



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-

(Legistar file number) -if Street Use-

PERCPS-2024-00043
(License number)

8 402
(Alder District #) (Police Sector)
Office Use Only

Street Use: No **YES**
Office Use Only

- 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.
- 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.

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: 608.276.9797

Address: 756 Lois Drive Email: events@madisonfestivals.com Website: https://www.madisonfestivals.com
Sun Prairie, WI 53590

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.

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 Beth Salinger	Phone 312.925.6067	Email Beth@runmادتown.com

Event Information

Event Name: Run Madtown Event dates & time(s): May 25 (7pm - 9pm) May 26 (8am - 12pm)

Event Address: 700 block Langdon Street, Madison, WI Estimated Attendance: Combined 2,500

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): _____

Beer garden located at 700 block of Langdon Street - see attached map of post race party for exact placement, entrance and exits

Explain the purpose and nature of the event: Run Madtown is an annual half marathon, 10K & 5K

Running & walking community event. The beer is part of our post race party celebration. No beer is sold Each finisher, receives, one complimentary beer, last year that was under 50% who had a beer.

Describe your planned method of crowd control: _____

Barricades will be used to defines the beer garden, private security with assist at the entrance & exit, if need UWPD and MPD are available.

How many security persons will you have on the licensed premises? 6

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: 65 cases

(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 _____ Date: 2\14\2024

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



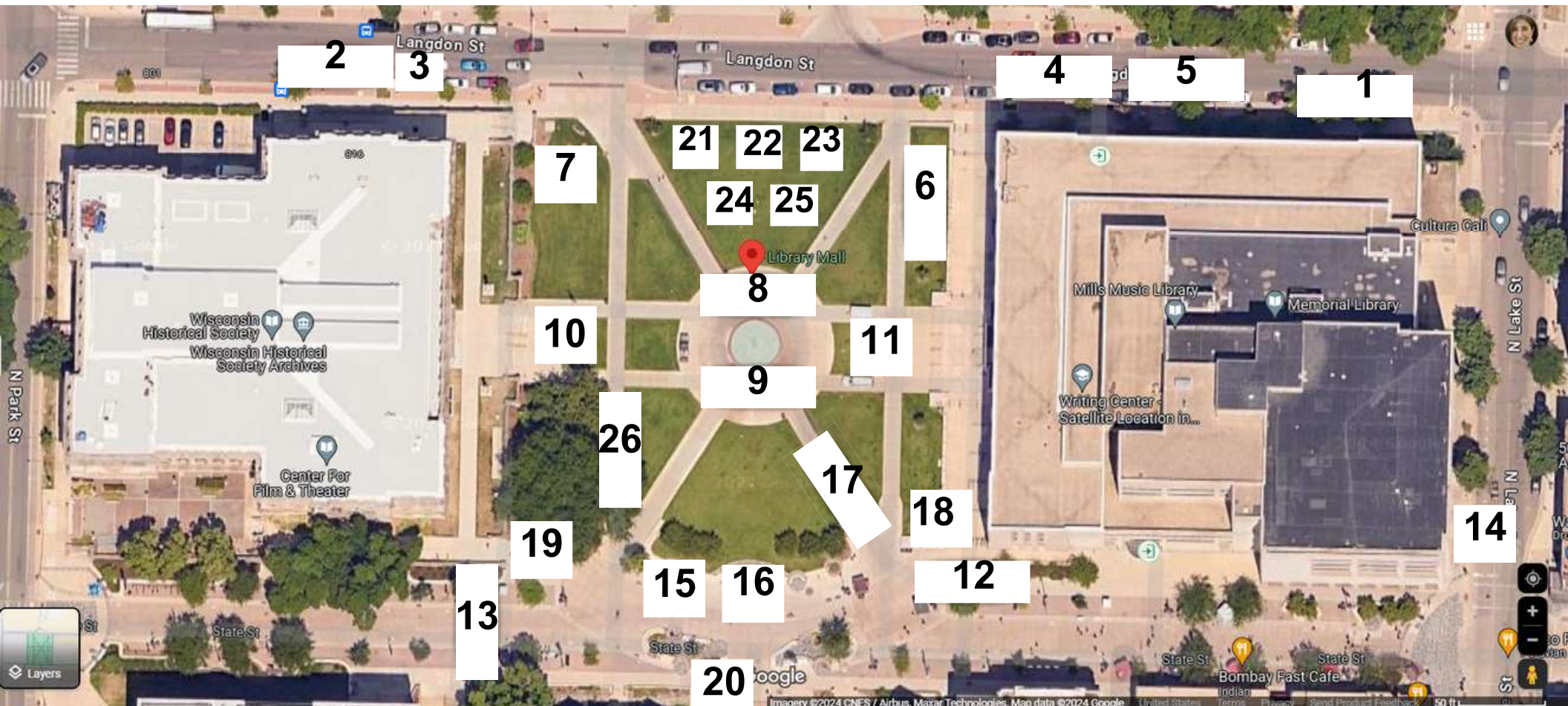
**Race Address:
Library Mall
715 State Street
Madison, WI 53703**

