



# Change of Premises

Fee: \$25.00

City of Madison Clerk

210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A:  Beer,  Liquor,  Cider

Class B:  Beer,  Liquor,

Class C Wine

(Agenda Item Number)

(Legistar file number)

4CPCH-202400096

(License number)

4 406

(Alder District #)

(Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number: LICLIB-2022-00555

Business dba Name: Madison Childrens Museum

Licensed Address: 100 W Hamilton St. Madison

Liquor/Beer Agent Name: David Heide

100 % Alcohol,      % Food,      % Other Alder, District #:      Police Sector:     

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Charlie's Main Event dba Chef Dave  
Madison

Business Mailing Address: 5771 Devore Rd Fitchburg WI 53711

Business Contact Name, Position: David Heide, owner,

Business Phone: 6086282794

Business Email: events@chefdavemadison.com

Current Capacity (indoor): 1500

Current Capacity (outdoor): 300

Proposed Capacity (indoor):     

Proposed Capacity (outdoor):     

If your capacity is increasing, contact Building Inspection: (608) 266-4551, [binspection@cityofmadison.com](mailto:binspection@cityofmadison.com)

Change is:  Permanent

Temporary (from 5/16/24 until 5/16/24)  
Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit:  Yes or  No

Description of Changes (include approximate measurements, and fencing, if necessary):

would like to allow attendees to bring alcoholic beverages  
to outdoor area of event. This event attendance is expected  
to be less than 900 guests

Detailed Floor Plans included (required)

[Signature]  
Authorized Signature

2/23/24  
Date

Orange sign and business card issued

"License Renewals & Changes" brochure with next steps issued

Office Use Only

# Summary



Madison Parks Division  
330 E Lakeside Street  
Madison, WI 53715  
<https://www.cityofmadison.com/parks>

This summary is not your license, permit or official registration, except in the case where information about a temporary permit is specifically listed on this summary. Please contact the agency administrator if you have questions.

Madison Children's Museum  
Kia Karlen  
Madison Children's Museum  
100 N Hamilton Street  
Madison, WI 53703

Date: 1/5/2024  
Time: 10:27 AM

## Street Use (Special Event)

PRKSTU-2024-00077

## Owner(s):

Phone: Fax:

## EVENT INFORMATION

Name of Event	Association of Children's Museums party
Event Type	One Day
Estimated Attendance	100
Number of Days	1
Number of Recurrences	0

## EVENT TYPE

Music/Concert

Posting no parking signs or bagging meters.

## SITE MAP

I understand I must attach a site map. I understand I must also attach a route map, if applicable

## LOCATION INFORMATION

Other Location

Street Names and Block Numbers

## PERMITS REQUIRED - BEER

Will beer/wine be sold?(\$)

100 Block N. Pinckney and Rotary Plaza

No

I understand that a Certificate of Insurance with liquor liability, naming the City of Madison as additional insured, is required. I understand I must apply for the Temporary (Picnic/Beer) License to serve or sell beer/wine for this event.

**PERMITS REQUIRED - VENDING**

Will food and/or merchandise be sold?(\$)

No

**PERMITS REQUIRED**

Will there be Public Amplification?(\$)

Yes

**SAFETY AND SECURITY**

I understand that I must submit the Emergency Action Plan

**EQUIPMENT RENTAL**

Will you need equipment rental from the City of Madison?(\$)

No

Trash Barrels

0 Qty

Recycling Barrels

0 Qty

Dumpsters

0 Qty

Electrical Adaptors

0 Qty

**EVENT MARKETING**

Do you want this included in the Madison Parks calendar of events?

No

**ACKNOWLEDGEMENT**

I have read the acknowledgement

**INDEMNIFICATION**

I have read the indemnification

**SIGNATURE**

By initialing, I/we waive the 21-day decision requirement

KK

Signature

Kia Karlen

Signature Date

01/02/2024

**INSURANCE INFORMATION**

I understand I may be required to provide insurance for my event, as determined by the City Risk Manager

**ACCESSIBILITY PLAN**

I understand I may be required to submit an Accessibility Plan, this requirement will be determined upon review of my application

I understand I should include any accessibility setup in my site map

EVENT DATES			
1	Setup Date	05/16/2024	
	Setup Time	5:00 pm	
	Event Start Date	05/16/2024	
	Event Start Time	6:30 pm	
	Event End Date	05/16/2024	

EVENT DATES

1	Event End Time	9:30 pm
	Cleanup Completed Date	05/16/2024
	Cleanup Completed Time	10 pm
1	Start Date	05/16/2024
	Start Time	6:30 pm
	End Date	05/16/2024
	End Time	8:30 pm

PUBLIC AMPLIFICATION DATES

1	Start Date	05/16/2024
	Start Time	6:30 pm
	End Date	05/16/2024
	End Time	8:30 pm

Attached Documents

- Emergency Action Plan
- Emergency Action Plan MCM 5.16.24.pdf
- Site Map
- Site Map MCM 5.16.24.pdf



## Site Map

Madison Children's Museum Street Use Permit, 5.16.24

Yellow: street barricades, 5 -10 pm

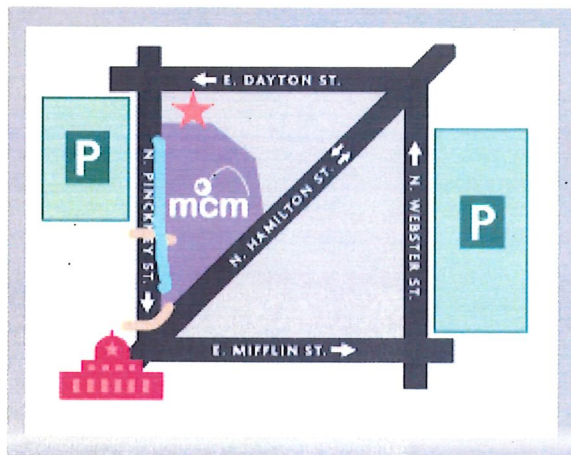
- Access will remain open to ULI ramp and service alley, plus emergency vehicles as needed.

