

ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

Submit to municipal clerk.

For the license period beginning September 9 20 16 ;
ending June 30 20 17

TO THE GOVERNING BODY of the: Town of } LaCrosse
 Village of }
 City of }

County of LaCrosse Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's WI Seller's Permit No. FEIN Number	
<u>450-1020142391 47-5565883</u>	
LICENSE REQUESTED ▶	
TYPE	FEE
<input type="checkbox"/> Class A beer	\$
<input checked="" type="checkbox"/> Class B beer	\$ <u>83.40</u>
<input type="checkbox"/> Class C wine	\$
<input type="checkbox"/> Class A liquor	\$
<input type="checkbox"/> Class A liquor (cider only)	\$ N/A
<input type="checkbox"/> Class B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
<input type="checkbox"/> Class B (wine only) winery	\$
Publication fee	\$ <u>20.00</u>
TOTAL FEE	\$ <u>103.40</u>

1. The named INDIVIDUAL PARTNERSHIP LIMITED LIABILITY COMPANY
 CORPORATION/NONPROFIT ORGANIZATION

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ LaCrosse County Convention + Visitor Bureau

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name	Home Address	Post Office & Zip Code
President/Member	<u>Deb Carlson</u>		
Vice President/Member	<u>Val Erickson</u>	} See attached	
Secretary/Member	<u>Chris Roderique</u>		
Treasurer/Member	" "		
Agent	<u>Chris Michael Roderique</u>	<u>710 Grove St, Onulaska WI 54650</u>	
Directors/Managers	<u>- See Attached</u>		

3. Trade Name ▶ LaCrosse Center Business Phone Number 608-789-7400

4. Address of Premises ▶ 300 Harborview Plaza Post Office & Zip Code ▶ LaCrosse, WI 54601

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) Corporate/limited liability company applicants only: Insert state _____ and date _____ of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No

(NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) - See Attached

10. Legal description (omit if street address is given above):

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
- (b) If yes, under what name was license issued? LaCrosse Area Convention + Visitors Bureau d/b/a LaCrosse Center
12. Does the applicant understand they must file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No
13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. Yes No
14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signers. Signers agree to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants and each member of a partnership applicant must sign; corporate officer(s), members/managers of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

SUBSCRIBED AND SWORN TO BEFORE ME

this 9th day of August, 2016

Joyan M. Feherly
(Clerk/Notary Public)

My commission expires May 2, 2020



Deb Carlson
Secretary/Member/Manager of Limited Liability Company/Partner/Individual

Val Erickson
Officer of Corporation/Member/Manager of Limited Liability Company/Partner

Additional Partner(s)/Member/Manager of Limited Liability Company if Any

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk <u>8/15/16</u>	Date reported to council/board <u>8/30/16</u>	Date previous license issued	Signature of Clerk / Deputy Clerk <u>Jeri Lehrke</u>
Date license granted <u>9/8/16</u>	Date license issued <u>9/9/16</u>	License number issued <u>18</u>	

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Premise Description: Sales-Service: Entire facility known as the La Crosse Center and Beer Garden area. / Storage: Coolers, storage rooms, and portable bars within the facility. One cooler outside the facility. / Beer Garden Approximately 900 square foot terrace adjacent to second floor ballroom of the La Crosse Center.

