



# Change of Premises

Fee: \$25.00

City of Madison Clerk

210 MLK Jr Blvd, Room 103  
Madison, WI 53703

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)  
608-266-4601

Class A: ☐ Beer, ☐ Liquor, ☐ Cider  
Class B: ☒ Beer, ☒ Liquor,  
☒ Class C Wine

(Agenda Item Number)

(Legistar file number)

CLCPCH-2025-00406

(License number)

15  
(Alder District #)

602  
(Police Sector)

Office Use Only

## Licensed Premises Information

This application modifies existing alcohol license number: \_\_\_\_\_

Business dba Name: Garver Events

Licensed Address: 3241 Garver Green Madison WI 53704

Liquor/Beer Agent Name: Tiara Ranney

30 % Alcohol, 40 % Food, 30 % Other Alder, District #: \_\_\_\_\_ Police Sector: 602  
Dina Nina Martinez Rutherford

## Corporate Information

Business Legal Name (as on WI State Sellers Permit): Garver Events LLC

Business Mailing Address: 3241 Garver Green, Suite 180 Madison WI 53704

Business Contact Name, Position: Bethany Jurewicz Director of Business Operations

Business Phone: 917-921-0171 Business Email: bethany@garverevents.com

Current Capacity (indoor): 530 Current Capacity (outdoor): 280

Proposed Capacity (indoor): 680 Proposed Capacity (outdoor): 1000

If your capacity is increasing, contact Building Inspection: (608) 266-4551, [binspection@cityofmadison.com](mailto:binspection@cityofmadison.com)

Change is: ☒ Permanent (indoor) ☒ Temporary (from 6/19/25 until 6/22/25)  
(outdoor) Date Date

Is this change related to a Roadway Café Expansion License/Roadway Permit: ☐ Yes or ☒ No

## Description of Changes (include approximate measurements, and fencing, if necessary):

INDOOR - Our smaller event space (the gallery) is now often used during various markets at Garver so both the atrium and the gallery may be at capacity simultaneously. This was not previously the case as we typically have only one private event at a time. The addition of this smaller space adds 3750 sq ft to our capacity.

OUTDOOR - Garver Events is now the co-presenter of Sessions at McPike Park and with Eric Knepp's blessing, aims to hold the 2025 event on the undeveloped Olbrich North land just north of Garver's North Patio. The area intended for use is 100ft x 140ft and we hope to have one beer caddy on the land.

☒ Detailed Floor Plans included (required)

Bethany Jurewicz, 4/25/25  
Authorized Signature Date

☐ Orange sign and business card issued  
☐ "License Renewals & Changes" brochure with next steps issued  
Office Use Only



## Madison Parks Division

330 E. Lakeside St.  
Madison, WI 53715  
608-266-4711 • [cityofmadison.com/parks](http://cityofmadison.com/parks)

**MADISON  
PARKS**

January 15, 2025

Bryant Moroder  
3241 Garver Green  
Madison, WI 53704

Dear Bryant,

I am writing to confirm that the City of Madison Parks Division fully supports an extension of the Temporary Land Use permit until September 30, 2025. As we discussed, the Parks Division has had some significant staffing disruptions over the past few months, and we have not been able to process this permit extension at this date. I do anticipate that being completed by early February.

I know that you intend to utilize the space for events this year and our staff team will work to ensure that we assist in making sure everything is set up to succeed in doing so. Based on the information you had submitted to us last Fall, I do not foresee any significant reasons for concerns on your plans. Staff are actively reviewing this now and should we see anything of concern, we will reach out immediately in a way to ensure we help you have success.

We appreciate you working to activate this space and to test how event type gatherings can work in this area. This will be a helpful and informative trial in advance of moving forward with any project work here. We look forward to seeing what is learned through this year. I look forward to continuing to work with you to build on our partnership. Garver makes Olbrich Park and the City a better place and we appreciate all that you do.

Sincerely,

Eric M. Knepp  
Parks Superintendent