Blue: meter bags, 100 block N. Pinckney

- Would like to tent part of that space if possible (10 x 20 tent, leaving a lane of traffic access open)

Music at Rotary stage:

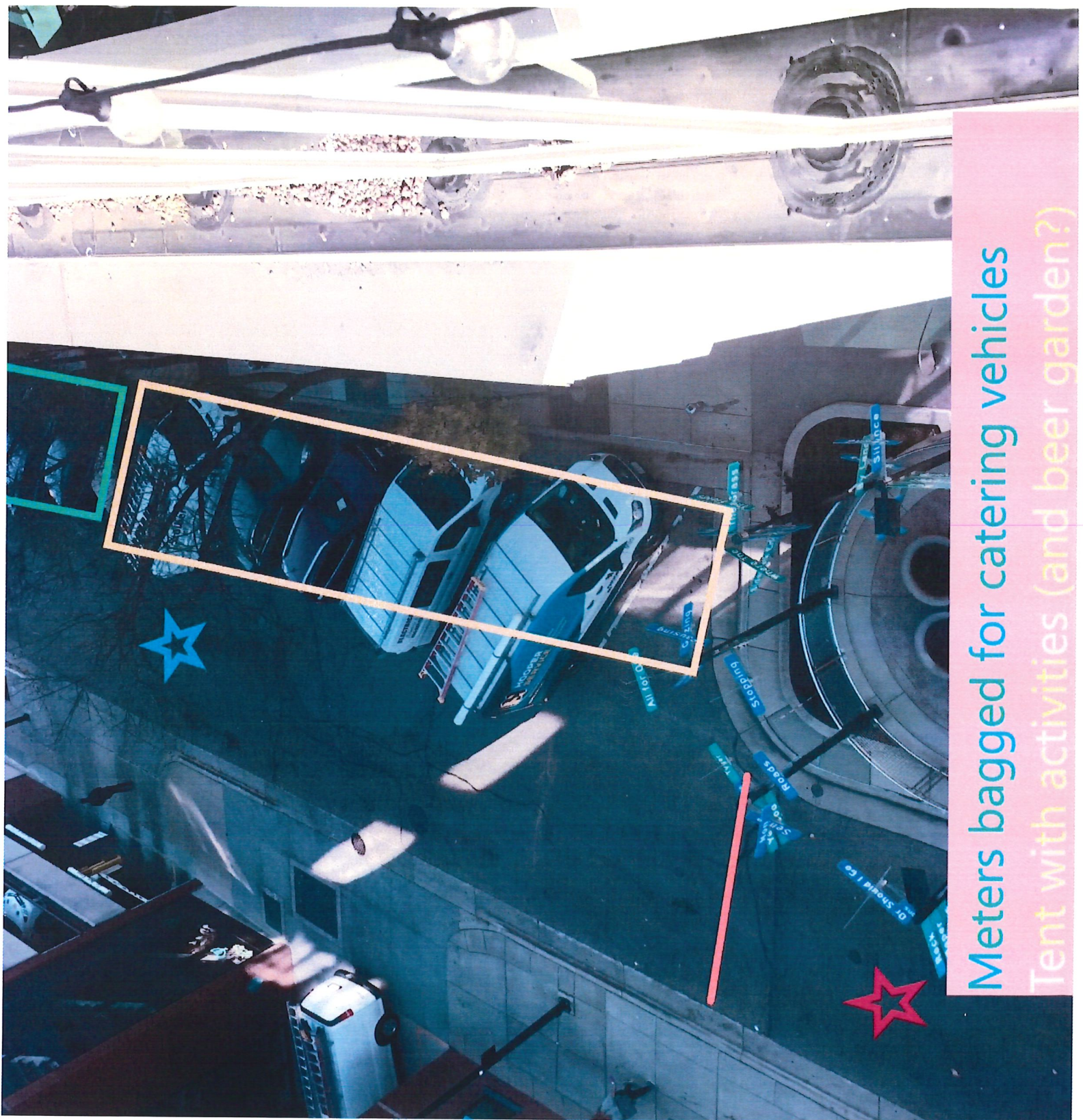
- Forward Marching Band, 6:30-7 pm (not amplified)
- Streaming music, background volume and occasional announcements, 7-8 pm.



Event details:

- Madison Children's Museum will host approximately 800 colleagues for this party, as part of the annual conference of the association of Children's Museum. This is a private event.
- Nearly all activity will take place within the MCM property (inside the building and in our fenced-in outdoor exhibit spaces, the Wonderground and the Rooftop Ramble).
- In addition to using Rotary Plaza stage for music 6:30-8 pm, we would like to use several of the bagged meter spaces on Pinckney for one outdoor activity. This will be an exhibit prototyping contest in which approx. 4 teams of 4 exhibit builders will complete a challenge constructing with materials like cardboard, duct tape, etc. We estimate that there may be 2-3 onlookers at any given time (activity will end before 8 pm)
- If possible, we would like to tent the space on Pinckney (10 x 20) to ensure that we have a rain option. However, if we are not permitted to tent the space we would still like to use it as described above.
- If possible, we would like to allow attendees to bring their alcoholic beverages to this area. No alcohol will sold. As advised by the City's licensing department, we will work with our liquor license holder to apply for a Change of Premises permit to include the parking stalls.





Meters bagged for catering vehicles  
Tent with activities (and beer garden?)