



City of La Crosse, Wisconsin

APPLICATION FOR INDOOR CABARET LICENSE

Check One: ☒ New ☐ Renewal For the license period July 1st to June 30th Fee: \$ 150

BUSINESS INFORMATION*			
Legal/Real Name: <u>Corporation</u>			
La Crosse Film Academy & Rivoli Arts District			
Address of Above: Street	City	State	Zip Code
422 Main Street	La Crosse	WI	54601
PREMISES INFORMATION			
Trade Name of Business:			
<u>Coulee Arts</u>			
Address of premises to be Licensed:		Business Phone Number:	
422 Main Street		[REDACTED]	
Premises are Owned By:			
Ryan Johnson & Mike Gorder			
Address of Owner: Street	City	State	Zip Code
307 Main St Suite 301	La Crosse	WI	54601
CABARET INFORMATION			
Detailed description of cabaret area to be licensed:			
The ground floor of 422 Main street consists of 5,000 sqft performance area that will be used for film premieres, music concerts, stand-up comedy shows, and event rentals. This includes a small stage (400 sqft) and a concession/bar area.			
Nature of Entertainment:			
Multi-use performances including; comedy, music, film events and rentals			
Other Business Conducted upon the premises:			
Film production will be in the 1st floor production studio. Art & Film classes will take place in the basement level			
MANAGER INFORMATION*			
Cabaret Manager Name: First	Middle	Last	
Teddy	James	Eck	
Cabaret Manager Home Address: Street	City	State	Zip Code
W5843 Brickyard Ln	La Crosse	WI	54601
Home Phone Number of Cabaret Manager:	Daytime Phone Number of Cabaret Manager:		
[REDACTED]	[REDACTED]		
Was the above person listed as manager on last year's application?			
☐ Yes ☒ No			

*Personal Data Sheet must be completed for each Officer/Member of the Business and the Manager.

The above hereby makes application for a license to operate an Indoor Cabaret at the above address within the City of La Crosse pursuant to provisions of Sec. 10-100 of the Code of Ordinances for the City of La Crosse.

Teddy J. Eck
Signature of Applicant

7/5/2026

Date

OFFICE USE ONLY			
For original application: Are there lands zoned conservancy, residential or multiple dwelling within 100 feet of premises?			
☐ Yes (if yes, attach a list of those lands) ☐ No			
Signature:	Date:	Granted:	License #:

Personal Data Sheet

(Please PRINT All Information)

Each Officer/Member AND Manager/Person in Charge must complete all the information and must indicate if they have been convicted of any of the following within the last ten (10) years: a felony, a misdemeanor, a statutory violation punishable by forfeiture or a county or municipal ordinance violation. If none, write "none".

MANAGER/PERSON IN CHARGE				
Name: First		Middle	Last	
Teddy		James	Eck	
Home Address: Street		City	State	Zip Code
W5843 Brickyard Ln.		La Crosse	WI	54601
Phone Number:	Email:		Date of Birth: (mm/dd/yyyy)	
Violations: none				
OFFICER/MEMBER				
Name: First		Middle	Last	
Matt		Scott	Mahlum	
Home Address: Street		City	State	Zip Code
1217 Bennett		La Crosse	WI	54601
Phone Number:	Email:		Date of Birth: (mm/dd/yyyy)	
Violations: CCAP Me				
OFFICER/MEMBER				
Name: First		Middle	Last	
Casey		Teau	Scheuerell	
Home Address: Street		City	State	Zip Code
202 S. Main St.		Stockland La Crosse	WI	54601 54658
Phone Number:	Email:		Date of Birth: (mm/dd/yyyy)	
Violations: None				
OFFICER/MEMBER				
Name: First		Middle	Last	
Megan			Bischoff	
Home Address: Street		City	State	Zip Code
1839 Cherokee Ave.		La Crosse	WI	54603
Phone Number:	Email:		Date of Birth: (mm/dd/yyyy)	
Violations: None				
OFFICER/MEMBER				
Name: First		Middle	Last	
Ben			Richtgruber	
Home Address: Street		City	State	Zip Code
307 24th St. S		La Crosse	WI	54601
Phone Number:	Email:		Date of Birth: (mm/dd/yyyy)	
Violations: OWI - Altoona, WI April 2017, Fine was issued.				



NOTICE OF APPLICATION FOR COMBINATION "CLASS B" BEER & LIQUOR AND INDOOR CABARET LICENSE IN THE CITY OF LA CROSSE

This is to notify you that the following business has applied for a **Combination Class "B" Beer & Liquor** license. Pursuant to sec. 4-145 of the Municipal Code, no Class "B" license shall be granted for premises located within 100 feet of lands zoned residential or multiple dwelling without property owners receiving notification. **Indoor Cabaret** licenses under Chapter 10, Article IV of the Code of Ordinances of the City of La Crosse allow live entertainment in a designated indoor area, as described below. Pursuant to sec. 10-140, property owners within 100 feet of the proposed premises for an Indoor Cabaret License shall receive notice of an original application.

