

CITY ISSUED LICENSES - RENEWAL INSTRUCTIONS

FILING DEADLINE: April 15th

All licenses expire on June 30th of each year. Please read the following instructions for renewal. WI State law requires your completed application to be on file with the Clerk at least 15 days prior to approval. The Common Council will review for approval prior to your license expiring on June 30th.

THIS WILL BE YOUR ONLY NOTICE FOR RENEWAL – WE WILL NOT BE SENDING REMINDERS

IMPORTANT: Any incomplete or illegible applications will be returned to you and may affect the renewal process. All licenses and/or permits are subject to required inspections by the Fire Department, background checks by the Police Department, and certification of Chapter 923 Ashland City Ordinances by the Treasurer.

ALCOHOL RETAIL BEVERAGE LICENSES: Complete and Return the Following with the Appropriate Fee:
*Links to fillable forms provided (*Required items)*

- AT-115 Renewal Alcohol Beverage License Application
<https://www.revenue.wi.gov/DORForms/at-115f.pdf>
Note: Question 4 requires a *complete* written description of where all alcohol is stored or served. Also include areas/rooms where invoices for the purchase of alcohol are kept. **Do not use the premises address as a description; "Entire Building" is invalid: your application may be**
- *Include your current Wisconsin Seller's Permit Number, Tax Registration Certificate **AND** *Federal Employer ID Number (FEIN). A copy is required to be submitted with your application.
- *AT-104 Appointment of Agent by Corporation <https://www.revenue.wi.gov/DORForms/at-104f.pdf>
Note: This is required even if the agent hasn't changed from the prior year.
- *AT-103 Auxiliary Questionnaire <https://www.revenue.wi.gov/DORForms/at-103f.pdf>
Note: Each member, officer, partner, owner and registered agent must complete their own questionnaire, including full name with middle name/initial, birth date, and SS#
- Wisconsin Driver's License (copy)
***Note:** Required for all Sole Proprietor applicants and all Registered Agents. New agent appointments also need to submit their Responsible Beverage Server's Course Completion Certificate.

WI Department of Revenue publications, links and fee schedule can be found on the City of Ashland website:
<https://www.coawi.org/238/Licenses>

PUBLICATION FEE The State of Wisconsin Dept. of Revenue requires all alcohol license applications be noticed three times in a local publication prior to being approved. This \$50.00 fee is paid by the license applicant.

BARTENDERS (OPERATOR OR SERVER LICENSE)

We do not send out renewal notices for bartender/operator licenses. It is the responsibility of the business' management to be sure your bartenders' licenses are unexpired and up to date per WI State Law.

Applications can be found on the City of Ashland website:

<https://www.coawi.org/DocumentCenter/View/1235/Operators-License-Application-01-2020>. *APPLICANTS must show proof of current certification. For course information: [WI DOR Approved Courses](#)

Note: Copy of WI Seller's Permit and Tax Registration Certificate are required with the below applications.

TOBACCO

- [Cigarette and Tobacco Products Retail License Application](#) (if applicable) or fillable form at <https://www.revenue.wi.gov/dorforms/ctp-200f.pdf>

COIN OPERATED MACHINES (GAMES, JUKEBOXES, ETC) & ARCADE

- [Application Link](#) (if applicable) Note: Chapter 822.01 Ashland City Ordinances defines an arcade as "...any premises where four or more coin operated amusement devices are made available to members of the public." *An Arcade License is required for those businesses who fall into this category and include 1 game in the fee.

RECYCLING/SALVAGE FACILITY

- [Application Link](#) Note: All recycling and/or salvage businesses must comply with regulations set forth in Chapter 900 Ashland City Ordinances and provide a valid, unexpired *Certificate of Liability Insurance with application naming the City of Ashland as Certificate Holder.

TAXICAB

- [Application Link](#) Note: All taxicab businesses must comply with regulations set forth in Chapter 911 Ashland City Ordinances and provide a *copy of the current vehicle insurance.

PAWNBROKER

- [Application Link](#) Note: All taxicab businesses must comply with regulations set forth in Chapter 864 Ashland City Ordinances. *Proof of bond as defined within the Chapter 864.06 must accompany the application.

MOBILE HOME PARK

- [Application Link](#) Note: All taxicab businesses must comply with regulations set forth in Chapter 871 Ashland City Ordinances and current copy of *License and Compliance Bond.

Fees Regulated per [WI § Ch. 125](#)

CLASS A BEER (RETAIL-not bar/tavern/restaurant)	\$100.00
CLASS A LIQUOR (RETAIL-not bar/tavern/restaurant)	\$500.00
CLASS B BEER (bar/tavern/restaurant)	\$100.00
CLASS B LIQUOR (bar/tavern/restaurant)	\$500.00
CLASS C WINE	\$100.00

2021 COMPREHENSIVE FEE SCHEDULE [CH. 165](#) AS APPROVED BY CITY COUNCIL

Arcade License	\$30.00	<i>Includes 1 game</i>
Coin Operated Game	\$25.00	per machine
Duplicate/Replacement Coin Operated License	\$15.00	per license
Jukebox License	\$20.00	per machine
Mobile Home Park License	\$5.00	per space
Pawnbroker License	\$210.00	
Recycling Junk Dealer License	\$100.00	
Cigarette and Tobacco License	\$75.00	
Taxicab License	\$50.00	first vehicle
	\$25.00	ea addl vehicle
Taxicab License Transfer	\$50.00	first vehicle
	\$25.00	ea addl vehicle
Operator's License	\$30.00	one year
	\$50.00	two years
Duplicate/Replacement Operator License	\$10.00	per license
Change of Agent	\$10.00	
Publication Fee Per Liquor License	\$50.00	

Please consider the notes below for future renewals, and thank you in advance for your cooperation.

- **COMPLETED APPLICATIONS ARE DUE APRIL 15, 2021 to the City Clerk's office.**
- License forms can be found on either the WI Department of Revenue's website or the City of Ashland's website. Most links for resources are provided.
- Keep a copy of your application for your own files to assist completing future applications.
- Use the WI DOR publications to guide you through the application/renewal process:
 - Wisconsin Alcohol Beverage and Tobacco Laws for Retailers
<https://www.revenue.wi.gov/DOR%20Publications/pb302.pdf>
 - Retail Alcohol Beverage Licensing Information
<https://www.revenue.wi.gov/DOR%20Publications/pb309.pdf>