



Temporary B License

City of Madison Clerk
210 MLK Jr Blvd, Room 103
Madison, WI 53703

licensing@cityofmadison.com
608-266-4601

Street Use: No **YES**
Office Use Only

(Agenda Item number) -If Street Use-

(Legistar file number) -If Street Use-

PERCPS-2022-00118

(License number)

4

405

(Alder District #)

(Police Sector)

Office Use Only

- o Temporary Class "B" (beer) and "Class B" (wine) licenses are available to **bona fide clubs, chambers of commerce, churches, Lodges/Societies, Veteran's Organizations, and Fair Associations** only. Being a non-profit company is not enough.
- o You may get an unlimited number of temporary licenses for Beer, but **only two licenses for wine** each twelve months.
- o If your plans include using the street for your event, you will need a **Street Use Permit** and you must apply at least 60 days before your event.
- o At least one **licensed bartender** must be present.
- o **The fee** is \$10 for beer and/or wine per event - events may have consecutive days.

The named organization applies for:

A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s.125.26(6), Wis. Stats.

A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

Organization

Pick one: Bona fide Club Chamber of Commerce Church
 Lodge/Society Veteran's Organization Fair Association

Organization Name: Madison Festivals Inc Phone: 608.316.5755

787 Lois Drive events@madisinfestivals.com
A Sun Prairie, WI 53590 Email: _____ Website: madisinfestivals.com

Date organized: _____ If a corporation, give date of incorporation: 4/5/1993

WI State Seller's Permit ID: _____

We are not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats.

We have been convicted of a violation of Chapter 38.

Organization Officers	Name	City, State	Birthdate
President	Sara Klemme	Sun Prairie, WI	[REDACTED]
Vice President	Elyse Smith Back	Oregon, WI	
Treasurer	Mark Anderson	Madison, WI	
Secretary	Jordan Bright	Menona, WI	
Person in charge of event	Name Abbey VanValkenburg	Phone 608-460-8172	Email abbey@saleadayeventsllc.com

Event Information

Event Name: Taste of Madison Event dates & time(s): 2pm-8:30pm 11am-7pm
9/3/22 - 9/4/22

Event Address: Capitol Square Estimated Attendance: 250,000

Do the premises you want to license occupy all of the building/property? No No? Then please describe fully which parts of the property or building you want to be covered with this license. (Which section of the parking lot, which floor of the building, or which specific rooms in it. etc): Streets

Surrounding the capitol square and 100 blocks of mlk,
W. Washington, E. Washington, State, King

Explain the purpose and nature of the event: Celebrate madison's culinary scene while
raising money for local non-profits

Describe your planned method of crowd control: barricades around outer loop of square +
city police, capitol police, security contracted, Dane County Sheriff's Bomb Squad

How many security persons will you have on the licensed premises? _____

Will food be served? Yes No

Will a tent be used? Yes No

Will the street be used? Yes No

Will wine be served? No Yes: 1 of 2 per year

Wholesaler/distributor/brewery who will supply fermented malt beverage: Wisconsin Distributors

Quantities ordered: 600 kegs

(If serving wine) Wholesaler/distributor/winery who will supply wine: TBD

Quantities ordered: 150 bottles

Declaration

The information provided in this application is true and correct to the best of my knowledge and belief.

Officer Signature Sara Klemme Date: 3-4-22

Printed name of **Officer** who is signing: Sara Klemme