

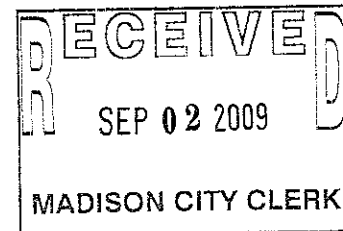
Application for Change of Licensed Premise
No Fee Required. Due at 12 Noon two weeks before ALRC meeting.

Routed: City Zoning
Building Inspection Unit – Permit Counter

Applicants must appear before the ALRC. Detailed floor plans (no larger than 8 1/2 x 14) must accompany this form, or request will not be presented to the committee.

Please contact City Zoning (Municipal Building LL-100, 266-4560). A Conditional Use Permit may be required. There is a fee for the Conditional Use Permit.

Corporate/Owner Name Madison Mallards
DBA Madison Mallards
Address 2920 N Sherman Ave Madison, WI 53704
Agent Vern Stenman
Capacity 7,500 % Alcohol 40% % Food 60%



Description of Expansion Plans:

- The Mallards are working on hosting "Ducktoberfest" on October 3, 2009.
- The event will be a family oriented Oktoberfest event with food, soda & beer for sale to fans
- Would run from 2pm-8pm (Music & Beer sales would stop at 7:30).
- Parks Department has already approved the event.
- Both Alders are supportive, with the caveat that the ALRC approves a Change of Licensed Premise
- We would operate kids games, have face painters, entertainers, etc to give it a family entertainment feel.
- We would not offer any beer specials (ie - no all you can drink on Duck Blind).
- There would be live music (Polka & local rock & roll cover bands).
- Music would run from 2-7:30.
- We would set up a stage under one of the tents.
- We would set up three large tents in the outfield. We would place picnic tables under the tents for seating for the event.
- We would charge \$5 for tickets (kids 5 & under would be free).
- We anticipate a crowd of around 4,000 people for the event, but obviously weather will play a huge roll in the amount of people that turnout.
- Mallards would provide ushering staff (same as used for Mallards events) to help in crowd control.
- We have contacted Captain McLay from the North Police District & he has recommended that we hire 6 off-duty officers to provide security at the event & this is already being scheduled.
- To allow us to serve this additional attendance we would like to add up to 2 additional beer locations in the outfield area for this event.
- **It is important to note that the Duck Blind (all you can eat & drink) deck area would not be available for this event & that beer prices would be increased to \$4-\$5 for a 16oz glass.**
- I have attached a map indicating approximately where these locations would be for this event.
- We would continue to pour beer from 2 of our existing locations in the stadium

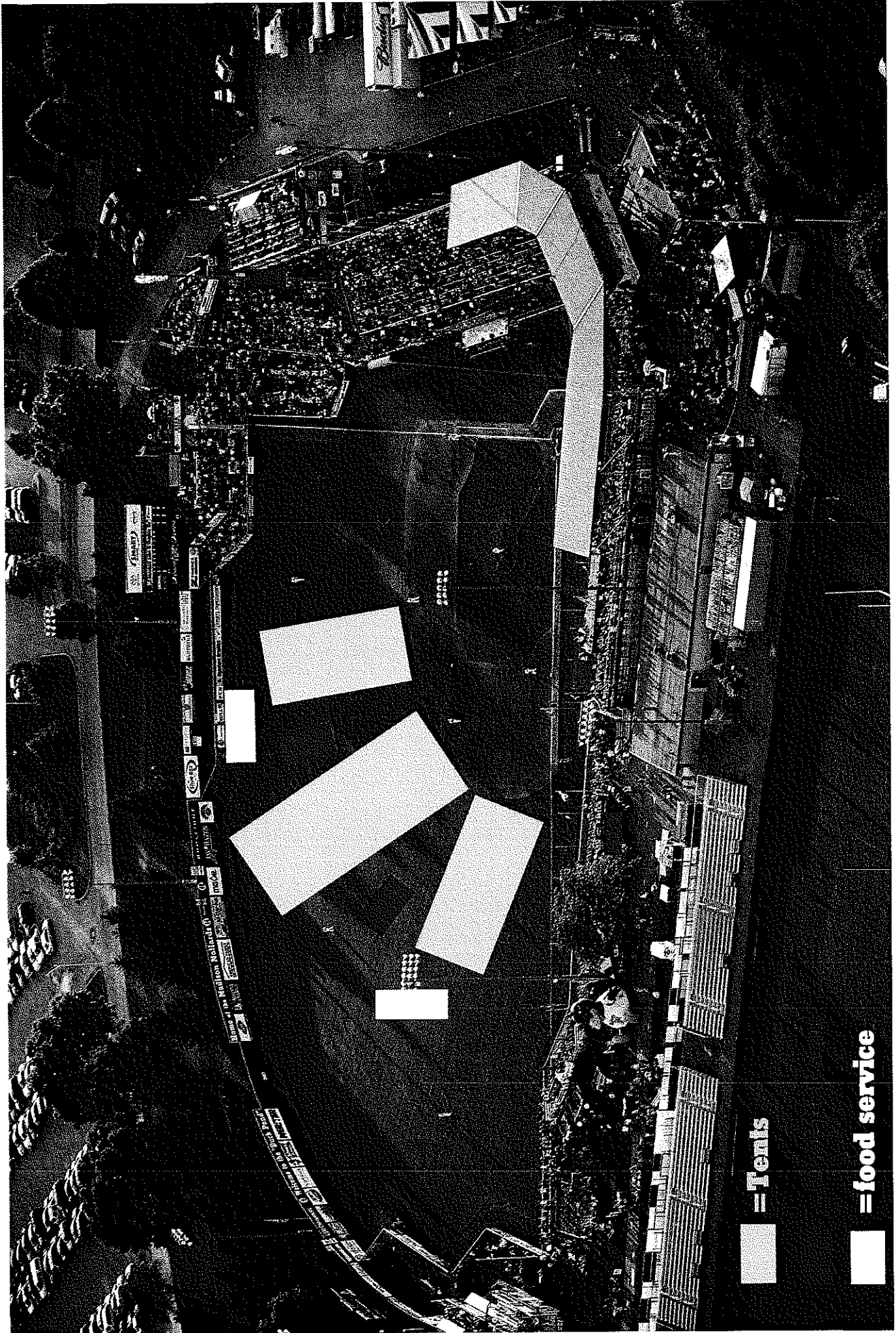
Signature of Applicant [Signature] Date 9-2-09

To be considered at ALRC meeting of 9-16-09

and Common Council Meeting of 10-6-09

License Type Class B Beer License # _____ Legistar # _____

Approved Disapproved
Madison Police Department
Aldersperson _____



=Tents

=food service