**La Crosse Film Academy Corporation dba Coulee Arts
at 422 Main St, La Crosse, WI 54601**

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 – Wednesday, August 5, 2026 at 6:00 p.m.
Common Council – Thursday, August 13, 2026 at 6:00 p.m.

Indoor Cabaret description: The ground floor of 422 Main St. consists of 5,000 sq. ft. performance area that will be used for film premieres, music concerts, stand-up comedy shows, and event rentals.

If you wish to attend and participate in the meetings virtually, you can join typing this address in a web browser:

<https://us06web.zoom.us/j/83473183380?pwd=SE55WWRK2V2aHncW5VM3RLWGYrdz09>

Meeting ID: 83473183380

Passcode: CC2026

Call in (audio only): +1 312 626 6799

Or you can view the meeting (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 16th day of June 2026.

A handwritten signature in black ink, appearing to read "Alicia Smithburg".

Alicia Smithburg
Assistant Clerk

City of La Crosse, 400 La Crosse Street La Crosse, WI 54601
cityclerk@cityoflacrosse.org | 608-789-7510
www.cityoflacrosse.org

LA CROSSE FILM ACADEMY CORPORATION
422 MAIN ST
LA CROSSE, WI 54601



City of La Crosse, 400 La Crosse Street La Crosse, WI 54601
cityclerk@cityoflacrosse.org | 608-789-7510
www.cityoflacrosse.org

Tax Parcel Number	OwnerName	PROPADDCOMP	CompleteAddress	MailCityStateZip
17-20021-120	NEW STATE BANK OF LA CROSSE	401 MAIN ST STE 100, 205, 305, 500	401 MAIN ST	LA CROSSE, WI 54601
17-20021-140	MEDDAUGH HOLDINGS LLC	417-421 MAIN ST	419 MAIN ST	LA CROSSE, WI 54601
17-20022-10	608 PROPERTIES LLC	427 MAIN ST	307 MAIN ST	LA CROSSE, WI 54601
17-20022-100	AZARA PROPERTIES LLC	410 MAIN ST	321 MENOMONIE ST	ELK MOUND, WI 54739
17-20022-110	DOERFLINGERS SECOND CENTURY INC	400 MAIN ST STE 101-405, M1-2	1222 CASS ST	LA CROSSE, WI 54601-4855
17-20022-20	LYNNE GERMANSON	429 MAIN ST	429 MAIN ST	LA CROSSE, WI 54601-4026
17-20022-30	NANCY J ROSE, STEPHEN G ROSE	431 MAIN ST	431 MAIN ST	LA CROSSE, WI 54601-4026
17-20022-40	608 PROPERTIES LLC	423-425 MAIN ST	307 MAIN ST	LA CROSSE, WI 54601
17-20022-90	GR412 LLC	412 MAIN ST	412 MAIN ST	LA CROSSE, WI 54601
17-20023-11	DOERFLINGERS SECOND CENTURY INC		1222 CASS ST	LA CROSSE, WI 54601-4855
17-20023-35	DALE B BERG	119-123 4TH ST S, 125 4TH ST S APT 201-203, STE 201 & 301, 127 4TH ST S	121 4TH ST S	LA CROSSE, WI 54601-3257
17-20023-50	DLL PROPERTIES LLC	418-420 MAIN ST	418 MAIN ST	LA CROSSE, WI 54601
17-20023-60	422 MAIN LLC	422-424 MAIN ST	307 MAIN ST	LA CROSSE, WI 54601
17-20023-80	I & B OF LACROSSE LLC	444 MAIN ST APT 1-6, STE 101-105, 201-208, 301, 303, 305, 308-310	2000 N HILLCREST PKY	ALTOONA, WI 54720
CITY OF LA CROSSE	CITY OF LA CROSSE	400 LA CROSSE ST	400 LA CROSSE ST	LA CROSSE, WI 54601
APPLICANT	LA CROSSE FILM ACADEMY CORPORATION	422 MAIN ST	422 MAIN ST	LA CROSSE, WI 54601

Office of City Clerk



July 17, 2026

ATTN: TEDDY ECK
LA CROSSE FILM ACADEMY CORPORATION DBA COULEE ARTS
422 MAIN ST
LA CROSSE WI 54601

Dear Teddy,

Our office is in receipt of the application for a Combination "Class B" Beer and Liquor License and Indoor Cabaret for La Crosse Film Academy Corporation dba Coulee Arts at 422 Main Street.

The application will be considered at the following meetings:

Judiciary & Administration Committee

**Wednesday, August 5, 2026, 6:00 p.m.
Council Chambers, City Hall – 400 La Crosse St.**

Common Council

**Thursday, August 13, 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 August (File # 26-0631).

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: Teddy Eck – [REDACTED]