

Elsen, Nikki

From: Elsen, Nikki
Sent: Thursday, February 15, 2024 9:41 AM
To: Michelle; ibuyland2@yahoo.com
Cc: Smithburg, Alicia
Subject: Alcohol license applications for 2500 Rose Street - instructions

Hello Michelle and Rick.

The Request allowing permission for The Blue Zone Pickleball LLC to apply for a Combination “Class B” alcohol license at 2500 Rose Street was approved by the Common Council on February 8, 2024. Be advised that applications must be submitted within 60 days (by April 8th) or the permission becomes null and void for the remainder of the license year.

Please read the [Alcohol Beverage Submittal Requirements and Information](#) sheet - **IMPORTANT** information for both pre- and post-application filing.

1. Applicant (The Blue Zone Pickleball LLC) completes the Original [Application for Alcohol Beverage](#). List all members/agent and answer all questions completely and legibly. Only one member needs to sign (notary not required).
2. Each member of the LLC and the agent must complete an [Auxiliary Form](#).
3. Complete [Schedule of Agent](#). There are residency requirements for the agent: must live in the State of Wisconsin for 90 days and within 25 miles of the City limits. The agent will need to complete the Responsible Beverage Server Course or have done so within the last two years and we need a copy of the completion certificate. Here is a link to the approved beverage server courses through Department of Revenue: <https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>
4. With the application and all other documents, we need the following:
 - Corporate paperwork – Articles of Incorporation of The Blue Zone Pickleball LLC (photocopy)
 - Wisconsin Seller Permit Number (photocopy)
 - Federal Employer Identification Number (photocopy)
 - Photocopy of Lease with property owner, if applicable
 - Fee: will depend on when you apply – fees are prorated
 - If by the February deadline (February 28) for March Council - \$220.04
 - If by the March deadline (March 27) for April Council - \$170.03

*Keep in mind that when the license is granted, alcohol must be stocked, served, and being sold within 90 days of the date of the Council meeting (license must be actively used within 90 days of granting).

Additionally, the alcohol license year runs July 1 – June 30, it is not a typical calendar year. We start processing renewals in April so you will be renewing this license soon after your original application. Annual fees are \$620.00. We will provide you with renewal instructions after you make original application.

To file, you can do so in person during public service hours which are Monday – Thursday 8:00 a.m. to 4:00 p.m. in the lobby of City Hall – City Clerk is window 5.

If you have questions, you can contact the City Clerk’s Office at 608-789-7510 or email licenses@cityoflacrosse.org.

NIKKI M. ELSEN, WCMC

City Clerk

City Clerk's Office
City of La Crosse
400 La Crosse Street
La Crosse WI 54601

elsenn@cityoflacrosse.org

Direct: 608.789.7555 | Office: 608.789.7510

Visit the City Clerk webpage: <https://www.cityoflacrosse.org/your-government/departments/city-clerk>

City Clerk's Office hours: 8:00 a.m. to 4:30 p.m., Monday through Friday

Public Service hours 8:00 a.m. to 4:00 p.m. Monday through Thursday in the City Hall Lobby

Elected Officials and Members of Official Committees:

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