

New: X

License Fee: 160<sup>00</sup>

Renewal: \_\_\_\_\_

Receipt #: 164773

**APPLICATION FOR BEER GARDEN LICENSE**  
X Class "A"    \_\_\_\_\_ Class "B"    \_\_\_\_\_ Class "C"    \_\_\_\_\_ Class "D"  
(ZONING RESTRICTION)

To the Common Council of the City of La Crosse:

Legal/Real Name: Backwaters Pub & Grill LLC

Address of above: 324 Jay ST La Crosse WI

Trade name of business: Backwaters Grill and The Dam Bar

Address of premises to be licenses: 324 Jay ST La Crosse Wi

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

The beer garden is the blacktopped lot next to the building SQ approx. 2000. The area if fenced in and has a structure built for displaying bands and solo musicians.

Name of Agent (First, Middle, Last:) Troy Nels Wing

Home address: 1718 La Fond Ave La Crosse WI

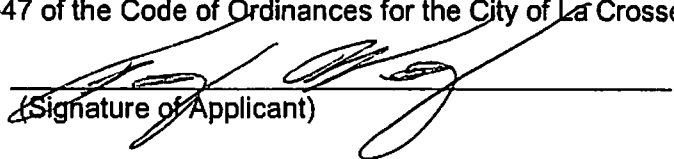
Home phone number: 608 386 7171

Daytime phone number: 608 386 7171

Date of Birth: \_\_\_\_\_

License Period: 2019 to 2020

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.

  
(Signature of Applicant)

\_\_\_\_\_  
(Date)

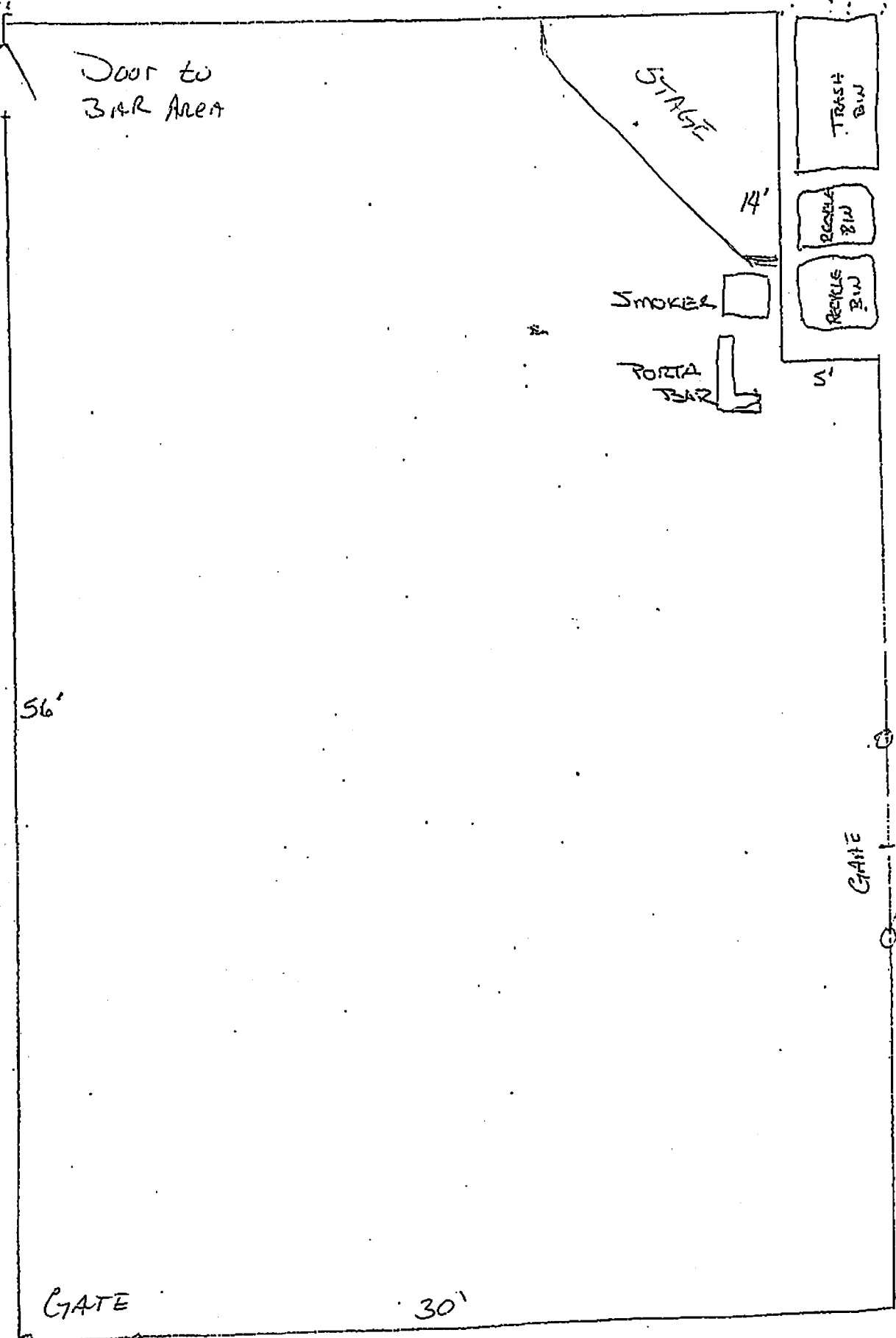
**\*\*\*\*A PLAN MUST ACCOMPANY THIS APPLICATION\*\*\*\***