**Saturday May 25, 2024
Twilight 5K – 7pm start time
1000 participants**

**Sunday May 26, 2024
Half Marathon & 10K – 7am start time
2500 participants**

RUN MADTOWN

POST RACE PARTY LAYOUT



RUN MADTOWN START \ FINISH LINE STATE STREET



RUN MADTOWN BEER GARDEN LANGDON STREET



From: [Beth Salinger](#)
To: [licensing](#)
Subject: RE: Run Madtown - Temp B Permit Application
Date: Thursday, February 22, 2024 12:56:58 PM
Attachments: [image001.png](#)

You don't often get email from beth@runmadtown.com. [Learn why this is important](#)

Hello,

Yes the beer will only be consumed in the beer garden on Landon Street. We are not selling beer, just giving away one complimentary beer to those 21 and older.

Please let me know if you have any additional questions,

Beth

Beth Salinger

She \ Her \ Hers

Race Director

Cell 312.925.6067

[Registration is now open – Join the flock on May 25 – 26, 2024 for half marathon, 10K and 5K](#)

[Race Weekend Magazine!](#)

<https://linktr.ee/runmadtown>



From: licensing <licensing@cityofmadison.com>
Sent: Thursday, February 22, 2024 11:30 AM
To: Beth Salinger <Beth@runmadtown.com>
Subject: RE: Run Madtown - Temp B Permit Application

Hi Beth,

The City Attorney's office had a question for you:

There is a post party area indicated on the map, but then talk about a beer garden on Langdon Street. Will the beer be consumed only in the beer garden area on Langdon Street?

Please reply with your answer and we will forward.

Thank you,

Jennifer S. Haar, WCMC

Records Custodian & Office Equity Co-Lead

City of Madison Clerk's Office
City-County Building Room 103
210 Martin Luther King Jr Blvd
Madison WI 53703
608.266.4601
Website: www.cityofmadison.com/clerk
Twitter: [@MadisonWIClerk](https://twitter.com/MadisonWIClerk)

From: Beth Salinger <Beth@runmadtown.com>
Sent: Wednesday, February 21, 2024 10:54 AM
To: licensing <licensing@cityofmadison.com>
Cc: Post, Kelly <KPost@cityofmadison.com>
Subject: RE: Run Madtown - Temp B Permit Application

Some people who received this message don't often get email from beth@runmadtown.com. [Learn why this is important](#)

This has been paid, copy of the receipt is attached.

I am waiting on my COI, which I should have any day now and will forward as soon as I receive.

Please let me know if you need anything else.

Thank you!

Beth

Beth Salinger

She \ Her \ Hers

Race Director

Cell 312.925.6067

[Registration is now open – Join the flock on May 25 – 26, 2024 for half marathon, 10K and 5K](#)

[Race Weekend Magazine!](#)

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From: licensing <licensing@cityofmadison.com>
Sent: Wednesday, February 21, 2024 10:26 AM
To: Beth Salinger <Beth@runmadtown.com>
Cc: Post, Kelly <KPost@cityofmadison.com>
Subject: RE: Run Madtown - Temp B Permit Application

Hi Beth,

Thank you for submitting your picnic beer application for Run Madtown.

Attached is the invoice for the application fee. If you would like to pay over the phone using a credit card, you can do so by calling the City Treasurer at (608) 266-4771.

If you prefer you can also pay in person or via mail.

If you have any questions, please let us know.

Best,

Heather Harris

City-County Building Room 103
210 Martin Luther King Jr. Blvd.
(608) 266-4601
www.cityofmadison.com/clerk
@MadisonWIClerk

“We exist to assist”

From: Beth Salinger <Beth@runmadtown.com>
Sent: Wednesday, February 14, 2024 5:22 PM
To: licensing <licensing@cityofmadison.com>
Cc: Post, Kelly <KPost@cityofmadison.com>
Subject: Run Madtown - Temp B Permit Application

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Caution: This email was sent from an external source. Avoid unknown links and attachments.

Hello,

Attached, Please find a completed copy of the Run Madtown Temp B application along with our post-race party layout and legend information.

I have already applied for a street use permit online and included the Street Use Permit there as well, but I wanted to cover all my bases.

Thank you,

Beth

Beth Salinger

She \ Her \ Hers

Race Director

Cell 312.925.6067

[Registration is now open – Join the flock on May 25 – 26, 2024 for half marathon, 10K](#)

and 5K
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