



LEGAL & ADMINISTRATIVE
SERVICES DEPARTMENT

Office of the City Clerk

Kami Lynch, Clerk

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September 6, 2023

To: Safety & Licensing Committee – Chris Croatt, Chair
Common Council

From: Kami Lynch, City Clerk *KOL*

Re: City Clerk's Office Fee Proposals effective 2024

In conjunction with the 2024 budget process, a review of various license fees was conducted to ensure our fees are in line with comparable communities (both in size and geography), and to more accurately reflect the administrative costs incurred by the City in processing license applications. While the City will not be able to entirely recoup the administrative costs in processing license applications, this recommendation strikes an appropriate balance between cost recovery and being compatible with comparable communities.

License Type	Current Fee	Proposed Fee
Class "A" Beer	\$ 200.00	\$ 250.00
"Class A" Liquor	\$ 300.00	\$ 450.00
Operator	\$ 60.00	\$ 65.00
Amusement Device	\$ 15.00	\$ 25.00
Secondhand Article Dealer	\$ 90.00	\$ 100.00
Fireworks Sales	\$ 80.00	\$ 100.00
Mobile Home Park	\$ 100.00	\$ 125.00
Special Event	Varies	10% Overall

Details prompting the fee increases include:

- 1) Class "A" Beer, "Class A" Liquor, and Operator license fees are proposed based on the average of neighboring municipality fees and municipalities that are of a comparable size to Appleton. New Operator License software and related equipment has higher costs for ink and this fee increase will help to somewhat offset this.
- 2) Amusement Device license fees increase to get us closer to the average of the comparable communities while also accounting for additional time and procedures necessary in the application review process.
- 3) Secondhand Article license fees increase for the initial/new license to account for administrative processes related to the tracking/review of secondhand materials. The renewal fee of \$75 for this license will remain unchanged.

- 4) Licenses to sell fireworks will see a small fee increase, but there will also be forthcoming changes to the municipal code regarding what the fee covers in terms of duration and the number of employees included in the license. The proposed municipal code changes are to include two employees under the license instead of one employee. Therefore, the fee change is primarily to streamline the licensing procedure.
- 5) The Mobile Home Park license fee was compared with similar municipalities who set the license fee based upon the number of spaces in the park. Most charge \$100 for a park with 50 spaces. The Mobile Home Park in the City of Appleton has 79 spaces, hence the proposed fee of \$125.00.
- 6) The process surrounding administration and fees of Special Event Licenses is currently under evaluation and undergoing modifications. Substantial changes to the licensing process and fees are on the horizon for 2025. The last time special event fees were adjusted was in 2017. The 10% fee increase seeks to recover a minimal amount of the costs that the City devotes to services/planning related to special events in 2024, with anticipation that the entire fee structure will be modified for 2025.

Please do not hesitate to direct any questions concerning these proposals to me at 920-832-6443 or kami.lynch@appleton.org