**OFFICE USE ONLY:**

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

Signature and date: \_\_\_\_\_

Granted: \_\_\_\_\_ License #: \_\_\_\_\_



Door to  
BAR Area

STAGE

14'

TRASH  
BIN

RECYCLE  
BIN

RECYCLE  
BIN

SMOKER

PORTA  
BAR

Alley

56'

GATE

GATE

30'

GATE

BACKWATERS  
Pub & Grill

**OwnerName**

320 PEARL LLC  
CARL SCHNEIDER C/O ECMC GROUP INC  
GAOS REALTY INC  
GRAND RIVER STATION APARTMENTS LLC  
GRS HOMES LLC  
HAVASU LIMITED REVOCABLE TRUST  
JAE ENTERPRISES LLC  
JJC CDP LLC C/O MADISON PROPERTY MANAGEMENT INC  
KELLOGG INVESTMENTS LLC  
KLC PROPERTIES LLC  
RONALD, ERIC M, MARC R, PATRICIA FORTNEY  
RRJ HOLDINGS LLC  
STEPHEN D HARM  
W-MONARCH PROPERTIES LLC  
BACKWATERS PUB & GRILL LLC

**MailingLine4**

2604 31ST CT S  
PO BOX 4924  
815 CHICAGO AVE  
PO BOX 2829  
PO BOX 2829  
317 4TH ST S STE 319  
901 ROSE ST  
1202 REGENT ST  
126 FIFTH AVE S STE 100  
W5851 CEDAR RD  
306 PEARL ST  
319 MAIN ST STE 404  
806 STARLIGHT DR  
W5851 CEDAR RD  
324 JAY ST

**MailingLine5**

LA CROSSE WI 54601  
EUREKA CA 95502-4924  
VIROQUA WI 54665  
LA CROSSE WI 54602-2829  
LA CROSSE WI 54602-2829  
LA CROSSE WI 54601  
LA CROSSE WI 54603  
MADISON WI 53715-3600  
LA CROSSE WI 54601  
LA CROSSE WI 54601  
LA CROSSE WI 54601-3202  
LA CROSSE WI 54601  
HOLMEN WI 54636  
LA CROSSE WI 54601  
LA CROSSE WI 54601



**TERI LEHRKE, WCPC, City Clerk**  
400 LA CROSSE STREET  
LA CROSSE, WISCONSIN 54601  
PHONE (608) 789-7510  
FAX (608) 789-7552  
[www.cityoflacrosse.org](http://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 "B" Beer Garden license under Sec. 10-47 of the Code of Ordinances of the City of La Crosse to allow consumption of alcoholic beverages in a designated outdoor area.

**Backwaters Pub & Grill LLC d/b/a Backwaters Grill & The Dam Bar  
at 324 Jay St., La Crosse, WI 54601**

This application will be considered at the following meetings:

**Judiciary & Administration Committee – Tuesday, June, 4<sup>th</sup>, 2019 at 6:00 p.m.  
Common Council Meeting – Thursday, June 13<sup>th</sup>, 2019 at 6:00 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 16<sup>th</sup> day of May, 2019.

