



City of La Crosse, Wisconsin

APPLICATION FOR BEER GARDEN LICENSE

Check One: ☒ New ☐ Renewal For the license period _____ to _____ Fee: \$ _____License Class: (Check One) ☐ Class "A" ☒ Class "B" ☐ Class "C" ☐ Class "D"
(ZONING RESTRICTION)**BUSINESS INFORMATION**Legal/Real Name:
Fiesta Mexicana LLC

Address of Above: Street	City	State	Zip Code
5200 Mormon Coulee Rd	La Crosse	WI	54601

PREMISES INFORMATIONTrade Name of Business:
Fiesta Mexicana LLCAddress of premises to be Licensed:
5200 Mormon Coulee Rd**BEER GARDEN INFORMATION**Description of proposed beer garden: (MUST BE SPECIFIC: square feet, physical location, material made out of, etc.)
35 feet by 25 feet on concrete will have tables to sit and eat food and drink during the summer**AGENT INFORMATION**

Agent Name: First	Middle	Last
Marciel		Tentzohua

Agent Home Address: Street	City	State	Zip Code
5401 Garnerd Place	La Crosse		54601

Home Phone Number: Daytime Phone Number:

Was the above person listed as agent on last year's application?
☒ Yes ☐ No

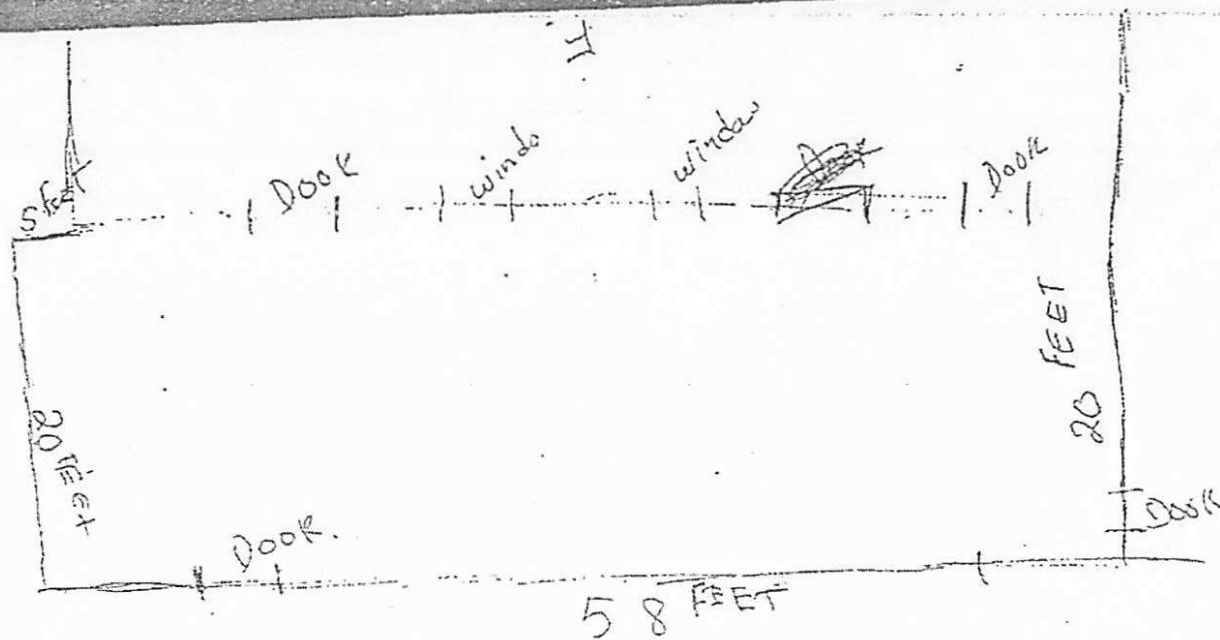
The above hereby makes application for a license to operate a Beer Garden at the above address within the City of La Crosse pursuant to provisions of Sec. 10-47 of the Code of Ordinances for the City of La Crosse.

<u>Marciel Tentzohua</u>	<u>1/7/2026</u>
Signature of Applicant	Date

A PLAN MUST ACCOMPANY THIS APPLICATION**OFFICE USE ONLY**For original application:
Attach a list of all property owners within 200 feet of the proposed licensed premises.

Signature:	Date:	Granted:	License #:
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N



M

S

Patio

Broad 35 Ft

Long 25 Ft

Office of City Clerk



January 20, 2026

ATTN: EDISON CUMBE
FIESTA MEXICANA LLC DBA FIESTA MEXICANA
5200 MORMON COULEE RD
LA CROSSE WI 54601

Dear Edison,

Our office is in receipt of the application for the Original Combination "Class B" Beer & Liquor AND Class B Beer Garden for FIESTA MEXICANA LLC at 5200 Mormon Coulee Rd.

