

NOTICE OF  
ORDINANCE NO. 5348

AN AMENDED ORDINANCE amending various sections of Chapter 4 of the  
Code of Ordinances of the City of La Crosse relating to alcohol beverage  
licensing.

Please take notice that the above Ordinance was adopted by the Common Council of the City of La Crosse on October 9, 2025. A summary of the subject matter and main points of the ordinance is as follows.

- Sec. 4-1 amended to add Wis. Stats. Ch. 125 general adoption provision.
- Sec. 4-47 amended to repeal closing hours for “Class B” winery licenses; now regulated by permit through the Wisconsin Division of Alcohol Beverages.
- Sec. 4-48 amended to add language allowing “Class B” licensee to sell cocktails-to-go pursuant to Wis. Stats. 125.51(3).
- Secs. 4-50 and 4-114 amended to clarify application deadline for provisional retail license.
- Secs. 4-72 and 4-142 amended application date for “Class B” licenses and information submittal requirements.
- Sec. 4-75 amended to add agent roles and responsibilities and removing reference to “Class B” winery license as they are no longer issued at the municipal level.
- Sec. 4-76 amended to remove reference to “Class B” winery license, to add location restriction to “Class B” and “Class C” licenses for consistency with Class “B” licenses and remove eligibility restriction for “Class C” licenses per state law change.
- Secs. 4-81 and 4-151 amended to clarify transfer of licenses with Common Council approval.
- Sec. 4-144 amended to add agent roles and responsibilities.
- Sec. 4-145 amended to remove eligibility restriction for Class “B” Beer.
- Sec. 4-148 amending to add “Class A” and “Class B” as option for 6-month license consistent with state law.
- Sec. 4-153 created implementing regulations for Full-Service Retail Outlets for Producers consistent with municipal retail license applications.
- Sec. 181 amended to add clarity application for Temporary “Class B”/Class “B” license applications.
- Sec. 4-182 amended to change minors to underage and adding language that a permit is required from the Park Department when securing a license and the premise includes an eligible park, shelter or facility.

The full text of the Ordinance may be obtained from the City Clerk’s Office, 400 La Crosse St., La Crosse, Wisconsin. The Clerk’s phone number is 608-789-7510. Said Ordinance may also be accessed at the Legislative Information Center on the city’s website, which is [www.cityoflacrosse.org](http://www.cityoflacrosse.org). The reference number to Search is: 25-1018.

This notice is pursuant to Wis. Stat., sec. 62.11(4), which authorizes the publication of ordinances in summary form.

Nikki M. Elsen, WCMC  
La Crosse City Clerk

Published: 10/18/2025