Teri Lehrke, WCPC, City Clerk  
City of La Crosse

Jay A. Christianson  
Assistant Clerk

Original:

License Fee: 135<sup>00</sup>

Renewal:

Invoice #: 164773

**APPLICATION FOR INDOOR CABARET LICENSE**

Legal/Real Name: Backwaters Pub & Grill LLC

Address of above: 324 Jay St La Crosse WI

Trade name of business: Backwaters Grill and The Dam Bar

Address of premises to be licensed: 324 Jay ST La Crosse WI

Business phone number: 6083867171

Detailed description of cabaret area to be licensed: Main floor of the building located at 324 Jay St in La Crosse. Cabaret area consists of the rear portion of the main floor bar area.

Premises are owned by: Kellogg Investments

Address of owner: 2617 13th ST Pl La Crosse WI

Name of Cabaret Manager (FIRST, MIDDLE & LAST): Troy Nels Wing

Home address of Cabaret Manager: 1718 La Fond Ave La Crosse WI

Home phone number of Cabaret Manager: 608 386 7171

Daytime phone number of Cabaret Manager: 608 386 7171

Date of Birth of Cabaret Manager: \_\_\_\_\_

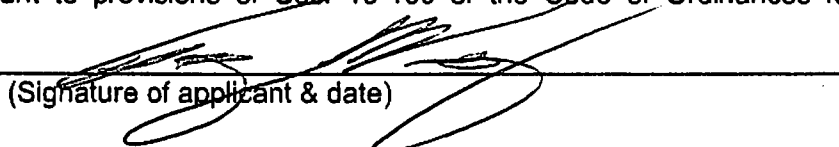
Was the above person listed as manager on last year's application? Yes \_\_\_\_\_ No X

Other business to be conducted upon the premises: Bar and Restaurant services

Nature of entertainment: Bands and solo artists

License Period: 2019 - 2020

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.

  
(Signature of applicant & date)

**OFFICE USE ONLY:** \_\_\_\_\_ **Munis Customer #:** 196888

For original applications: Are there lands zoned conservancy, residential or multiple dwelling within 100 feet of premises? Y / N If yes, attach a list of those lands.

Signature and date \_\_\_\_\_

Granted: \_\_\_\_\_ License #: \_\_\_\_\_

**OwnerName**

GRAND RIVER STATION APARTMENTS LLC  
GRS HOMES LLC  
HAVASU LIMITED REVOCABLE TRUST  
JJC CDP LLC C/O MADISON PROPERTY MANAGEMENT INC  
KELLOGG INVESTMENTS LLC  
KLC PROPERTIES LLC  
W-MONARCH PROPERTIES LLC  
BACKWATERS PUB & GRILL

**MailingLine4**

PO BOX 2829  
PO BOX 2829  
317 4TH ST S STE 319  
1202 REGENT ST  
126 FIFTH AVE S STE 100  
W5851 CEDAR RD  
W5851 CEDAR RD  
324 JAY ST

**MailingLine5**

LA CROSSE WI 54602-2829  
LA CROSSE WI 54602-2829  
LA CROSSE WI 54601  
MADISON WI 53715-3600  
LA CROSSE WI 54601  
LA CROSSE WI 54601  
LA CROSSE WI 54601  
LA CROSSE WI 54601



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**NOTICE OF APPLICATION FOR INDOOR CABARET LICENSE  
IN THE CITY OF LA CROSSE**

TO WHOM IT MAY CONCERN:

This is to notify you that the following business has applied for an Indoor Cabaret license under Sec. 10-140(c) of the Code of Ordinances of the City of La Crosse to provide live entertainment in a designated indoor area.

**Backwaters Pub & Grill LLC d/b/a Backwaters Grill & The Dam Bar  
at 324 Jay St., La Crosse, WI 54601**

This application will be considered at the following meetings:

**Judiciary & Administration Committee – Tuesday, June 4<sup>th</sup>, 2019 at 6:00 p.m.  
Common Council Meeting – Thursday, June 13<sup>th</sup>, 2019 at 6:00 p.m.**

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

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

Dated this 16<sup>th</sup> of May, 2019.

