



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-

(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 Madison, WI 53703 Email: artfair@mmoca.org 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	Jennifer Ridley Hanson	Blue Mounds, WI	
Vice President	Chele Issac	Madison, WI	
Treasurer	Kyle George	Madison, WI	
Secretary	Erin Bemis	Madison, WI	
Person in charge of event	Name Jasmine Clement	Phone 608-740-8542	

Event Information

Event Name: Art Fair on the Square Event dates & time(s): Saturday July 11th 9AM-9PM, Sunday July 12th 10AM-5PM

Event Address: Streets around the Capitol Square, MLK BIVD, State St, Wisconsin, N Hamilton, S. Hamilton, and King St. Estimated Attendance: 150,000

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: _____

68th Annual Art Fair on the Square, a fundraising event for MMoCA, Madison's only Contemporary Art Museum

Describe your planned method of crowd control: _____

MMoCA Staff and volunteers, Capitol Police,. Private security officers and special duty City of Madison Police Officers, as well as contracted event professionals

How many security persons will you have on the licensed premises? 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: 1 of 2 per year

Wholesaler/distributor/brewery who will supply fermented malt beverage: Frank Beer Distributors

Quantities ordered: Cans & Kegs

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

Quantities ordered: Cans & Kegs

Declaration

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

Officer Signature Jennifer Ridley Hanson Date: 4/9/2026

Printed name of **Officer** who is signing: Jennifer Ridley Hanson