2016 La Crosse County Convention Visitors Bureau Board of Directors

First Name	Last Name	Business	Address	City	State	Zip	Email	Phone
Deb	Carlson	La Crosse Radio Group	1407 2nd Ave. N	Onalaska	WI	54650	dcarlson@lacrosseradiogroup.net	608-386-1400
Val	Erickson	Hampton Inn	308 Hampton Court	Onalaska	WI	54650	valerie.erickson@hilton.com	608-385-5654
Chris	Roderique	Piggys	501 S Front St.	La Crosse	WI	54601	chris@piggys.com	608-792-9999
Laurie	Pfaff	Hampton Inn & Suites	511 3rd Street N	La Crosse	WI	54601	laurie.pfaff@hilton.com	608-792-7889
Jeff	Johnson	Super 8	1625 Rose Street	West Salem	WI	54603	jeffs177@gmail.com	608-781-8880
Chase	Campbell	Americinn	105 Lewis St.	Holmen	WI	54659	chasecamp2@gmail.com	608-769-0808
Nancy	Proctor	Village of Holmen	421 S. Main St.	La Crosse	WI	54601	proctor@holmenwi.com	608-526-6307
Seth	Rosow	Mayo Health System	615 10th St. S	La Crosse	WI	54601	rossow.seth@mvo.edu	608-738-3488
Pam	Mass-Gundersen	Gundersen Health	1900 South Ave.	La Crosse	WI	54601	pmmaas@gundersenhealth.org	608-630-6394
Dave	Ring	Kwik Trip, Inc.	1626 Oak St.	La Crosse	WI	54603	dring@kwiktrip.com	608-792-5060
Pat	Stephens	B. A. Burrito Co.	731 Shelly Lane	Holmen	WI	54656	pslephens@eagle.uwlax.edu	608-385-0490
Ryan	Johnson	City of Onalaska	16930 Mary Ct.	Onalaska	WI	54650	ryan533@hotmail.com	608-317-5353
Jim	Binash	Town of Campbell	700 Westwood Drive	Onalaska	WI	54650	binash@cityofonalaska.com	608-783-2562
Dan	Kapank	Festival Foods	1610 Lakeshore Drive	La Crosse	WI	54603	kanank@charter.net	608-792-1897
Larry	Jensen	Radisson Hotel	3800 Emerald Drive E	Onalaska	WI	54650	pete.boese@radisson.com	608-665-1531
Pete	Boese	Weber Center Performing Arts	200 Harborview Drive	La Crosse	WI	54601	pete.boese@radisson.com	608-793-5000
David	Kilpatrick	Fayres	428 Front St. S	La Crosse	WI	54601	dtkilpatrick@lacrosscocommunitytheatre.org	608-784-9292
Keisey	Williams	The Charmant Hotel	135 S 4th St.	La Crosse	WI	54601	favresrestaurant@gmail.com	608-784-9548
Sean	Castady	Culver's	101 State St.	La Crosse	WI	54601	scastady@thecharmanthotel.com	608-519-8815
Jake	Bowe	Onalaska Parks & Rec. Dept.	9422 State Road 16	Onalaska	WI	54650	jake@bowebusinessgroup.com	608-781-9560
Dan	Wick	Executive Director LCCVB	415 Main St.	Onalaska	WI	54650	dwick@cityofonalaska.com	608-782-2367
A.J.	Frels	Executive Director LCCVB	410 Veterans Memorial Drive	La Crosse	WI	54601	frels@explorelacrosse.com	608-782-2367

SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

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Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village City of LaCrosse County of LaCrosse

The undersigned duly authorized officer(s)/members/managers of LaCrosse County Convention & Visitor Bureau
(registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as

LaCrosse Center
(trade name)

located at 300 Harborview Plaza

appoints Chris Roderique
(name of appointed agent)

710 Grove St Onalaska WI 54650
(home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).
R+R Restaurants Inc. dba Piggy's on front

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? 16 yrs

Place of residence last year 710 Grove St. Onalaska WI 54650

For: LaCrosse County Convention & Visitor Bureau
(name of corporation/organization/limited liability company)

By: Nelma Carlson
Pres. (signature of Officer/Member/Manager)

And: [Signature]
Secy (signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, Chris Roderique, hereby accept this appointment as agent for the
(print type agent's name)

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

[Signature] 8-9-16 Agent's age _____
(signature of agent) (date)

710 Grove St. Onalaska WI 54650 Date of birth _____
(home address of agent)

APPROVAL OF AGENT BY MUNICIPAL AUTHORITY (Clerk cannot sign on behalf of Municipal Official)

