Stoughton Wine Walk – October 15th, 2020

Request for Special Events License

Please find included in this packet the following articles for the Special Events License for the 2020 Stoughton Wine Walk.

1. Special Events License Application
2. Class B License Application
3. Points of Compliance
4. Supporting Wisconsin Dept of Revenue Fact Sheet
5. Supporting Wisconsin Statues Act 62
6. List of Participating Businesses.

Thank you for reviewing these documents to bring locals and visitors to downtown Stoughton!

Callie LaPoint
Events and Visitor Services Manager
Stoughton Chamber of Commerce
visitorservices@stoughtonwi.com
608-873-7912

Stoughton Wine Walk – October 15th, 2020

In compliance with state and local ordinances, the following guidelines will be presented and abided by our participating wine-stop businesses. The following stakeholders from here will be Chamber of Commerce and Wine Walk Committee ("Chamber"), Sponsors and Host stops ("Business"/ "Businesses"), and Attendees ("Attendees").

- No more than 20 "Businesses" will sign up to be a host stop, offering a sampling of 1 red and 1 white wine to each participant. The 2020 event will have 10 "businesses" participating as wine stops. Other downtown establishments are urged to stay open for longer business hours to allow for the "attendees" to do extra shopping.

- "Chamber" will be responsible for providing a bartender for all stops. Priority will be given to the bartenders that served in 2019.

- "Chamber" will be responsible for obtaining the City of Stoughton Temporary Operator's (Bartender's) License for each pourer.

- "Chamber" will provide to "Businesses" and bartenders a training and expectation guide no later than two weeks prior to event.

- "Chamber" will purchase wine through a licensed wine distributor and disseminate to "Business" the day of event.

- Wine samples are limited to 1 oz pours. This will be monitored by using a designated bottle pourer or a measured, pre-poured, glass (ex. shot glass).

- Restaurants will be requested to offer a special Wine Walk food special. No food samples are permitted following the Dane Forward plan.

- Water will be available at no additional cost to the attendees.

- Each "Business" will include a waste bucket at the door to comply with no beer/alcohol on city walks/streets.

- Registration will be at Kegonsa Plaza with ease of parking for the attendees in Kegonsa parking lot.

- A total of 400 tickets will be available to purchase for 2020's event, and split between two time frames.

- The event as a whole will follow the City's Best Practices in conjunction with the state regulations.

- Event Date: Thursday, October 15, 2020

- Event Time: 4:00 – 5:30pm and 6:00 – 7:30pm

Stoughton Wine Walk – October 15th, 2020

- Goal 1: To increase awareness and spending to downtown businesses
- Goal 2: To fund the Rae Ladd Scholarship to 2 high school seniors exemplifying their volunteer service commitments.

Wisconsin Department of Revenue

Wine or Beer Walks

Alcohol Beverage Laws
Fact Sheet 3109 **revenue.wi.gov**

This fact sheet provides information about the licensing requirements for a wine or beer walk.

A "wine walk" or "beer walk" is a single-day event at which customers are served a glass of beer or wine at multiple locations (e.g., jewelry stores, art galleries, clothing boutiques, salons, furniture stores) during their shopping visits.

Wisconsin law authorizes a municipality to issue Temporary Class "B" (beer) licenses and Temporary "Class B" (wine only) licenses to a qualified organization, including a chamber of commerce or similar civic or trade organization organized under ch. 181, Wis. Stats., to promote economic growth and opportunity within a local geographical area.

Wine Walk

A municipality may issue up to 20 Temporary "Class B" (wine only) licenses to a qualified organization for a wine walk for a specific date and time. The following requirements apply:

- The licenses must be issued to a single qualified organization that is the sponsor of the wine walk
- The licenses must be issued for the same date and time
- An admission fee must be charged for participation and no additional fee can be charged for the wine
- A municipality may authorize the licensee to permit unaccompanied underage persons on the licensee's premises only if the underage person is acting as a designated driver and has been provided a means of identification, such as a wristband, by the licensee
- No person may serve wine after 9 p.m. on premises for which Temporary "Class B" (wine only) licenses are issued for a wine walk
- A qualified organization may receive Temporary "Class B" (wine only) licenses for up to two events during a 12-month period (multiple licenses issued for a wine walk are considered one event)
- A municipality may issue Temporary "Class B" (wine only) licenses for a total of up to two wine walks during a 12-month period
- A licensed premises, such as a restaurant or tavern, may participate in the wine walk but the sponsoring organization cannot be issued a temporary license for a premises that already holds a license

