

 **MARCELIA NICHOLSON**  
MILWAUKEE COUNTY BOARD CHAIRWOMAN

May 29, 2024

Alderwoman JoCasta Zamarripa  
Chairwoman, City of Milwaukee Licenses Committee  
200 East Wells Street  
Milwaukee, WI 53202

**Electronic Communication**

Dear Chairwoman Zamarripa,

I am writing to urge the Licenses Committee to reject the application of "Power Hour Depot LLC" for a Class A Malt & Class A Liquor and Food Deal License at 4534 W North Ave.

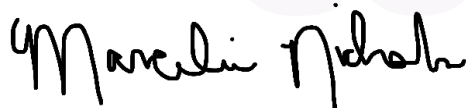
As Chairwoman of the Milwaukee County Board and the County Board Supervisor who represents this neighborhood, I wholly support responsible economic development that creates well-paying jobs and promotes the well-being of families in the community. To that end, I believe there are more creative and impactful ways to utilize this space to better improve the health and lives of individuals who call this area home and make it more family-oriented and inclusive for all.

Liquor stores often have a disproportionate presence in neighborhoods of color, contributing to a range of negative impacts. These establishments can perpetuate cycles of poverty, while also increasing crime rates and decreasing property values. Moreover, the over-concentration of liquor stores can exacerbate health issues like alcoholism and substance abuse within these communities. This unequal distribution of liquor stores in communities like Uptown reflect system inequities and reinforces social and economic disparities.

I would urge the Licenses Committee to refuse this application and look forward to any opportunities to work with you as we strive to make Milwaukee County a healthier and more equitable community for those we represent.

Thank you for your consideration of my comments.

In collaboration,



Marcelia Nicholson  
Chairwoman  
Milwaukee County Board of Supervisors  
10th District Supervisor

Cc: Members of the City of Milwaukee Licenses Committee

**MILWAUKEE COUNTY BOARD OF SUPERVISORS**

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