A handwritten signature in cursive script that reads "Teri Lehrke".

Teri Lehrke, WCPC, City Clerk  
City of La Crosse

A handwritten signature in cursive script that reads "Jay A. Christianson".

Jay A. Christianson  
Assistant Clerk

Original:

Renewal:

License Fee: 160<sup>00</sup>

Invoice #: 164773

**APPLICATION FOR OUTDOOR CABARET LICENSE**

Legal/Real Name: Backwaters Pub & Grill LLC

Address of above: 324 Jay St La Crosse WI

Trade name of business: Backwaters Grill and The Dam BAR

Address of premises to be licensed: 324 Jay St La Crosse WI

Business phone number: 608 386 7171

Detailed description of cabaret area to be licensed: Fenced in blacktop area next to the building. Approximately 2000 SQ and Has a structure built for hosting bands and solo musicians.

Premises are owned by: Kellogg Investments

Address of owner: 2617 13th ST La Crosse WI

Name of Cabaret Manager (FIRST, MIDDLE & LAST): Troy Nels WIng

Home address of Cabaret Manager: 1718 La Fond Ave La Crosse WI

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Daytime phone number of Cabaret Manager: 608 386 7171

Date of Birth of Cabaret Manager: \_\_\_\_\_

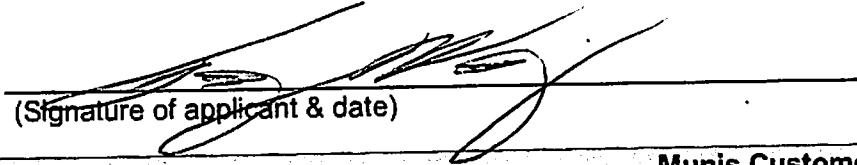
Was the above person listed as manager on last year's application? Yes \_\_\_ No

Other business to be conducted upon the premises: Bar and Restaurant services

Nature of entertainment: Bands and solo musicians

License Period: 2019 to 2020

The above hereby makes application for a license to operate an Outdoor Cabaret at the above address within the City of La Crosse pursuant to provisions of Chapter 10, Article IV of the Code of Ordinances for the City of La Crosse.

  
(Signature of applicant & date)

**OFFICE USE ONLY:**

Munis Customer #: 196888

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

Signature and date \_\_\_\_\_

Granted: \_\_\_\_\_ License #: \_\_\_\_\_



OwnerName	MailingLine4	MailingLine5
320 PEARL LLC	2604 31ST CT S	LA CROSSE WI 54601
CARL SCHNEIDER C/O ECMC GROUP INC	PO BOX 4924	EUREKA CA 95502-4924
GAOS REALTY INC	815 CHICAGO AVE	VIROQUA WI 54665
GRAND RIVER STATION APARTMENTS LLC	PO BOX 2829	LA CROSSE WI 54602-2829
GRS HOMES LLC	PO BOX 2829	LA CROSSE WI 54602-2829
HAVASU LIMITED REVOCABLE TRUST	317 4TH ST S STE 319	LA CROSSE WI 54601
JAE ENTERPRISES LLC	901 ROSE ST	LA CROSSE WI 54603
JJC CDP LLC C/O MADISON PROPERTY MANAGEMENT INC	1202 REGENT ST	MADISON WI 53715-3600
KELLOGG INVESTMENTS LLC	126 FIFTH AVE S STE 100	LA CROSSE WI 54601
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IN THE CITY OF LA CROSSE**

TO WHOM IT MAY CONCERN:

This is to notify you that the following business has applied for an **Outdoor Cabaret** license under Sec. 10-140(d) of the Code of Ordinances of the City of La Crosse to provide live entertainment in a designated outdoor area.

**Backwaters Pub & Grill LLC d/b/a Backwaters Grill & The Dam Bar  
at 324 Jay St., La Crosse, WI 54601**

This application will be considered at the following meetings:

**Judiciary and Administration Committee – Tuesday, June 4<sup>th</sup>, 2019 at 6:00 p.m.**  
**Common Council Meeting – Thursday, June 13<sup>th</sup>, 2019 at 6:00 p.m.**

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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 11<sup>th</sup> day of May, 2018.

Teri Lehrke, WCPC, City Clerk  
City of La Crosse

Jay A. Christianson  
Assistant Clerk