The application will be considered at the following meetings:

Judiciary & Administration Committee

**Tuesday, February 3, 2026, 6:00 p.m.
Council Chambers, City Hall – 400 La Crosse St.**

Common Council

**Thursday, February 12, 2026, 6:00 p.m.
Council Chambers, City Hall – 400 La Crosse St.**

It is recommended that someone attend the J&A meetings where public hearing is allowed; there may be questions or comments from a committee or council member or another citizen. Public hearing is generally not allowed at the Council meeting although there may be questions of Council Members. The applications will appear as part of the Various Licenses agenda item, which is a grouping of all of the licenses submitted for approval for February (File # 26-0038).

Attendance is allowed either in person or virtually. I will also be sending you an email with the dates listed above and the Zoom link for the J&A meeting. If you have any questions, comments, or concerns; do not hesitate to contact me.

Sincerely,

Sondra Craig, Deputy Clerk
craigs@cityoflacrosse.org
608-789-7549

cc: Edison Cumbe – FIESTAMEXICANA.WI@GMAIL.COM

Office of City Clerk



CITY OF LACROSSE
400 LA CROSSE ST
LA CROSSE, WI 54601

NOTICE OF APPLICATION FOR BEER GARDEN LICENSE IN THE CITY OF LA CROSSE

This is to notify you that the following business has applied for a **Class "B" Beer Garden** license under Chapter 10, Article III of the Code of Ordinances of the City of La Crosse to allow consumption of alcoholic beverages in a designated outdoor area, as described below and on the attached drawing.

Pursuant to sec. 10-77, property owners within 200 feet of the proposed premises for a Beer Garden License shall receive notice of an original application.

**Fiesta Mexicana LLC dba Fiesta Mexicana
at 5200 Mormon Coulee Rd, La Crosse WI 54601**

Beer Garden description: Approximate 35ft by 25ft fenced-in concrete area on west side of building.

This application will be considered at the following meetings which are held in the Council Chambers of La Crosse City Hall, 400 La Crosse Street:

- **Judiciary and Administration Committee – Tuesday, February 3, 2026 at 6:00 p.m.**
- **Common Council – Thursday, February 12, 2026 at 6:00 p.m.**

The meeting can be viewed (no participation) by visiting the Legislative Information Center Meetings calendar (<https://cityoflacrosse.legistar.com/Calendar.aspx>) - find the scheduled meeting and click on the "In Progress" video link to the far right in the meeting list.

Written comments may be submitted to the City Clerk's Office by emailing cityclerk@cityoflacrosse.org, by delivery or mail to City Clerk, 400 La Crosse Street, La Crosse WI 54601 or by deposit in the green drop box on the north side of City Hall.

This notice is given pursuant to the order of the Common Council of the City of La Crosse.

