

Ellton Management, LLC

Alderman Michael D'Amato
Milwaukee City Hall, Room 205
200 East Wells Street
Milwaukee, WI 53202

July 2, 2007

Re: Zoning, Neighborhoods & Development Committee Jul 3, 2007, Agenda Item # 070287

Dear Alderman D'Amato,

As the owner of the Adult store that this amendment is based upon, I would like to provide some information regarding the aforementioned agenda item:

This store opened in June of 1995;

The initial occupancy application listed "Sales and Rentals of Video Movies" as the use of the premises. At the time, given the fact that I did not (and still do not) operate movie-viewing booths, I did not feel that my business was an "Adult Book Store" or "Adult Movie Theater" as described in the zoning code at the time;

The store received numerous inspections in the 12+ years of operation from various Department of Neighborhood Services officials;

The store has not had any police contact other than for employee theft issues;

The store provides legally protected products for consenting adults to be used in the privacy of their own homes;

The store has over 2,100 registered customers that reside within the City of Milwaukee, and draws a considerable number of customers from outside the City, bringing revenue into the City. On an annual basis the store serves over 20,000 customers;

The store has a entry foyer with a window to provide for positive identification for anyone entering the store (preventing minors from seeing any products), the exterior entry door states that the store is for adults only, and there is also a sign in the foyer alerting any customer entering that the store contains items of a sexual nature;

The interior of the store is clean and well lit, providing a safe environment for customers and employees, and the store tries to keep the exterior areas adjacent to the store clean and free of debris and litter;

The store provides exterior video surveillance to help prevent, assist in the investigation of, or prosecute any criminal acts;

I understand that the operation of this store can create many emotions from many people. Unfortunately many of these emotions result in statements made that are not based upon facts, but instead on those emotions. I ask that you rely on facts rather than emotions when voting on this amendment.

Please note that accompanying this letter, I have provided many letters of support from residents within your aldermanic district, as well as a "sanitized" listing of registered customers also within your district. I sanitized the addresses to maintain the privacy of those customers.

In an effort to provide an amicable resolution to this matter, I would agree to language written into the amendment that would allow for the operation of this store only my company, and that the permission to operate would not be transferable to any subsequent owners.

Thank you for your attention in this matter.

Sincerely,

Tony Dodge, Managing Partner