



# 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-

(Legistar file number) -if Street Use-

PERCPB-2023-00076  
(License number)

(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 Museum of Contemporary Art (mmoca) Phone: 608.257.0158

Address: 227 State St. Madison, WI 53703 Email: artfair@mmoca.org Website: www.mmoca.org

Date organized: 12.16.1969 If a corporation, give date of incorporation: 12.16.1969

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 B. Good	Madison, WI 53703	
Vice President	Victoria Enright	Madison, WI 53715	
Treasurer	Eric Plautz	Madison, WI 53704	
Secretary	Jennifer Ridley Hanson	Blue Mounds, WI	
Person in charge of event	Name	Phone	Email
	Veronica Castillo	608.338.1358	Veronica@mmoca.org

REV 07/2019

Events & Rental mgr.

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**Event Information**

Event Name: Art Fair on the Square Event dates & time(s): Sat, July 8 & Sun, July 9, 2023

Event Address: Capital Sq and State St, Wisconsin Estimated Attendance: 150,000 - 200,000  
*vendors will be located around the*

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: 65th Annual Art Fair/Street Festival, 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, Capital Police, (private) security officers, along with MMOCA security staff, Brothers Malley, and MMOCA administrative staff serving as Quad Captains will be present during event.  
How many security persons will you have on the licensed premises? minimum 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 Beer Distributions  
87 and 1/2 bbl of beer

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

Quantities ordered: N/A

**Declaration**

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

Officer Signature Colin B. Good Date: 5/1/23

Printed name of Officer who is signing: COLIN B. GOOD