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ by _____ Title _____
(date) (signature of proper local official) (town chair, village president, police chief)

New: X

Renewal:

Receipt #: _____

APPLICATION FOR BEER GARDEN LICENSE

COPY

X Class "A"
\$150.00

_ Class "B"
\$150.00

_ Class "C"
\$150.00

_ Class "D"
\$250.00 (Zoning Restriction)

To the Common Council of the City of La Crosse:

Legal/Real Name: LA CROSSE COUNTY CONVENTION & VISITORS BUREAU

Address of above: 300 HARBORVIEW Plaza, La Crosse WI 54601

Trade Name of business: LA CROSSE CENTER

Address of premises to be licenses: 300 HARBORVIEW PLAZA

Wisconsin Seller's Permit #: 456-1020142397-03

Description of proposed beer garden: (MUST BE SPECIFIC: square feet, physical location, material made out of, etc.)

Approximately 900 square foot terrace adjacent to second floor ballroom of the La Crosse Center.

Name of manager (FIRST, FULL MIDDLE & LAST) CHRIS MICHAEL RODERIQUE

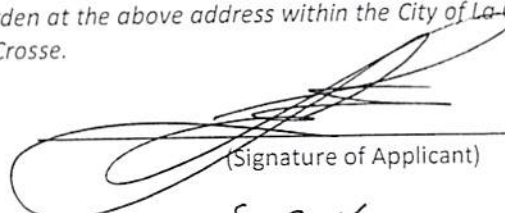
Home address: 710 GROVE ST, ONALASKA WI 54650

Home/Daytime phone number: 608-792-9999

Date of Birth: _____

License Period: Sept 9 2016 - June 30, 2017

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 Section 10-47 of the Code of Ordinances for the City of La Crosse.



(Signature of Applicant)
8-9-16

(Date)

**** A PLAN MUST ACCOMPANY THIS APPLICATION ****

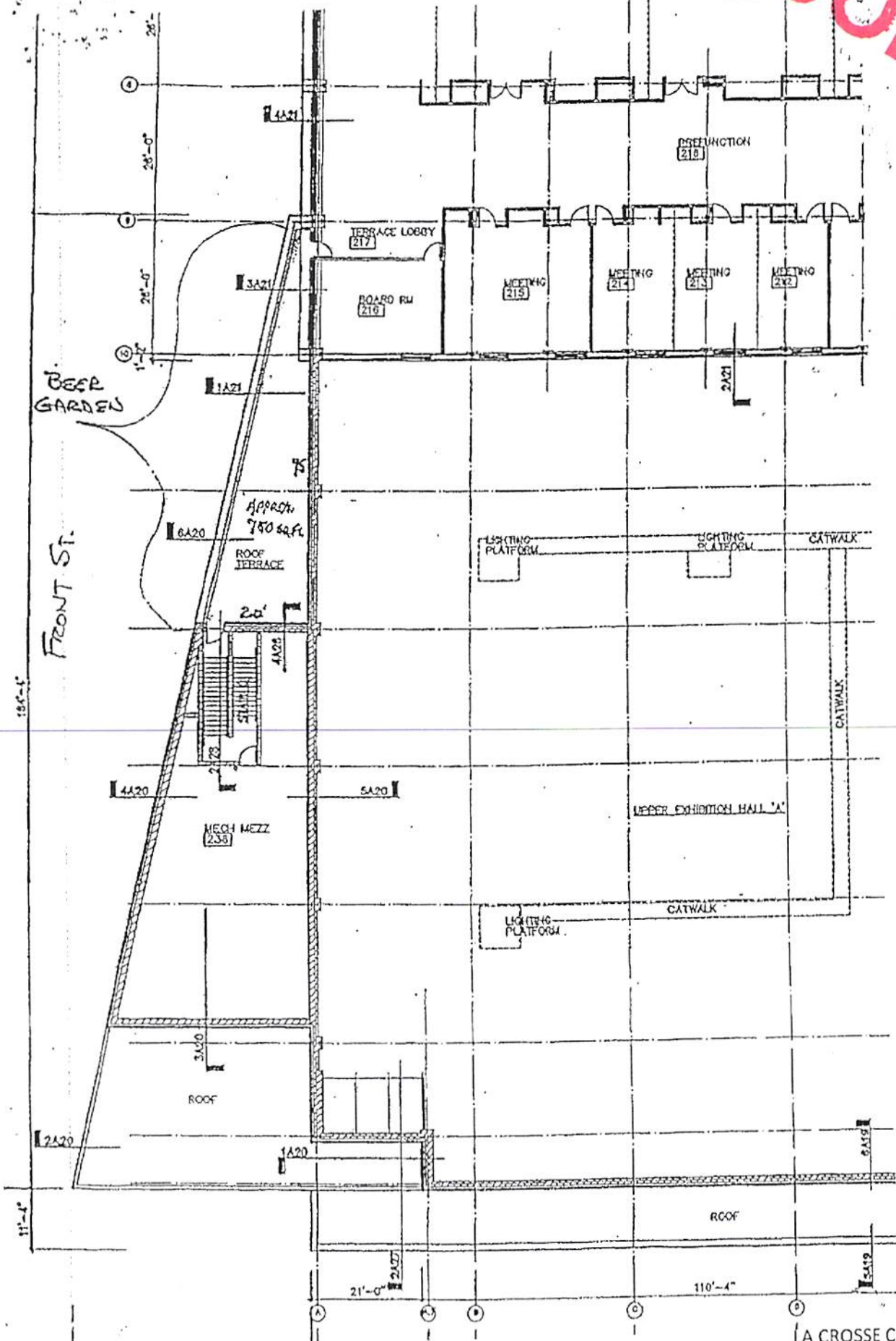
OFFICE USE ONLY:

