

JOE DAVIS, SR.

Alderman, 2nd District



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- Steering and Rules Committee
- Milwaukee Economic Development Corporation

Statement of Ald. Joe Davis, Sr. July 28, 2010

Regarding Applebee's at Midtown Center Closing

Today, we learned that despite their best strategies and solid customer service, Applebee's at Midtown Center has been forced to close permanently on Wednesday, July 28, 2010. In a statement to me, Applebee's Chief Development Officer explained that they have proudly served in the area for more than 6 years, but despite attempts to innovate and operate through our current economic crisis, the restaurant has been forced to close.

Earlier this year, Applebee's in Sturgeon Bay area was closed due to the same circumstances.

The company is offering its Applebee's Midtown employees positions at a number of its other Applebee's restaurants around the Milwaukee area.

Applebee's would like to thank their restaurant team, their guests and the Midtown neighborhood for allowing them to be part of the community over the years.

I am confident that space at Midtown Center will be filled with a thriving business promptly and am constantly pleased with how the area around the center continues to develop and sustain a vibrant shopping district. I am confident this progress will continue and though I am disappointed Applebee's can no longer be our partner in this center, I must thank each proprietor in Midtown Center for their commitment to our residents and I welcome the next business to join the shopping district.

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