



Temporary B License

(Agenda Item number) -if Street Use-

(Legistar file number) -if Street Use-

PERCPS-2025-00270

(License number)

4

405

(Alder District #)

(Police Sector)

Office Use Only

Street Use: No YES

Office Use Only

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

licensing@cityofmadison.com

608-266-4601

- 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 Festivals, Inc Phone: 608-577-8300

Address: 5821 Femrite Dr., Suite B, Madison WI 53718 Email: bonnie@madisonfestivals.com Website: madisonfestivals.com

Date organized: _____ If a corporation, give date of incorporation: 4/5/1993

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	[REDACTED]
Vice President	Elyse Smithback	Oregon, WI	
Treasurer	Mark Anderson	Madison, WI	
Secretary	Ashely Hein	Madison, WI	
Person in charge of event	Name	Phone	Email
	Bonnie Oleson	608-577-8300	bonnie@madisonfestivals.com

Event Information

Sept 5, 2026, 11am limited beverage sales begin
Sept 5, 2026, 2pm-9pm
Sept 6, 2026, 11am-7pm

Event Name: Taste of Madison Event dates & time(s): _____

Event Address: Capitol Square Estimated Attendance: 200,000

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): _____

All streets surrounding the Capitol Square including the 100 blocks of Martin Luther King Jr. Blvd., E. Washington Ave., N. Hamilton, Wisconsin Ave, State Street, W. Washington Ave. and S. Hamilton.

Explain the purpose and nature of the event: Celebrate the food and art scene of Madison while raising money for non-profit organizations.

Describe your planned method of crowd control: Barricades around the outer loop of the square and coordinated security efforts with the City and Capitol Police, Dane County Sheriff, Bomb Squad and two separate contracted security companies.

How many security persons will you have on the licensed premises? Minimum of 60 each day. Numbers go up later in the day

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: Wisconsin Distributors

Quantities ordered: 600 kegs

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

Quantities ordered: 150 bottles

Declaration

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

Officer Signature Sara Klemme Date: 12/5/2025

Printed name of Officer who is signing: Sara Klemme