

Application for Temporary Class "B" / "Class B" Retailer's License

See Additional Information on reverse side. Contact the municipal clerk if you have questions.

FEE \$ 10 per event + \$7 (applicant background investigation fee)

Application Date: 08/13/2025

☐ Town ☐ Village ☒ City of Appleton

County of OUTAGAMIE

The named organization applies for: (check appropriate box(es).)

☐ A Temporary Class "B" license to sell fermented malt beverages at picnics or similar gatherings under s. 125.26(6), Wis. Stats.

☒ A Temporary "Class B" license to sell wine at picnics or similar gatherings under s. 125.51(10), Wis. Stats.

at the premises described below during a special event beginning 10/2/2025 and ending 10/2/2025 and agrees to comply with all laws, resolutions, ordinances and regulations (state, federal or local) affecting the sale of fermented malt beverages and/or wine if the license is granted.

1. Organization (check appropriate box) →

- ☐ Bona fide Club ☐ Church ☐ Lodge/Society
☐ Veteran's Organization ☐ Fair Association or Agricultural Society
☒ Chamber of Commerce or similar Civic or Trade Organization organized under ch. 181, Wis. Stats.

(a) Name APPLETON DOWNTOWN, INC.

(b) Address 333 W. COLLEGE AVE. SUITE 100, APPLETON, WI 54911
(Street) ☐ Town ☐ Village ☒ City

(c) Date organized 4/2/1993

(d) If corporation, give date of incorporation _____

(e) If the named organization is not required to hold a Wisconsin seller's permit pursuant to s. 77.54 (7m), Wis. Stats., check this box: ☐

(f) Names and addresses of all officers:

President STEVE LONSWAY, 1004 S. OLDE ONEIDA ST., APPLETON, WI 54915

Vice President KOLBY KNUTH, 901 S. LAWE ST., APPLETON, WI 54915

Secretary STEPHANIE LONEY, 425 BETTER WAY, APPLETON, WI 54915

Treasurer TOM KLISTER, 229 E. WASHINGTON ST., APPLETON, WI 54911

(g) Name and address of manager or person in charge of affair: JENNIFER STEPHANY

(g)1. Date of Birth: _____ (g)2. Drivers License #: _____ (g)3. Email _____ Phone: _____

2. Location of Premises Where Beer and/or Wine Will Be Sold, Served, Consumed, or Stored, and Areas Where Alcohol Beverage Records Will be Stored:

- (a) Street number 333 W. COLLEGE AVE., SUITE 100 & THE BUSINESS ADDRESSES ATTACHED - first floor storefront for
(b) Lot _____ Block _____ each additional
(c) Do premises occupy all or part of building? YES address
(d) If part of building, describe fully all premises covered under this application, which floor or floors, or room or rooms, license is to cover: FIRST FLOOR OFFICE, INSIDE THE HILTON APPLETON PAPER VALLEY HOTEL and the first floor storefront for each additional address attached to this form.

3. Name of Event

(a) List name of the event SHOP, SIP & STROLL WINE WALK

(b) Dates of event 10/2/2025

(c) Time(s) of event 4:00 PM - 9:00 PM

DECLARATION

An officer of the organization, declares under penalties of law that the information provided in this application is true and correct to the best of his/her knowledge and belief. Any person who knowingly provides materially false information in an application for a license may be required to forfeit not more than \$1,000.

Officer

Jennifer Stepany 8/13/2025
(Signature / Date)

Appleton Downtown Inc.
(Name of Organization)

Date Filed with Clerk _____

Date Reported to Committee _____

Date Granted _____

License No. _____

COA Dept. Approval: Police _____ Fire _____ Health _____

Wine Walk - 2025

Business Name	Address	Contact Name	Email	Phone
Olive & Rose Boutique	121 E College Ave. Appleton, WI 54911	Pamela Goel		
Cedar Harbor	611 N Morrison St. Appleton, WI 54911	Lisa Gavronski		
Tardigrade's Bookshelf	501 N Richmond St. Appleton, WI 54911	Katherine Freund		
POLLEN	103 E College Ave. Appleton, WI 54911	Marissa Knuth		
Beatnik Betty's	214 E College Ave. Appleton, WI 54911	Monika Austin		
Sugar Rushlow Boutique	129 E College Ave. Appleton, WI 54911	Nicole Rocheleau		
Lillians of Appleton	115 E College Ave. Appleton, WI 54911	Kara Manuel		
Chandeller Boutique	512 W College Ave. Appleton, WI 54911	Tina Plummer		
Eco Candle Co.	123 E College Ave. Appleton, WI 54911	Shelly Nystrom		
Ana's Sewing Studio	1230 W College Ave. Appleton, WI 54914	Janel Bedor Griffiths		
Blue Moon Emporium	227 E College Ave. Appleton, WI 54911	Jennifer Nowak		
Vintage Garden	119 E College Ave. Appleton, WI 54911	Toni Wates		