



# Temporary B License

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

licensing@cityofmadison.com  
608-266-4601

(Agenda Item number) -if Street Use-

83011

(Legistar file number) -if Street Use-

PERCPS-2024-0083

(License number)

4

(Alder District #)

406

(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 Museum of Contemporary Art Phone: (608) 257-0158

Address: 227 State St Email: lucas.molloy@brothersmolloyevents.com Website: www.mmoca.org

Date organized: 12/16/69 If a corporation, give date of incorporation: 12/16/69

WI State Seller's Permit ID: 456-1020052350-03

- 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	Colin Good	Madison, WI	
Vice President	Juliet Page	Madison, WI	
Treasurer	Jennifer Ridley Hanson	Blue Mounds, WI	
Secretary	Erin Bemis	Madison, WI	
Person in charge of event	Name	Phone	Email
	Lucas Molloy	2076471220	lucas.molloy@brothersmolloyevents.com

**Event Information**

Event Name: Art Fair on the Square Event dates & time(s): 7/13 from 9am-6pm & 7/14 from 10am-5pm

Event Address: Vendors will be around the Capitol Square and at State St., Wisconsin, N. Hamilton, S. Hamilton, King st., MLK JR Blvd Estimated Attendance: 150,000-200,000

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): N/A

Explain the purpose and nature of the event: 66th annual Art Fair on the Square, which is the largest annual fundraising event for MMoCA, Madison's only contemporary art museum.

Describe your planned method of crowd control: Special Duty City of Madison Police Officers, Capitol Police, (private) security officers, along with MMoCA staff and contracted event professionals in Brothers Molloy Events

How many security persons will you have on the licensed premises? A minimum of 10

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: Frank Beverage

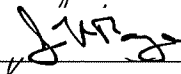
Quantities ordered: 325 cases of canned product

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

Quantities ordered: NA

**Declaration**

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

Officer Signature  Date: April 1, 2024

Printed name of **Officer** who is signing: Juliet Page