



City of Shawano

127 S Sawyer Street, Shawano, WI 54166
(715) 526-6138 Fax: (715) 526-5751

March 17, 2025

Dear Alcohol License Holder:

Your current beer, liquor, and/or wine license expires June 30, 2025. Please read and follow the important instructions below carefully if you wish to renew your license. Also, please keep this letter for reference.

Forms required to renew your license are available on our website: www.cityofshawano.com or they can be picked up at City Hall. To view the forms on the website, look under the **Departments** tab; under City Clerk click **Licensing**, then **Liquor License Information**. Also, print out the application(s) for other licenses under **Non-Liquor Licensing Information**, if applicable (i.e. amusement, bowling, cigarette, etc.). State law requires that all applications for beer, liquor, or wine licenses must be submitted to the City Clerk's office at least fifteen (15) days before the Common Council may act upon the application. **Therefore, to meet all requirements for you and City Hall, please adhere to the following schedule:**

April 24, 2025:	All Alcohol License applications due to City Hall
May 9, 2025:	City Newspaper Publication date
May 14, 2025:	City Council meets and acts on submitted applications
May 30, 2025:	Operator License Renewal applications due to City Hall
June 12, 2025:	Last day for license fees to be paid by check
June 16, 2025:	License fees must be paid via cashier's check, money order, or cash
June 25, 2025:	Licenses ready for pickup (<i>or delivery</i>) at City Hall
June 30, 2025:	All licenses picked up (<i>or delivered</i>) and displayed inside your establishment

Payment. A \$20.00 fee is due at the time of filing to cover the publication cost. The entire license fee may also be paid at this time to avoid the end of June payment rush. This provides more flexibility in who picks up the licenses. No separate invoice will be sent.

License Type Change. If there is a change in license type (i.e. individual to corporation) or any changes to the Wisconsin's Seller's Permit or FEIN, this requires a new application form to be filed.

Federal/Wisconsin ID Numbers. You **MUST** provide your Wisconsin's Sellers Permit number and Federal Employer Identification Number (FEIN) before a license will be issued. Please place these numbers at the top of all forms requesting them.

Seller's Permit. Please include a copy of your **current Wisconsin Business Tax Registration Certificate** issued by the Wisconsin Department of Revenue with your application. This document will consist of a) Expiration Date, b) Legal/Real Name, and c) Tax Types (Sales & Use Tax number). We will be asking every year for this copy, so please check the date on the permit. City Hall will be happy to make the copy if need be.

Premises Description. Please provide a complete and accurate description of the building or buildings where alcoholic beverages are to be stored, sold, or served; an address or leaving blank is not acceptable. Please remember, if having outside activities to license that area (*i.e. volleyball court, horseshoe pits, bar room, patio, etc.*).

Drawing. A detailed drawing of the property showing locations of alcohol, doors, etc. **is required** before City Hall will issue a license. **A new drawing is required each year...** does not need to be drawn to scale.

Notary Public. Some of the applications must be signed before a Notary Public, otherwise the applications are deemed invalid. If City Hall receives forms without the required notarized signatures, the forms will be returned. **Please do not sign forms without a Notary present.** City Hall can notarize documents.

Late filing fee. All applications submitted after **April 24, 2025**, will be assessed a \$25.00 late filing fee.

Driver's License. A copy of a driver's license for all officers and agents listed on the licensing application is required as a part of our licensing process.

Delinquent Taxes/Bills. All outstanding bills owed to the City (i.e. property taxes, bills for fire calls, snow removal, grass cutting, SMU Utility bills, etc.) or owed to any alcohol vendor for outstanding accounts **must** be paid in full before a license will be released.

Operator Licenses (a.k.a. Bartender Licenses). The renewal process of operator licenses will begin May 1, 2025. Please have your operators check their operator license card for the expiration date, and if needed, **submit renewal paperwork before May 30, 2025.** The application form is available on our website. **PLEASE NOTE: the fee for Operators Licenses is \$50.00 for a 2-year license.**

ALL LIQUOR/BEER LICENSES MUST BE APPROVED BY CITY COUNCIL.

License Pickup Date. Licenses may be picked up at City Hall starting after **June 25, 2025.** Payment for licenses may be made prior to June 25, 2025 (*please see the schedule on the front of this letter*). However, they **will not** be available for pickup until **June 25, 2025.**

***** License Delivery. ***** If all license fee payments are received at the time of filing and all outstanding and/or delinquent bills owed to the City are paid, the City will deliver the license to the local business address on or before June 25, 2025. No need to remember to pick them up!! Please note that if your corporate office requires a copy of the license to be emailed to them, this information should be submitted with the application.

If you have any questions, please do not hesitate to contact us at City Hall.

Sincerely,



Leah Pierquet
Deputy Clerk
City of Shawano