Beer Walk

A municipality may issue Temporary Class "B" (beer) licenses to a qualified organization for a beer walk for a specific date and time. The following requirements apply:

- The Temporary Class "B" (beer) licenses must be issued to a single qualified organization that is the sponsor of the beer walk

- The Temporary Class "B" (beer) licenses must be issued for the same date and time
- An admission fee must be charged for participation in the event and no additional fee can be charged for service of the beer
- Municipalities may authorize a Temporary Class "B" (beer) licensee to permit underage persons on the premises for which a beer license is issued
- No person may serve beer after 12 midnight on premises for which Temporary Class "B" (beer) licenses are issued for a beer walk
- There is no limit to the number of Temporary Class "B" (beer) licenses a municipality may issue to a qualified organization, or a limit on the number of Temporary Class "B" (beer) licenses that may be issued for beer walk events during a 12-month period

Additional Alcohol Beverage Licensing Requirements

Requirements that apply to other alcohol beverage licensees also apply to Temporary "Class B"/Class "B" licenses issued to chambers of commerce and similar organizations, including:

- Licensed operators, or those with privileges of an operator's license, must be present on the licensed premises to serve the wine/beer and/or supervise the service of wine/beer
- Temporary operator's licenses may be issued to persons employed by or donating their services to the qualified organization for the event
- Licensees must purchase all wine or beer from:
  - Liquor or beer wholesalers
  - Small winery cooperative wholesalers authorized to sell wine to retail licensees
  - Breweries/brewpubs authorized to self-distribute to retail licensees

Licensed Operators

Each premises on the wine or beer walk must have licensed operators or those with privileges of an operator's license present to serve or supervise the service of the wine or beer. Licensed operators are persons holding an operator's license, often called a "bartender's license".

- Temporary operator's licenses may be issued to persons employed by or donating services to the qualified organization for the event
- A person may hold two temporary operator licenses per year
- An operator's license is valid **only** within the municipality where issued

License Applications

Applications for temporary licenses to hold a wine or beer walk should be submitted to the municipality by the qualified organization using the Application for Temporary Class "B" / "Class B" Retailer's License (Form AT-315). Either of the following methods may be used to submit an application:

- A list of each participating location, describing the premises
- A separate application for each of the multiple locations participating in the wine or beer walk

Any Questions?

If you are unable to find an answer to your question about alcohol beverage tax and regulation on the department's website, email, write, or call the department.

Visit our website:	revenue.wi.gov
Email:	DORAlcoholTobaccoEnforcement@wisconsin.gov
Write:	Wisconsin Department of Revenue Alcohol & Tobacco Enforcement P.O. Box 8933 Madison, WI 53708-8933
Telephone:	608-266-6701
Fax:	608-261-7049

Last updated August 20, 2018

State of Wisconsin

Date of enactment: **October 21, 2015**
2015 Senate Bill 236 Date of publication*: **October 22, 2015**

2015 WISCONSIN ACT 62

AN ACT *to renumber and amend* 125.51 (10); *to amend* 125.17 (4) (b), 125.26 (6), 125.51 (3) (f) and 125.68 (4) (c) 1.; and *to create* 125.02 (3u), 125.07 (3) (a) 12m., 125.32 (3m) (j), 125.51 (10) (b) and 125.68 (4) (c) 6. of the statutes; **relating to:** temporary alcohol beverage retail licenses and temporary alcohol beverage operator's licenses.

The people of the state of Wisconsin, represented in senate and assembly, do enact as follows:

SECTION 1. 125.02 (3u) of the statutes is created to read:

125.02 **(3u)** "Chamber of commerce" means a local chamber of commerce organized under ch. 181 or a similar civic or trade organization organized under ch. 181 to promote economic growth and opportunity within a local geographical area.

SECTION 1g. 125.07 (3) (a) 12m. of the statutes is created to read:

125.07 **(3)** (a) 12m. An underage person who enters and remains on premises covered by a temporary "Class B" license issued as provided in s. 125.51 (10) (b) if all of the following apply:

a. The municipal governing body issuing the license, or an official or body authorized by the municipal governing body, authorizes the licensee to permit underage persons to be on the licensed premises for the purpose of acting as designated drivers.

b. The licensee permits, on the licensed premises, unaccompanied underage persons to be present only for the purpose of acting as designated drivers and the licensee provides a means of identification, such as a wrist band, to identify these underage persons as designated drivers.

c. The underage person is present on the licensed premises to act as a designated driver and displays the means of identification specified in subd. 12m. b.

