

## Reminders

- During all hours of operation, you MUST have a licensed operator/bartender (or agent) on shift to oversee the sales, service, or consumption of alcohol. (125.32)
- Any individual selling/serving alcohol MUST be either a licensed operator/bartender (or agent), or directly supervised by a licensed operator/bartender (or agent). Failure to do so during a compliance check may result in fines, sanctions, and/or revocation of license.
- The Tavern League of WI has a SafeRide program that provides transportation from the licensed premises to a person's home at no cost to the patron. Consider participating.
- Upon receiving your license from the City of Glendale, you are required to frame and place in a conspicuous public location (125.04(10)).
- All beer taps must properly display the brand being drawn from tap (125.32(5)).
- The operation of video gambling machines is a violation of Wisconsin law. Please DO NOT register unlawful video gambling devices on your City of Glendale Coin Machine license application.
- The City of Glendale will check all records for outstanding fines/fees/charges owed and any life-safety issues with the North Shore Fire Department as part of the application process. All delinquent debt to the City of Glendale must be paid and all NSFD issues must be abated prior to license issuance.

## Publications to Keep You Current

- **DOR Website:**  
<https://www.revenue.wi.gov/Pages/AlcoholBeverage/home.aspx>
- **DOR Information for WI Alcohol Beverage Retailers:**  
<https://www.revenue.wi.gov/DOR%20publications/pb302.pdf>
- **DOR Information for WI Tobacco Retailers:**  
<https://www.revenue.wi.gov/DOR%20Publications/pb304.pdf>
- **DOR On Tap News Archive:**  
<https://www.revenue.wi.gov/Pages/AlcoholBeverage/DOR-on-Tap-Archive.aspx>
- **Wisconsin State Statutes Chapter 125:**  
<https://docs.legis.wisconsin.gov/statutes/statutes/125>
- **City of Glendale Ordinances:**  
[https://library.municode.com/wi/glendale/codes/code\\_of\\_ordinances](https://library.municode.com/wi/glendale/codes/code_of_ordinances)



**All application forms are available on our website:**

<https://www.glendale-wi.gov/269/Licensing-Forms-Applications>



**Submit your application, fees, and any additional requirements to:**

City of Glendale Clerk's Office  
5909 N Milwaukee River Pkwy  
Glendale, WI 53209



**Make check payable to:**  
City of Glendale



**Approved licenses will be sent to the applicant in late June.**

# 2025-2026 City of Glendale License Applications & Renewals



**5909 N Milwaukee River Parkway  
Glendale, WI 53209**



**(414) 228-1700**



**<https://www.glendale-wi.gov/269/Licensing-Forms-Applications>**

## License Overview

Enclosed are the application materials to renew your City of Glendale Alcohol Beverage License(s) for the license year beginning July 1, 2025 and ending June 30, 2026.

This is not a renewal year for Operator/Bartender licenses. All existing licenses have been issued for the license period from July 1, 2024 and ending June 30, 2026. Any non-licensed team members will need to apply for the mid-cycle license.

If required, you will also find the cigarette, tobacco, and vaping license application for the license year July 1, 2025 and ending June 30, 2026.

Other license applications and fees are available for:

- Arcade License
- Arcade Operator
- Coin/Amusement Machines
- Dance Hall
- Pawnbrokers, Secondhand Article & Secondhand Jewelry Dealers
- Used Vehicle Dealer and Used Parts

## Deadlines

Your **COMPLETED** applications must be filed in-person or postmarked no later than **May 15, 2025** to avoid late fees. Establishments filing after this date will NOT be licensed to sell on July 1, 2025.

**Applications received after May 15, 2025 will be assessed a double fee.**

## Fee Schedule

Class "A" Beer * **	\$100
Class "B" Beer * **	\$100
"Class C" Wine * **	\$100
"Class A" Liquor * **	\$500
"Class B" Liquor * **	\$500
Wholesale Beer * **	\$25
Arcade **	\$250
Arcade Operator **	\$30
Bartender **	\$75
Bartender (Mid-Cycle) **	\$37.50
Cigarette **	\$100
Coin Machine (Food/Soda)	\$30
Coin Machine (Amusement)	\$35
Dance Hall **	\$150
Pawnbrokers, Secondhand Article & Secondhand Jewelry Dealers **	\$200
Used Vehicle Dealer and Used Parts **	\$500

\* A \$25 Publication Fee is required. Wisconsin law requires alcohol licenses to be noticed in a local publication prior to approval.

\*\* An additional \$15.00 per person named on these applications is also required. This fee is to cover the cost of a record check of the individuals through the Wisconsin Crime Information Bureau. Please note that only one \$15.00 fee should be paid per individual, when the same person is named on more than one form.

**IMPORTANT: Any incomplete or illegible applications will be returned to you, and may affect the renewal process and/or delay issuance.**



## Alcohol & Tobacco License Application Checklists

### **AB-200 Alcohol Beverage License Application or CTV-100 Cigarette, Tobacco, and Electronic Vaping Device Retail Application**

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, per the DOR.

### **AB-101 or CTV-102 Appointment of Agent**

Note: City of Glendale Ordinance requires agents to reside within 25 miles of City Hall 30 days prior to application and during the license period. State of Wisconsin Statute 125.04(5)(a) requires continuous residence for at least 90 days prior to the date of application. The agent must have taken a WI Certified Responsible Beverage Server Course or have been a licensed Operator/Bartender/Agent in the last two years (proof required).

### **AB-100 or CTV-101 Individual Questionnaire**

Note: Each member, officer, partner, owner, and registered agent must complete their own questionnaire.

### **Include your current Wisconsin Seller's Permit Number AND Federal Employer ID Number (FEIN).** A copy of your WI Seller's Permit is required to accompany all applications.

### **Provide a detailed drawing/floor plan to satisfy the Premises Description** requirement of the application. The floor plan must include the locations where alcohol may be sold/possessed, consumed, and stored.

**The DOR requires forms to be completed annually, and they cannot be brought forward from last year's application.**