

# Temporary B License

PERCPB 2015-00028  
(Number)

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

licensing@cityofmadison.com  
608-266-4601

(scanned)

No

(STREET USE?)

Yes

37200

(Processing step)

(initials)

Alder Name: Venreas Dist #: \_\_\_\_\_ Police Sector: 400

- o Temporary Class "B" (beer) and "Class B" (wine) licenses are available to **bona fide clubs, 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. If you have more than one day, they must be consecutive dates.
- o Other requirements are on the accompanying sheet.  Attached

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
- Church
- Lodge/Society
- Veteran's Organization
- Fair Association

Organization Name: Madison Festivals, Inc Phone: 608 276 9797

Address: 5976 Executive Dr Suite B Fitchburg, WI 53719 Email: ryan@madisonfestivals.com Website: madisonfestivals.com

Date organized: \_\_\_\_\_ If a corporation, give date of incorporation: \_\_\_\_\_

WI State Seller's Permit ID: \_\_\_\_\_

- We are not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m) Wis State
- We have been convicted of a violation of Chapter 38.

MADISON MARATHON

## Supplemental Form for Temporary Class B Retailer's License

Application must be completed in full. Incomplete applications will not be processed. The City of Madison retains the right to revoke this permit any time prior to or during the scheduled event for any misrepresentation of information or changes in circumstances pertaining to this event. Applicants wishing that conditions be waived or modified will need to call the local Police Captain. The Clerk's Office can provide you with contact information.

Organization: <b>Madison Festivals, Inc.</b>		Has applicant been convicted of any violation of Chapter 38? Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>	
Date and Time of Event <b>5/23/15 6pm-10pm; 5/24/15 7am-12pm</b>		Estimated Attendance <b>15,000</b>	
Location Requested <b>Capitol Square - beer sales only on S. Pinckney St.</b>			
<b>Name and birth date of all officers and persons in charge of event:</b>			
President <b>Rita Kelliher -</b>		Vice President <b>Stephanie Hammes</b>	
Secretary <b>Matt Hein -</b>		Treasurer <b>Mark Anderson -</b>	
Person in Charge <b>Ryan Richards -</b>		Contact Phone <b>608-209-6958</b>	
		Email <b>richards@madisonfestivals.com</b>	
Explain the purpose and nature of the event <b>Road Race</b>			
Describe your planned method of crowd control <b>City police, private security, volunteers, signage, barricades</b>			
How many security persons will you have on the licensed premise? <b>6 private officers</b>		Will an application for waiver of insurance be filed?	
Name of Wholesaler who will supply fermented malt beverage <b>Wisconsin Distributors</b>		Quantities ordered <b>30 half barrels</b>	
Will food be served? Yes <input type="checkbox"/> No <input type="checkbox"/>		Will the street be used? Yes <input type="checkbox"/> No <input type="checkbox"/>	
		Will a tent be used? Yes <input type="checkbox"/> No <input type="checkbox"/>	
<p><b>The preceding information is correct to the best of my knowledge. I understand that if this application is made in conjunction with a street use permit this application must be submitted at least 60 days before the event. I have read and understand the conditions stated on the reverse side of this application and will comply with them unless waived by the Madison Police Department.</b></p>			
Signature 		Date <b>1/23/15</b>	