SECTION 1r. 125.17 (4) (b) of the statutes is amended to read:

125.17 **(4)** (b) No person may hold more than ~~one license~~ 2 licenses of this kind per year.

SECTION 2. 125.26 (6) of the statutes is amended to read:

125.26 **(6)** Temporary Class "B" licenses may be issued to bona fide clubs and chambers of commerce, to county or local fair associations or agricultural societies, to churches, lodges or societies that have been in existence for at least 6 months before the date of application, and to posts of veterans organizations authorizing the sale of fermented malt beverages at a particular picnic or similar gathering, at a meeting of the post, or during a fair conducted by the fair association or agricultural society. The amount of the fee for the license shall be determined by the municipal governing body issuing the license but may not exceed $10. An official or body authorized by a municipal governing body to issue temporary Class "B" licenses may, upon issuance of any temporary Class "B" license, authorize the licensee to permit underage persons to be on the premises for which the license is issued. A license issued to a county or district fair licenses the entire fairgrounds where the fair is being con-

* Section 991.11, WISCONSIN STATUTES: Effective date of acts. "Every act and every portion of an act enacted by the legislature over the governor's partial veto which does not expressly prescribe the time when it takes effect shall take effect on the day after its date of publication."

ducted and all persons engaging in retail sales of fermented malt beverages from leased stands on the fairgrounds. The county or district fair to which the license is issued may lease stands on the fairgrounds to persons who may engage in retail sales of fermented malt beverages from the stands while the fair is being held. A municipal governing body may issue a temporary Class "B" license for premises that are covered by a "Class B" permit issued under s. 125.51 (5) (b) 2. if the applicant meets the requirements of this subsection. If a license is issued under this subsection to a fair association solely for the purpose of conducting on the licensed premises fermented malt beverages judging or tasting events involving servings of fermented malt beverages no greater than one fluid ounce each, s. 125.32 (2) does not apply to these licensed premises.

SECTION 3. 125.32 (3m) (j) of the statutes is created to read:

125.32 **(3m)** (j) Premises for which a temporary Class "B" license is issued under s. 125.26 (6) if the license is one of multiple licenses issued by the municipality to the same licensee for the same date and times, the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times, and an admission fee is charged for participation in the event and no additional fee is charged for service of alcohol at the event.

SECTION 4. 125.51 (3) (f) of the statutes is amended to read:

125.51 **(3)** (f) A "Class B" license may be issued only to a holder of a retail Class "B" license to sell fermented malt beverages unless the "Class B" license is the kind of "Class B" license specified under par. (am) <u>or is a temporary "Class B" license under sub. (10)</u>.

SECTION 5. 125.51 (10) of the statutes is renumbered 125.51 (10) (a) and amended to read:

125.51 **(10)** (a) Notwithstanding s. 125.68 (3), temporary "Class B" licenses may be issued to bona fide clubs <u>and chambers of commerce</u>, to county or local fair associations or agricultural societies, to churches, lodges<u>,</u> or societies that have been in existence for at least 6 months before the date of application<u>,</u> and to posts of veterans' organizations authorizing the sale of wine in an original package, container<u>,</u> or bottle or by the glass if the wine is dispensed directly from an original package, container<u>,</u> or bottle at a particular picnic or similar gathering, at a meeting of the post, or during a fair conducted by the fair association or agricultural society. The amount of the fee for the license shall be <u>determined by the municipal governing body issuing the license but may not exceed</u> $10, except that no fee may be charged to a person who at the same time applies for a temporary Class "B" license under s. 125.26 (6) for the same event. A license issued to a county or district fair licenses the entire fairgrounds where the fair is being conducted and all persons engaging in retail sales of wine from leased stands on the fairgrounds. The county or district fair to which the license is issued may lease stands on the fairgrounds to persons who may engage in retail sales of wine from the stands while the fair is being held. If a county or district fair leases any stand to a winery holding a permit under s. 125.53, in addition to making retail sales of wine from the leased stand, the winery may provide taste samples anywhere on the fairgrounds of wine manufactured by the winery. If a license is issued under this ~~subsection~~ <u>paragraph</u> to a fair association solely for the purpose of conducting on the licensed premises wine judging or tasting events involving servings of wine no greater than one fluid ounce each, s. 125.68 (2) does not apply to these licensed premises. ~~Not~~ <u>Except as provided in par. (b), not</u> more than 2 licenses may be issued under this ~~subsection~~ <u>paragraph</u> to any club, <u>chamber of commerce,</u> county or local fair association, agricultural association, church, lodge, society<u>,</u> or veterans post in any 12–month period.

