



Temporary B License

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

licensing@cityofmadison.com
608-266-4601

PERCPB-2018-00120
(Number)

(scanned)

☐ No

(STREET USE?)

☒ Yes

(initials)

(Processing step)

Alder Name: _____ Dist #: _____ Police Sector: _____

- Temporary Class "B" (beer) and "Class B" (wine) licenses are available to **bona fide clubs, churches, Lodges/Societies, Veteran's Organizations, and Fair Associations** only. Being a non-profit company is not enough.
- You may get an unlimited number of temporary licenses for Beer, but **only two licenses for wine** each twelve months.
- 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.
- At least one **licensed bartender** must be present.
- **The fee** is \$10 for beer and/or wine per event – events may have consecutive days.
- Other requirements are on the accompanying sheet. ☐ Attached

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 ☐ Church ☐ Lodge/Society ☐ Veteran's Organization ☐ Fair Association

Organization Name: Madison Festivals, Inc. Phone: 608-276-9797

Address: 5976 Executive Dr. Suite B Email: info@madisfestivals.com Website: www.madisfestivals.com

Date organized: _____ If a corporation, give date of incorporation: 04/05/1993

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.

continued on page two - OVER

Organization Officers	Name	City, State	Birthdate
President	Rita Kelliher	Fitchburg, WI	
Vice President	Jamie Patrick	Madison, WI	
Treasurer	Mark Anderson	Madison, WI	
Secretary	Mike Westcott	Madison, WI	
Person in charge of event	Name	Phone	Email
	Lucas Molloy	608-276-9797	lucas@racedayeventsllc.ca

Event Information

Event Name: Taste of Madison Event dates & time(s): 9/1: 2pm-8:30pm + 9/2: 11am-7pm

Event Address: Capitol Square Estimated Attendance: 250,000

Do the premises you want to license occupy *all* of the building/property? _____ 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): _____

Explain the purpose and nature of the event: Food and music festival

Describe your planned method of crowd control: City police, private security, barricades

How many security persons will you have on the licensed premises? per day: 16 private security, 18 city + state officers

If you are on a City right-of-way or property, will an application for waiver of insurance be filed? ☐ Yes ☐ No

Wholesaler who will supply fermented malt beverage: WISCONSIN Distributors Quantities ordered: 200 half barrels

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 who will supply wine: General Beverage Quantities ordered: 130 cases ☐ N.A.

Declaration

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

Officer Signature Rita Kelliher Date 4.9.18

Printed name of Officer who is signing Rita Kelliher