For Original applications: Attach a list of all property owners within 200 feet of the proposed licensed premises.

Clerk Signature and Date: Miri Lehrke SEP 09 2016

Granted: SEP 08 2016 Munis Customer #: 2858 License #: 30

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TERI LEHRKE, WCPC, City Clerk
400 LA CROSSE STREET
LA CROSSE, WISCONSIN 54601
PHONE (608) 789-7510
FAX (608) 789-7552
www.cityoflacrosse.org

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

To Whom It May Concern:

This is to notify you that the following business has applied for a **Class "A" Beer Garden** license under Sec. 10-77(b) of the Code of Ordinances of the City of La Crosse to allow consumption of alcoholic beverages in a designated outdoor area.

**La Crosse County Convention & Visitors Bureau d/b/a La Crosse Center
at 300 Harborview Plaza, La Crosse, WI 54601**

This application will be considered at the following meetings:

Judiciary and Administration Committee – Tuesday, August 30th, 2016 at 7:30 p.m.
Common Council Meeting – Thursday, September 8th, 2016 at 7:30 p.m.

All the above meetings are held in the Council Chambers in the City Hall at 400 La Crosse Street, La Crosse, WI.

You are further notified that any person affected may be heard, and may appear in person or by attorney, or may file a letter of objection in the office of the City Clerk.

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

Dated this 23rd day of August, 2016.

Teri Lehrke, WCPC, City Clerk
City of La Crosse

Jay A. Christianson
Assistant Clerk

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La Crosse County Convention & Visitors Bureau
d/b/a La Crosse Center
200' Buffer for Class "A" Beer Garden
September 8th, 2016 Council Meeting

