

## 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: \_\_\_\_\_

☐ 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 8/22/2025 and ending 8/22/2025 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., 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 LYSSA KING, 211 W. COLLEGE AVE., APPLETON, WI 54912

Vice President STEVE LONSWAY, 1004 S. OLDE ONEIDA ST., APPLETON, WI 54911

Secretary KOLBY KNUTH, 901 S. LAWE ST., 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, 333 W. COLLEGE AVE., APPLETON, WI 54911

(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 COLLEGE AVENUE, FROM SUPERIOR STREET TO DURKEE STREET

(b) Lot \_\_\_\_\_ Block \_\_\_\_\_

(c) Do premises occupy all or part of building? NO

(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: TWO BAR LOCATIONS ON COLLEGE AVENUE WITH LICENSED BARTENDERS. WRISTBANDS & TICKETS REQUIRED WITH PROPER ID.

### 3. Name of Event

(a) List name of the event LIGHT THE NIGHT MARKET

(b) Dates of event 8/22/2025

(c) Time(s) of event 5:00 PM - 10:00 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

(Signature / Date)

Appleton Downtown Inc.  
(Name of Organization)

Date Filed with Clerk 2/20/25

Date Granted \_\_\_\_\_

Date Reported to Committee \_\_\_\_\_

License No. \_\_\_\_\_

COA Dept. Approval: Police \_\_\_\_\_ Fire \_\_\_\_\_ Health \_\_\_\_\_