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June 18, 2012

Mr. Matt Tucker
Mr. Kevin Firchow
Department of Planning and Development Inspection Unit
215 Martin Luther King Jr., Blvd
Madison, WI 53701-2984

RE: Letter of Intent – Agrace HospiceCare Conditional Use Application for 1445 Regent Street

Dear Sirs:

Thank you for meeting with me on May 22 to discuss our application for a conditional use permit to have a tailgate event at the parking lot located at 1445 Regent Street in Madison.

History of Agrace

Founded in 1978, Agrace HospiceCare is the local, nonprofit, community-based hospice dedicated to providing exceptional physical, emotional and spiritual support to patients and families dealing with life-limiting illnesses. Agrace has offices in Madison and Janesville, and serves patients in Dane, Green, Jefferson, Rock and Walworth counties.

We are the third largest hospice in the Midwest and currently provide care for more than 600 patients and their families every day.

For some of our patients who are uninsured or underinsured, meeting the cost associated with end-of-life care becomes a financial burden. Even with health insurance, the costs of daily living compounded by the loss of income and mounting medical bills makes it difficult for some patients and their families to cover the cost of health insurance deductibles and co-payments without sacrificing basic needs like food, medication or even shelter. This is where our charity program fits in. **Proudly, in 33 years of service, we have never turned anyone away because of an inability to pay for our services.**

With the anticipated increased need for charity care, Agrace is looking for new fundraising opportunities. One of our incredible partners, Frank Beer Distributors, is offering us an opportunity to partner with them to host a tailgate at the Tallard's Parking Lot, 1445 Regent Street during the Badger home football games this year. We see this as a wonderful opportunity to raise awareness and dollars and at the same time assist patients who need excellent end-of-life care right here in our own community.

As you know, this lot has been used by Frank Beer to host private tailgates for the past three years. We are proposing a public tailgate at this location and have discussed our intent to operate this tailgate with Alder Ellingson and presented our plan to the Vilas Neighborhood Association on June 13. Fire Marshal Ed Ruckriegel of the Madison Fire Department and Captain Balles of the Madison Police Department have been notified as well.

Operational Plan

The site is on average about 27 feet X 43 feet for total net square feet of 1,122.

The proposal:

- Serving beer in cans and wine in small plastic cups as well as food from Quaker Steak and Lube and Johnsonville.
- Q106 will provide music for two hours of each game and will be kept within the city's Uniform Operating Conditions.
- There will be no canopies or tents.
- The site is enclosed by an existing chain link fence, minus the entrance and exit sites highlighted on the site plan. The back exit will be utilized as an emergency exit only and attendees will be required to utilize the exit onto Regent Street. We will have a volunteer in place at the back exit in order to stop people from exiting from this location.
- We will not allow more than 75 people in at one time and attendance will be tracked at the entrance and exit gate(s) with a portable tally counter.
- We don't anticipate a large line of people waiting to get in; however, will have Agrace staff and volunteers "policing" the area inside and outside the lot during each tailgate.
- We intend to utilize Agrace HospiceCare staff and volunteers to check IDs at this gate, measuring 5'4" wide x 7'10" deep.
- The site will include two portable potties.
- No parking will be allowed in the back parking lot.
- We plan to operate the tailgate up to three hours prior to each home game and closing during the first quarter of each game.

I have attached the necessary documents and enclosed a check for the required application fee.

If you have any additional questions or concerns please do not hesitate to call or e-mail me at (608) 327-7209/marcia.whittington@agracehospicecare.org or Charlene Malueg at (608) 327-7180/charlene.malueg@agracehospicecare.org.

Thank you.

Sincerely,



Marcia Whittington
Vice President, Agrace Foundation and Holdings