OBJECTID	Tax Parcel Number	OwnerName	Property Address	MailingLine4	MailingLine5
9427	17-20014-90	VISKER PROPERTIES LLC	109 2ND ST S	111 2ND ST S	LA CROSSE WI 54601
9428	17-20014-90	VISKER PROPERTIES LLC	111 2ND ST S	111 2ND ST S	LA CROSSE WI 54601
9469	17-20014-100	CHUCK S, CARLA J CALLIES	113 2ND ST S	113 2ND ST S	LA CROSSE WI 54601-3206
9470	17-20014-100	CHUCK S, CARLA J CALLIES	115 2ND ST S	113 2ND ST S	LA CROSSE WI 54601-3206
9524	17-20014-110	CHUCK S, CARLA J CALLIES	117 2ND ST S	113 2ND ST S	LA CROSSE WI 54601-3206
9525	17-20014-110	CHUCK S, CARLA J CALLIES	119 2ND ST S	113 2ND ST S	LA CROSSE WI 54601-3206
9526	17-20014-110	CHUCK S, CARLA J CALLIES	121 2ND ST S	113 2ND ST S	LA CROSSE WI 54601-3206
9439	17-20002-81	REINHART REAL ESTATE GROUP INC	2ND ST S	201 MAIN ST STE 800	LA CROSSE WI 54601
9554	17-20014-130	JOHN J JR SATORY	201 PEARL ST	201 PEARL ST	LA CROSSE WI 54601-3250
9558	17-20015-10	PEARL STREET WEST LLC C/O TJ'S	205 PEARL ST	215 PEARL ST	LA CROSSE WI 54601-3250
9559	17-20015-10	PEARL STREET WEST LLC C/O TJ'S	207 PEARL ST	215 PEARL ST	LA CROSSE WI 54601-3250
9560	17-20015-10	PEARL STREET WEST LLC C/O TJ'S	209 PEARL ST	215 PEARL ST	LA CROSSE WI 54601-3250
9573	17-20015-20	PEARL STREET WEST LLC C/O TJ'S	211 PEARL ST	215 PEARL ST	LA CROSSE WI 54601-3250
9779	17-20015-30	PEARL STREET WEST LLC C/O TJ'S	213 PEARL ST	215 PEARL ST	LA CROSSE WI 54601-3250
9780	17-20015-30	PEARL STREET WEST LLC C/O TJ'S	213 PEARL ST APT 1	215 PEARL ST	LA CROSSE WI 54601-3250
9781	17-20015-30	PEARL STREET WEST LLC C/O TJ'S	213 PEARL ST APT 2	215 PEARL ST	LA CROSSE WI 54601-3250
9210	17-20002-10	CITY OF LACROSSE	1 STATE ST	400 LA CROSSE ST	LA CROSSE WI 54601
9302	17-20002-80	CITY OF LACROSSE	300 HARBORVIEW PLZ	400 LA CROSSE ST	LA CROSSE WI 54601
9393	17-20001-110	CITY OF LACROSSE	300 FRONT ST S	400 LA CROSSE ST	LA CROSSE WI 54601
28444	17-20253-20	CITY OF LACROSSE	1 STATE ST	400 LA CROSSE ST	LA CROSSE WI 54601
28445	17-20253-20	CITY OF LACROSSE	220 VETERANS MEMORIAL DR E	400 LA CROSSE ST	LA CROSSE WI 54601
28446	17-20253-20	CITY OF LACROSSE	520 VETERANS MEMORIAL DR E	400 LA CROSSE ST	LA CROSSE WI 54601
9544	17-20014-120	A & L MCCORMICK LLC	123 2ND ST S	PO BOX 135	LA CRESCENT MN 55947-0135
9545	17-20014-120	A & L MCCORMICK LLC	125 2ND ST S	PO BOX 135	LA CRESCENT MN 55947-0135
9546	17-20014-120	A & L MCCORMICK LLC	127 2ND ST S	PO BOX 135	LA CRESCENT MN 55947-0135
8908	17-20001-70	RLH SUB INC C/O DB REINHART	100 2ND ST S	PO BOX 2228	LA CROSSE WI 54602-2228
8909	17-20001-70	RLH SUB INC C/O DB REINHART	111 FRONT ST S	PO BOX 2228	LA CROSSE WI 54602-2228

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