
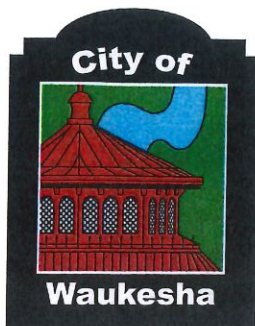


Other License Applications for
Ordinance & License Meeting to be held on September 10, 2018
Common Council to be held on September 18, 2018

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Trade Name		Invited	Agent Name	Applying for License
1.	City Of Waukesha Chamber Of Commerce		Matt Sirinek	Special "Class B" Retail License
	Comments:	Application for the Wauk-tober beer and wine walk to be held on October 13th, 2018 from 5:30 pm to 8:30 pm.		



COMMUNITY DEVELOPMENT

201 DELAFIELD STREET
WAUKESHA, WISCONSIN 53188-3633
TELEPHONE 262/524-3750 FAX 262/524-3751

Jennifer Andrews, Director

jmandrew@ci.waukesha.wi.us

MEMO

To: Ordinance & License Committee

From: Sally Kahlfeldt

Date: September 10, 2018

Re: Wauk-Tober, A Craft Beer and Wine Walk

The City of Waukesha Department of Community Development, in collaboration with the Waukesha Downtown Business Association (WDBA) and City of Waukesha Chamber of Commerce would like to host a Fall Wine and Craft Beer Walk event in our downtown Saturday, October 13, 2018 from 5:30 to 8:30 pm.

A Beer/Wine Walk is an interactive way to get people into our downtown to showcase all of the great items or services Waukesha businesses have to offer. The idea is to have 10 to 20 participating locations and different wines and craft beers in each participating business. Participants will pre-register for the event via an online ticketing system or in person the day of the event.

Participants will stroll through downtown to different shops, galleries, restaurants, and other businesses. Each business would have wine and beer on hand and pour a small sample. All alcohol must be consumed in the host site. Wine walks have grown in popularity in recent years and are held in downtowns of all sizes. A recent Wine Walk in the Wisconsin Dells sold out in 11 minutes.

The State of Wisconsin allows up to two Wine/Beer Walks per year and the organization hosting the event along with participating host sites must obtain appropriate licenses to participate. For your convenience, I have attached the Wisconsin State Statutes for the licensing of alcohol beverages along with the Wisconsin Alcohol Beverage and Tobacco Laws for Retailers which addresses the parameters for this type of event. We have also been working closely with the City Attorney's office, specifically Attorney Brian Running, for guidance as we proceed.

All profits from this inaugural Beer/Wine walk event will be invested in our downtown as the City of Waukesha continues our redevelopment and revitalization efforts.

