



Temporary B License

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

licensing@cityofmadison.com
608-266-4601

Street Use: ☐ No ☒ **YES**
Office Use Only

(Agenda Item number) -If Street Use-

(Legistar file number) -If Street Use-

PERCS-2025-00085
(License number)

(Alder District #) (Police Sector)
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 Email: Jasmine@mmona.org Website: www.mmona.org

Date organized: 12/16/1969 If a corporation, give date of incorporation: 12/16/1969

WI State Seller's Permit ID: 956-1026052350-03

☐ 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	Colin Goad	Madison, WI	
Vice President	Juliet Page	Madison, WI	
Treasurer	Jennifer Ridley Hanson	Blue Mounds, WI	
Secretary	Erin Bemis	Madison, WI	
Person in charge of event	Name	Phone	Email
	Jasmine Clement	715-446-4467	Jasmine@mmona.org

REV 07/2019

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Event Information

Event Name: Art Fair on the Square Event dates & time(s): 7/12 9am - 6pm and 7/13 10am - 5pm

Event Address: Capitol Square and 100 block of street Estimated Attendance: 150,000 - 200,000
Wiscarsin Ave, N. Hamilton, S. Hamilton, King St, Mark Blvd.

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: 67th annual Art Fair on the Square, the largest fundraising event for mma, Madison's only contemporary art museum.

Describe your planned method of crowd control: MMA staff, Brothers Malley staff, (private) security officers, Capital Police, and Special Duty City of Madison Police officers

How many security persons will you have on the licensed premises? 10 minimum

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 Beverages & Working Draft Beer Co.

Quantities ordered: TBD

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

Quantities ordered: TBD

Declaration

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

Officer Signature Colin B. Good Date: 4/29/25

Printed name of Officer who is signing: COLIN B. GOOD