



# Temporary B License

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

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

(Agenda Item number) -if Street Use-

8372  
(Legistar file number) -if Street Use-

PERCPS-2024-00095  
(License number)

4 405  
(Alder District #) (Police Sector)  
Office Use Only

Street Use:  No  **YES**  
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: 608-577-8300

Address: 756 Lois Drive, Sun Prairie, WI 53590 Email: bonnie@madisonfestivals.com Website: madisonfestivals.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	████████
Vice President	Elyse Smithback	Oregon, WI	████████
Treasurer	Mark Anderson	Madison, WI	████████
Secretary	Ashley Hein	Madison, WI	████████
Person in charge of event	Name	Phone	Email
	Bonnie Oleson	608-577-8300	bonnie@madisonfestivals.com

**Event Information**

Event Name: Taste of Madison Event dates & time(s): Aug 31, 11am limited beverage sales begin  
Aug 31, 2pm-9pm & Sept 1, 11am-7pm

Event Address: Capitol Square Estimated Attendance: 200,000

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): The streets surrounding the Capitol

including the 100 blocks of Martin Luther King Jr. Blvd, King St., E. Washington Ave, N. Hamilton, Wisconsin Ave, State St, W. Washington and S. Hamilton.

Explain the purpose and nature of the event: Celebrate the food and art scene of Madison while raising money  
for several local non-profit organizations.

Describe your planned method of crowd control: Barricades around the outer loop of the square and coordinated security  
efforts with the City and Capitol Police, Dane County Sheriff, Bomb Squad and two separate contracted security companies.

How many security persons will you have on the licensed premises? Minimum of 60 each day between Capitol, City, County, Bomb Squad and private. Numbers go up later in the day.

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:      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: Wisconsin Distributors

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: 4/16/2024

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