General Ordinance 38.05, a license must be issued 180 days after the Common Council has granted it or it shall be considered surrendered. This license must be issued by 6/10/2025 or it will face cancelation. The following items must be completed and/or submitted to the City Clerk's Office before we can issue your license:

- **Licensing Fees** must be submitted to the City Clerk's Office. The liquor license fees will be prorated for the remainder of the licensing year, and "Class B" Combination Liquor and Beer licenses issued may incur a ***\$10,000 reserve fee. Checks should be made payable to City Treasurer.***

If your license is not issued by 6/10/2025, it will be considered cancelled and you must reapply for an alcohol license if you still wish to pursue one. You may also request an extension of this deadline from the Common Council. The last opportunity to request an extension of this deadline will be to submit a request for an extension by noon on Tuesday, 5/20/2025. This extension would go before the Alcohol License Review Committee on 5/21/2025 for a recommendation to the Common Council's June meeting. If you have any questions, do not hesitate to ask.

Sincerely,

**Jim Verbick, Deputy Clerk**

City of Madison City Clerk's Office

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