SECTION 6. 125.51 (10) (b) of the statutes is created to read:

125.51 **(10)** (b) 1. A municipality may issue up to 20 licenses under par. (a) to the same licensee if all of the following apply:

a. Each license is issued for the same date and times and the licensee is the sponsor of an event held at multiple locations within the municipality on this date and at these times.

b. An admission fee is charged for participation in the event and no additional fee is charged for service of alcohol at the event.

c. Within the immediately preceding 12–month period, the municipality has issued licenses under authority of this paragraph for fewer than 2 events.

2. The duration of an event under subd. 1. may not exceed one day.

3. For purposes of the 2–license limit imposed under par. (a), each event for which multiple licenses are issued as provided in subd. 1. shall count as one license toward this 2–license limit.

4. A municipal governing body or an official or body authorized by a municipal governing body to issue temporary "Class B" licenses may, upon issuance of a temporary "Class B" license as provided in subd. 1., authorize the licensee to permit underage persons to be on the licensed premises for the purpose of acting as designated drivers.

SECTION 6g. 125.68 (4) (c) 1. of the statutes is amended to read:

125.68 **(4)** (c) 1. Subject to ~~subd.~~ <u>subds. 3. and 6.</u> and s. 125.51 (3r) (a) 3., no premises for which a "Class B" license or permit or a "Class C" license has been issued may remain open between the hours of 2 a.m. and 6 a.m., except as otherwise provided in this subdivision and subd. 4. On January 1 premises operating under a "Class B" license or permit are not required to close. On Saturday and Sunday, no premises may remain open between

2:30 a.m. and 6 a.m. except that, on the Sunday that daylight saving time begins as specified in s. 175.095 (2), no premises may remain open between 3:30 a.m. and 6 a.m. This subdivision does not apply to a "Class B" license issued to a winery under s. 125.51 (3) (am).

SECTION **6r.** 125.68 (4) (c) 6. of the statutes is created to read:

125.68 **(4)** (c) 6. No person may serve wine after 9 p.m. on premises covered by a temporary "Class B" license issued as provided in s. 125.51 (10) (b).

SECTION **7. Nonstatutory provisions.**

(1) PUBLICATION 302 AND WINE WALKS. The department of revenue shall update the discussion of "wine walks" in its Publication 302, Wisconsin Alcohol Beverage and Tobacco Laws for Retailers, to reflect statutory changes in this act.

SECTION **8m. Effective dates.** This act takes effect on the day after publication, except as follows:

(1) SECTION 7 of this act takes effect on the first day of the 2nd month beginning after publication.

These 10 businesses have signed up to be a partner in the October 15, 2020 Wine Walk.

At each exit point will be a dump bucket along with a sign indicating No Beverage Beyond This Point per City Ordinance 50-6 (a). Other downtown businesses may be open extended hours this night, but will not be licensed for a wine stop.

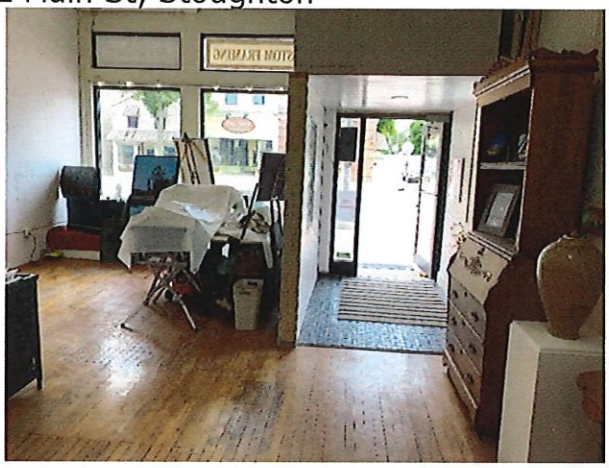
1. Diamonds Select: 139 E Main St, Stoughton

a.

2. Cheesers: 183 E Main St, Stoughton

a.

3. Woodland Studios: 195 E Main St, Stoughton

a. 

4. Suzen Sez: 117 W Main St, Stoughton

a.

5. Dune Gift and Home: 155 W Main St, Stoughton

a.

6. OHS Designs: 251 W Main St, Stoughton

a.

7. Green Road Pottery: 261 W Main St, Stoughton

a.

8. Nordic Nook: 176 W Main St, Stoughton

a.

b.

9. Spry Whimsy: 168 W Main St, Stoughton

a.

