



# City of La Crosse, Wisconsin

## APPLICATION FOR INDOOR CABARET LICENSE

Check One: ☒ New ☐ Renewal For the license period \_\_\_\_\_ to \_\_\_\_\_ Fee: \$ 135

<b>BUSINESS INFORMATION*</b>			
Legal/Real Name: <u>Pearl 19 LLC</u>			
Address of Above: Street <u>318 Pearl St</u>		City <u>La Crosse</u>	State <u>WI</u> Zip Code <u>54601</u>
<b>PREMISES INFORMATION</b>			
Trade Name of Business: <u>Boots</u>			
Address of premises to be Licensed: <u>318 Pearl St</u>		Business Phone Number:	
Premises are Owned By: <u>Ryan Johnson</u>			
Address of Owner: Street <u>1225 LANDDALE PL</u>		City <u>La Crosse</u>	State <u>WI</u> Zip Code <u>54601</u>
<b>CABARET INFORMATION</b>			
Detailed description of cabaret area to be licensed: <u>1st Floor, 2nd Floor</u>			
Nature of Entertainment: <u>Live Music</u>			
Other Business Conducted upon the premises: <u>Tavern</u>			
<b>MANAGER INFORMATION*</b>			
Cabaret Manager Name: First <u>Brian</u>		Middle <u>E</u>	Last <u>McCarthy</u>
Cabaret Manager Home Address: Street <u>1806 STANWOOD LN</u>		City <u>La Crosse</u>	State <u>WI</u> Zip Code <u>54601</u>
Home Phone Number of Cabaret Manager: <u>608-792-8451</u>		Daytime Phone Number of Cabaret Manager: <u>608-792-8451</u>	
Was the above person listed as manager on last year's application? <input type="checkbox"/> Yes <input type="checkbox"/> 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.

Signature of Applicant

Date

6-25-25

<b>OFFICE USE ONLY</b>			
For original application: Are there lands zoned conservancy, residential or multiple dwelling within 100 feet of premises? <input type="checkbox"/> Yes (if yes, attach a list of those lands) <input type="checkbox"/> 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".

<b>MANAGER/PERSON IN CHARGE</b>			
Name: First		Middle	Last
Home Address: Street		City	State Zip Code
Phone Number:	Email:	Date of Birth: (mm/dd/yyyy)	
Violations:			
<b>OFFICER/MEMBER</b>			
Name: First		Middle	Last
Home Address: Street		City	State Zip Code
Phone Number:	Email:	Date of Birth: (mm/dd/yyyy)	
Violations:			
<b>OFFICER/MEMBER</b>			
Name: First		Middle	Last
Home Address: Street		City	State Zip Code
Phone Number:	Email:	Date of Birth: (mm/dd/yyyy)	
Violations:			
<b>OFFICER/MEMBER</b>			
Name: First		Middle	Last
Home Address: Street		City	State Zip Code
Phone Number:	Email:	Date of Birth: (mm/dd/yyyy)	
Violations:			
<b>OFFICER/MEMBER</b>			
Name: First		Middle	Last
Home Address: Street		City	State Zip Code
Phone Number:	Email:	Date of Birth: (mm/dd/yyyy)	
Violations:			

# Office of City Clerk



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

This is to notify you that the following business has applied for an **Indoor Cabaret** license under Chapter 10, Article IV of the Code of Ordinances of the City of La Crosse to 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.

**Pearl 19 LLC dba Boots  
at 318 Pearl St, La Crosse, WI 54601**

Indoor Cabaret description: Live music on the first and second floor of the tavern.

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, July 1, 2025 at 6:00 p.m.  
Common Council – Thursday, 10, 2025 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](mailto: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 26<sup>th</sup> day of June 2025.

A handwritten signature in black ink, appearing to read "Nikki M. Elsen".

