



Temporary B License

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

licensing@cityofmadison.com
608-266-4601

Percepb-2017-00179
(Number)

(scanned)

No

(STREET USE?)

Yes

(initials)

(Processing step)

Alder Name: Michael E. Verveer Dist #: 4 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: Clean Lakes Alliance Phone: 608-255-1006

Address: 150 E. Gilman St. #2600 Email: adam@cleanlakesalliance.org Website: cleanlakesalliance.org

Date organized: 2010 If a corporation, give date of incorporation: _____

WI State Seller's Permit ID: CES # 059672

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	Lloyd Eagan	Madison, WI	
Vice President	Randy Peterson	Verona, WI	
Treasurer	Jim West	Madison, WI	
Secretary	Marilee Gorman	Moscow, WI	
Person in charge of event	Name Courtney Lovas Isthmus Publishing	Phone (414) 712-4263	Email clovas@isthmus.com

Event Information

Event Name: Zappos - Friends with Benefit Tour Event dates & time(s): 6/9 6/11
6/2 - 6/4
 Event Address: 100 Block of W. Mifflin St. Estimated Attendance: 1500 (cycling over 3 days)

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):

100 Block of W. Mifflin St. - area previously known as Philosopher's Grove

Explain the purpose and nature of the event: community enjoyment - zappos customer appreciation

Describe your planned method of crowd control: Special Duty City of Madison Police Officers - additional private security - hired from CSC

How many security persons will you have on the licensed premises? 2 + special duty when required

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: WDI Quantities ordered: 20 kegs

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: _____ 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 [Signature] Date _____

Printed name of Officer who is signing Randy Peterson

Haar, Jennifer

From: Courtney Lovas [clovas@isthmus.com]
Sent: Monday, April 03, 2017 11:53 AM
To: licensing
Subject: Re: Isthmus/Clean Lakes Alliance - Temp B Permit Application

Hi Nikki,

- 1.) Clean Lakes Alliance is a bonafide club.
- 2.) Adam from CLA will be in touch. They don't have a WI Sellers # since they're a non-profit. Their CES number has always been accepted in the past.
- 3.) There will not be tents. We will be selling out of a trailer.

I'm sorry about that. Thanks so much!

Courtney Lovas
Event Director
Red Card Meal Plan | Isthmus Publishing | Madison Craft Beer Week
100 State Street Ste. 301, Madison, Wisconsin 53703
Office: (608) 308-4180



On Fri, Mar 31, 2017 at 4:11 PM, licensing <licensing@cityofmadison.com> wrote:

Hi Courtney,

There are parts of this application that are incomplete. Please complete the following and re-send:

1. Organization – please check which type of organization you are
2. WI State Sellers # - please double check this number. WI State Seller's Permits are usually longer and begin with 456-
3. Will a tent be used? (found on back page)

Everything else looks good!

Best,