10. Cornerstone Spa and Salon: 213 S Division St, Stoughton

a.

CITY OF STOUGHTON

FEE: $30.00

SPECIAL EVENT LICENSE APPLICATION

I. APPLICANT

Name	Address	Home Telephone #	Work Telephone #
Callie LaPoint	532 East Main St	952-380-7851	608-873-7912

II. ORGANIZATION

Name	Address	Telephone #
Stoughton Chamber of Commerce	532 East Main St Stoughton	608-873-7912

III. EVENT

Type of event: ☐ Outdoor ☑ Indoor ☐ Parade

Name of Event: Stoughton Wine Walk

Date and time: From 10/15/20 To 10/15/20

Location: 10 Participating Businesses along Main St, downtown. Registration at 117 W Main St.

Will there be any activity taking place that involves music, amplifiers, loudspeakers, etc?

☐ Yes (attach additional sheet with description and times of activities) ☑ No

License applying for: $10.00 individually or for both

☐ Temporary Class "B" beer ☑ Temporary Class "B" wine

Persons proposed to sell fermented malt beverages and/or wine (attach additional sheet if necessary)

Name	Address	Prior relevant experience(s)
Licensed bartenders for each		Priority will be given to those
stop are forthcoming and are		licensed bartenders from the
provided by the host business		2019 Wine Walk.
or the Chamber.		

ATTACH: A sketch showing the layout for handling fermented malt beverages and/or wine.
A copy of the application or license of each person(s) who will be holding the beverage operator's license who requires the supervision of the sale of fermented malt beverages and/or wine.
A list of adjacent property owners and a copy of the form used to notify them of the event. (outdoor event only)

I, Callie LaPoint (applicant), agree to promptly pay the City for the City's charges incurred either in regulating this license or remedying any unsatisfactory post-event maintenance by the above named person or organization as required.

Callie J LaPoint — Digitally signed by Callie J LaPoint Date: 2020.06.17 14:39:56 -05'00' — 6/17/20

Signature — Date

Office Use: Date Paid _____ Amount Paid _____ Receipt Number _____

Tab to navigate within form. Use mouse to check applicable boxes, press spacebar or press Enter.

Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE $ 10.00 Application Date: 06/17/2020

☐ Town ☐ Village ☑ City of STOUGHTON County of DANE

The named organization applies for: *(check appropriate box(es).)*

☐ 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.

at the premises described below during a special event beginning 10/15/2020 and ending 10/15/2020 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization *(check appropriate box)* → ☐ Bona fide Club ☐ Church ☐ Lodge/Society ☑ Chamber of Commerce or similar Civic or Trade Organization ☐ Veteran's Organization ☐ Fair Association

(a) Name STOUGHTON CHAMBER OF COMMERCE

(b) Address 532 E MAIN ST *(Street)* ☐ Town ☐ Village ☑ City

(c) Date organized _____

(d) If corporation, give date of incorporation _____

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President LAURA MAYS, STOUGHTON HOSPITAL

Vice President TRICIA SUESS, THE VIRTUAL FOUNDRY

Secretary RON JAKE, STOUGHTON TRAILERS

Treasurer DEB PUNDT, SKAALEN RETIREMENT HOMES

(g) Name and address of manager or person in charge of affair: CALLIE LAPOINT, 532 EAST MAIN ST, STOUGHTON, WI

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

(a) Street number MAIN STREET, BETWEEN WATER AND 4TH ST

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? PART

(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: FIRST FLOOR STORE FRONTS OF PARTICIPATING BUSINESSES

3. Name of Event

(a) List name of the event STOUGHTON WINE WALK

(b) Dates of event OCTOBER 15, 2020

DECLARATION

The Officer(s) of the organization, individually and together, declare under penalties of law that the information provided in this application is true and correct to the best of their knowledge and belief.

STOUGHTON CHAMBER OF COMMERCE
(Name of Organization)

Officer Laura Mays (Jun 17, 2020 16:26 CDT) Jun 17, 2020 *(Signature/date)*

Officer Ron Jake (Jun 17, 2020 16:33 CDT) Jun 17, 2020 *(Signature/date)*

Officer Tricia Suess Charleston (Jun 17, 2020 16:27 CDT) Jun 17, 2020 *(Signature/date)*

Officer Debra Pundt (Jun 18, 2020 07:53 CDT) Jun 18, 2020 *(Signature/date)*

Date Filed with Clerk _____

Date Reported to Council or Board _____

Date Granted by Council _____

License No. _____