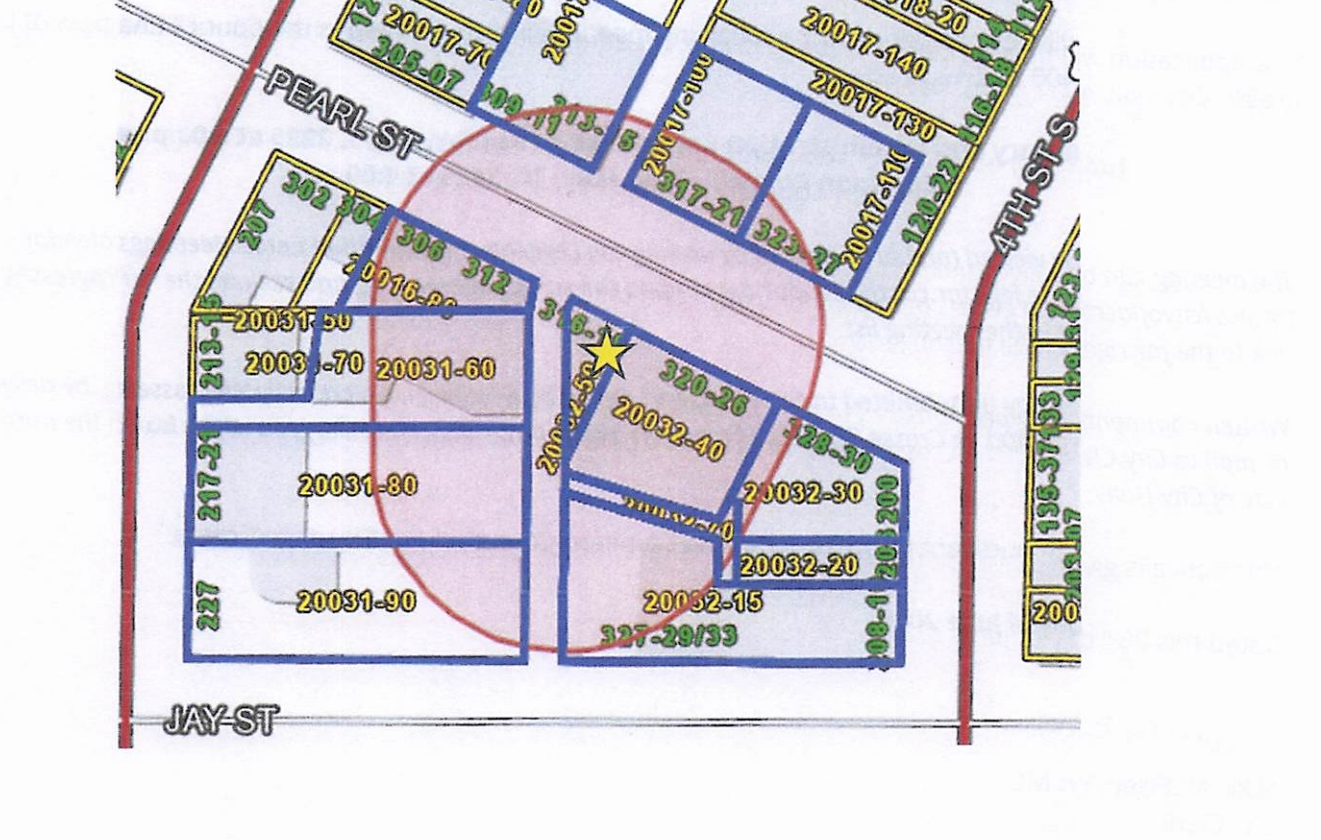
Nikki M. Elsen, WCMC  
City Clerk

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](mailto:cityclerk@cityoflacrosse.org) | 608-789-7510  
[www.cityoflacrosse.org](http://www.cityoflacrosse.org)

19 LLC  
EASTWOOD LN  
OSSE, WI 54601



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

Pearl 19 LLC dba Boots - Indoor Cabaret

<b>Tax Parcel Number</b>	<b>OwnerName</b>	<b>Property Address</b>	<b>Mailing Address</b>	<b>MailCityStateZip</b>
17-20017-90	FORTNEY FORTNEY & FORTNEY LLP	309-315 PEARL ST	PO BOX 1621	LA CROSSE, WI 54602-1621
17-20031-80	W-MONARCH PROPERTIES LLC	217-221 3RD ST S	PO BOX 1534	LA CROSSE, WI 54602-1534
17-20017-110	MERAKI PROPERTIES LLC	323-327 PEARL ST	325 PEARL ST	LA CROSSE, WI 54601
17-20016-80	RONALD FORTNEY, ERIC M FORTNEY	306 PEARL ST APT 1-10	306 PEARL ST	LA CROSSE, WI 54601-3202
17-20032-50	RRJ HOLDINGS LLC	316-318 PEARL ST	307 MAIN ST	LA CROSSE, WI 54601
17-20032-20	JAE ENTERPRISES LLC	206 4TH ST S APT 1-4	901 ROSE ST	LA CROSSE, WI 54603
17-20031-90	W-MONARCH PROPERTIES LLC	227 3RD ST S	PO BOX 1534	LA CROSSE, WI 54602-1534
17-20032-40	320 PEARL LLC	320-322 PEARL ST, 324 PEARL ST APT 201-204, 326 PEARL ST STE 101-102	2604 31ST CT S	LA CROSSE, WI 54601
17-20032-15	KLC PROPERTIES LLC	208-210 4TH ST S, 327 JAY ST, 329 JAY ST 201-301, 333 JAY ST	PO BOX 1534	LA CROSSE, WI 54602-1534
17-20017-100	ADAM KRONER CO	317-321 PEARL ST	319 PEARL ST	LA CROSSE, WI 54601-3249
17-20031-60	RONALD FORTNEY, PATRICIA FORTNEY	306 & 312 PEARL ST	306 PEARL ST	LA CROSSE, WI 54601-3202
17-20032-30	STEPHEN D HARM	200 4TH ST S, 328-330 PEARL ST	806 STARLIGHT DR	HOLMEN, WI 54636
17-20032-70	ALEXANDER MCMILLAN		NO AVAILABLE ADDRESS	LA CROSSE, WI 54601
	PEARL 19 LLC	318 PEARL ST	1806 EASTWOOD LN	LA CROSSE, WI 54601
	CITY OF LA CROSSE	400 LA CROSSE ST	400 LA CROSSE ST	LA CROSSE, WI 54601