### City Clerk's Office Use Only

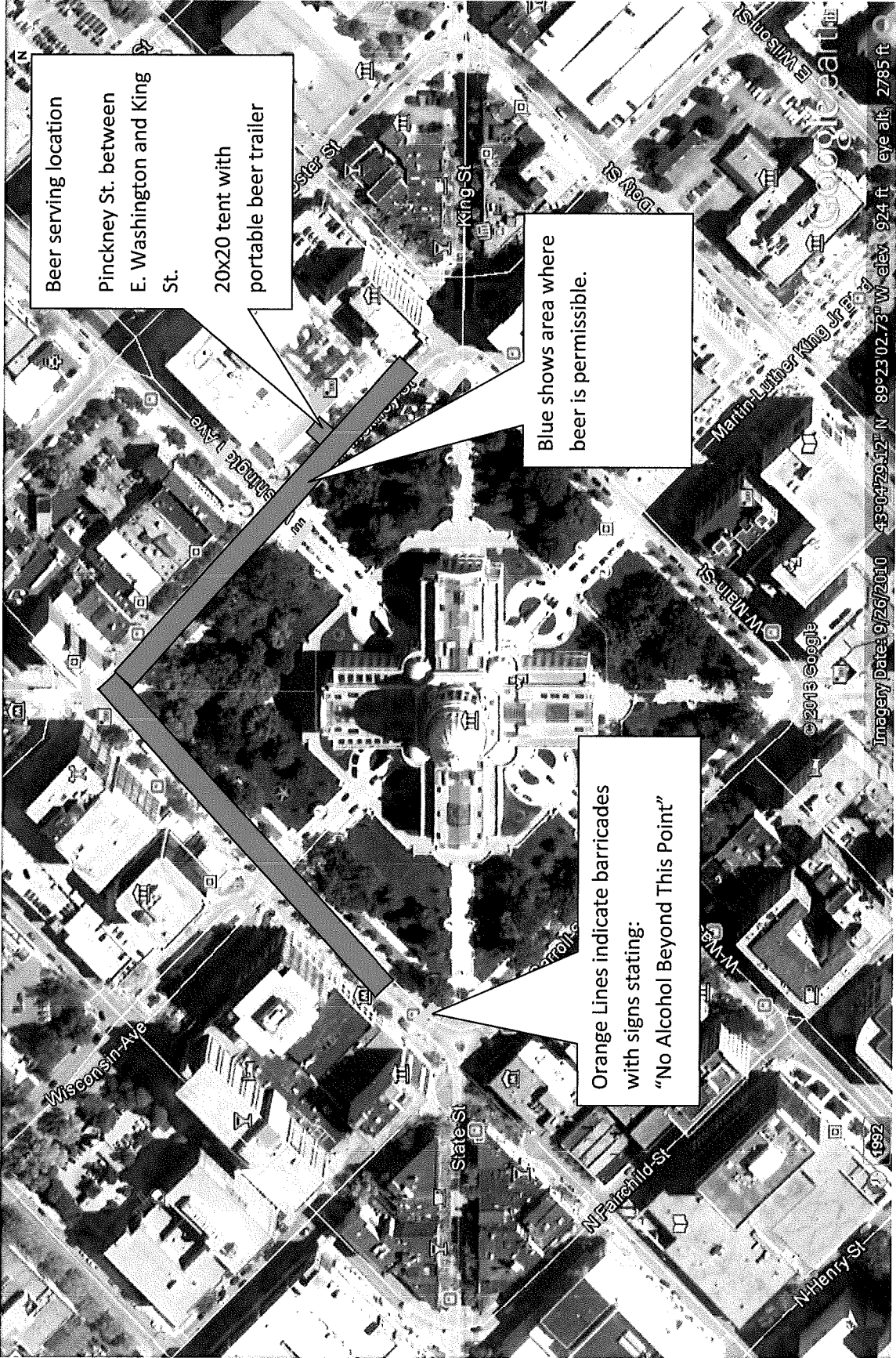
PERCPB-20 - . Route electronic copies of application to:

Picnic beer e-mail group (includes City Attorney and Public Health Dept.)

Police Sector #  
100-200 West District  
300 South District  
400 Central District  
600 East District

Eric Veum at Risk Management (if on city right-of-way)  
Kathryn Padorr at Parks (if in City Park)  
Kelli at Parks (if Street Use)

Agency approval granted through licensing system (do not route): Fire Department, Zoning



Beer serving location  
Pinckney St. between  
E. Washington and King  
St.  
20x20 tent with  
portable beer trailer

Blue shows area where  
beer is permissible.

Orange Lines indicate barricades  
with signs stating:  
"No Alcohol Beyond This Point"