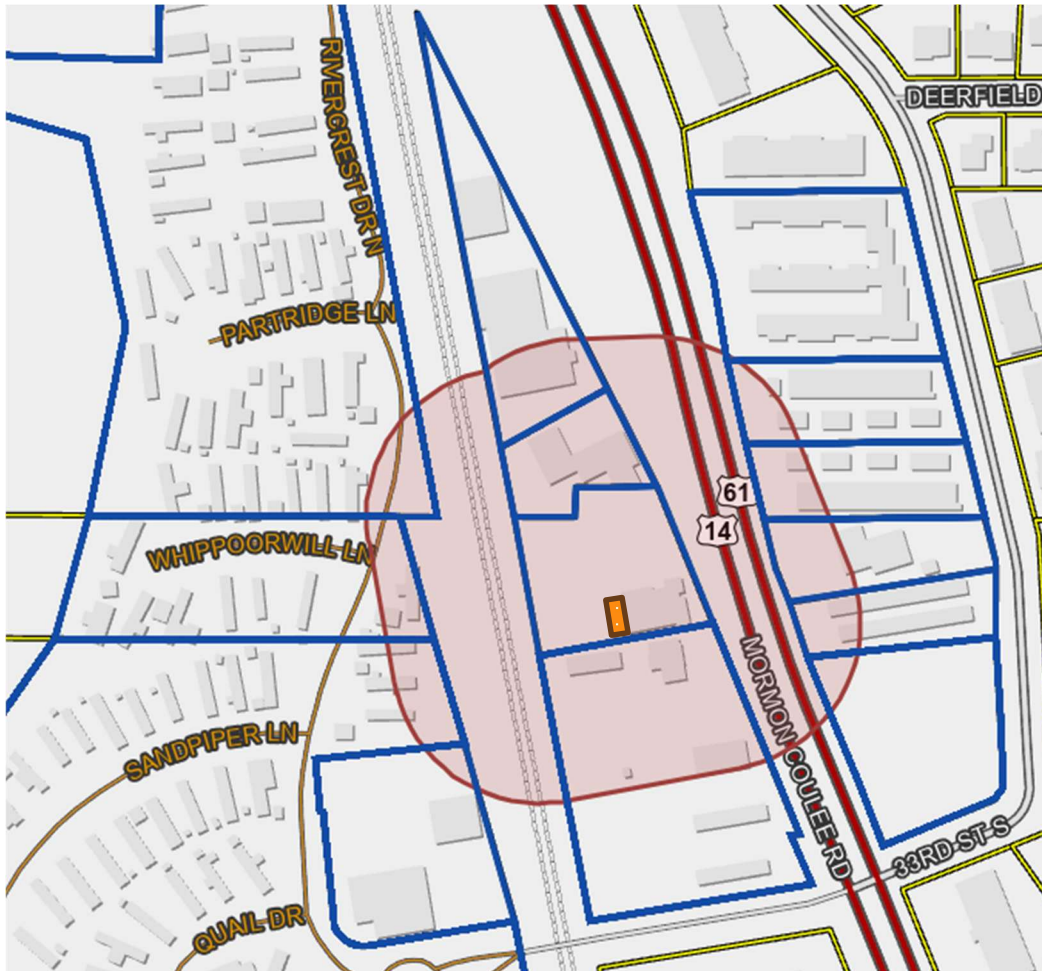
Dated this 20th day of January 2025

Nikki M. Elsen, WCMC
City Clerk

Please note:

Beer Garden area shown in orange.

Properties within 200 feet of the beer garden are shown outlined in blue.



Fiesta Mexicana LLC - 200ft Beer Garden Buffer

Tax Parcel Number	OwnerName	CompleteAddress	PROPADDCOMP	MailCityStateZip
17-50325-680	AMSEJV LLC	5200 MORMON COULEE RD	5200 MORMON COULEE RD	LA CROSSE, WI 54601-8204
17-50325-475	BRIAN C POELLINGER, BETHANY S POELLINGER	5416 33RD ST S	5416 33RD ST S	LA CROSSE, WI 54601
17-50705-15	CITY OF LACROSSE	400 LA CROSSE ST	5248 33RD ST S APT 101-317	LA CROSSE, WI 54601
17-50325-641	CRA PROPERTIES LLC	5136 MORMON COULEE RD	5136 MORMON COULEE RD	LA CROSSE, WI 54601
	FIESTA MEXICANA LLC	5200 MORMON COULEE RD		LA CROSSE, WI 54601
17-50325-720	GOEHNER INVESTMENTS LLC	PO BOX 1085	5214-5216 MORMON COULEE RD RM12-37	LA CROSSE, WI 54602-1085
17-50706-10	GREAT RIVER APARTMENTS LLC	2082 BAINBRIDGE ST	5100 33RD ST S APT 1-17	LA CROSSE, WI 54603
17-50706-25	GREAT RIVER APARTMENTS LLC	2082 BAINBRIDGE ST	5130 33RD ST S APT 1-8	LA CROSSE, WI 54603
17-50706-30	GREAT RIVER APARTMENTS LLC	2082 BAINBRIDGE ST	5140 33RD ST S APT 1-9	LA CROSSE, WI 54603
17-50325-509	JAE MINI STORAGE LLC	901 ROSE ST	5211 MORMON COULEE RD	LA CROSSE, WI 54603
			5001-5015 PARTRIDGE LN, 4901-4920	
			RIVERCREST DR N, 5108-5113	
17-50325-300	JUNIPER PARTNERS	1131 MAIN ST	WHIPPOORWILL LN	ONALASKA, WI 54650
			5101-5107 WHIPPOORWILL LN, 5201	
17-50325-410	JUNIPER PARTNERS	1131 MAIN ST	RIVERCREST DR N	ONALASKA, WI 54650
			5301-5328 SANDPIPER LN, 5901-5909	
			BLUEBIRD LN, 5450 33RD ST S, 5202-5204 &	
			5501-5506 & 6001-6009 RIVERCREST DR N,	
			5801-5813 ORIOLE LN, 5701-5716 PHEASANT	
			LN, 5401-5424 QUAIL DR, 5601-5619 EAGLE	
17-50325-470	JUNIPER PARTNERS	1131 MAIN ST	LN	ONALASKA, WI 54650
17-50325-660	PARSNEAU ENTERPRISES LLC	5154 MORMON COULEE RD	5144 & 5154 MORMON COULEE RD	LA CROSSE, WI 54601
17-50325-507	ROLE PROPERTIES LLC	2082 BAINBRIDGE ST	5203 MORMON COULEE RD	LA CROSSE, WI 54603