



# City of La Crosse, Wisconsin

## ORIGINAL ALCOHOL LICENSE APPLICATION INFORMATION SUBMITTAL

Rev. 10/2025

(Ch. 4, secs. 4-72 & 4-142)

*All new applicants for an alcohol license pursuant to Chapter 4 of the La Crosse Municipal Code shall submit the following information with the original alcohol applications. Any false statement contained in such application shall automatically nullify any license issued pursuant thereto.*

*Applications will not be accepted until all of the information is complete and necessary documents provided.*

### TYPE OF LICENSE(S) REQUESTED

Class A:  Beer,  Liquor

Class B:  Beer,  Liquor

Class C:  Wine

### APPLICANT

**Legal Business Name** (Corporation, LLC, Sole Proprietor, Partnership):

**Trade Name:**

**Address:**

Street

City

State

Zip Code

**Telephone Number:**

**Email:**

**Website:**

### ACTIVE USE OF LICENSE

I understand that if a license is granted, said license **must be activated within 90 days of being granted** pursuant to Municipal Code secs. 4-43 and 4-108. This means open for business with stock and equipment.

**Anticipated Date of Opening:**

I understand that if a license is granted, said license shall be actively utilized pursuant to Municipal Code sec. 4-12. Actively utilized shall mean open for business with regular and consistent operating hours. If a license is not actively used throughout any 90-day period, the license shall be subject to revocation or suspension pursuant to sec. 4-82.

I understand that **if there is any change to the license or licensee information**, including but not limited to change in officers/members/directors or agent or their address/phone number, change in hours of operation, etc., **the City Clerk will be notified within 30 days** pursuant to Wis. Stat. sec. 125.04(3)(h).

### CORPORATIONS/LLCs – AGENT QUALIFICATIONS & RESPONSIBILITIES

(N/A for Sole Proprietors and Partnerships)

I understand that as an officer of the applicant corporation or member of the applicant limited liability company, the appointed alcohol license agent shall meet the requirements of Wis. Stat. Ch. 125 and, in addition, shall have resided within the State of Wisconsin continuously for 90 days prior to the date of application and shall reside within a 25-mile radius of the City limits at the time of application and at all times such individual shall be the appointed agent. Further, the appointed agent is an individual who is regularly involved in the actual conduct of the business and has full authority and control of the premises described and of the conduct of all business on the premises relative to alcohol beverages.

### BUSINESS PLAN

**Type of Establishment:**

Tavern  Nightclub  Restaurant  Liquor Store  Grocery Store

Convenience Store with gas pumps  Convenience Store without gas pumps

Other \_\_\_\_\_

**Hours of Operation:**

