

## BEVERAGE OPERATOR'S LICENSE CITY OF LA CROSSE

1. **When is a beverage operator's license required?** Any person 18 years of age or older who is serving, selling or dispensing alcohol beverages must obtain an operator's license, unless under the immediate supervision of a person with an operator's license or agent of the licensed establishment. "Immediate supervision" means the operator or agent must be able to, at all times, see and hear the activities of those persons serving alcohol beverages.
2. **Is the license good anywhere in the State of Wisconsin?** No; only in the city limits of La Crosse. Each municipality licenses separately.
3. **When is a beverage operator's license likely to be denied by the Police Department?** Subject to Wisconsin's Fair Employment Act, the applicant may not have been convicted of a felony, which substantially relates to the alcohol beverage licensing activity, or be a "habitual law offender." If any delinquent or outstanding fine/fees/charges are due the City, there will be a hold placed on the license until proof of payment is presented.
4. **Do I have to take the training?** Yes, unless you: (1) have taken the training within the last two years, (2) have held a beverage operator's license from any municipality in Wisconsin within the last two years, (3) have been an agent on a Wisconsin retail license within the last two years or (4) are applying for a 14-day temporary beverage operator's license.
5. **What are some training options?** The Legal/Responsible Beverage Server course is offered by online instruction providers that have been approved for certification by the Wisconsin Department of Revenue. Go to the Department of Revenue Training page for options: <https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>.
6. **How much is the license fee?** Fees are non-refundable.  
  
    Two-year (or portion thereof) – \$50.00  
    If applying mid-license period (7/1–6/30), you will not receive a full 2-year license.  
  
    14-day Temporary - \$20.00  
    Issued only to operators employed by, or donating services to, nonprofit corporations.  
    Limit of two licenses per calendar year.
7. **May I work once the license fee is paid?** If working under the immediate supervision of another licensed operator or agent of the establishment where you are working, yes. If working alone, no. A receipt is not a license.
8. **When will a license be mailed to me?** The license will be issued by the City Clerk and mailed following approved background and delinquency checks. Please allow approximately 10-15 days.
9. **What steps are necessary to obtain a license?**
  - Complete the "Responsible Beverage Server" course and print certificate, if necessary. \*
  - Complete [Application for Beverage Operator License](#).
  - Submit to the City Clerk's Office with applicable fee.  
*Applications can be mailed or deposited in the GREEN drop box on the north side of City Hall or dropped off at City Hall during public service hours. Applications must be complete (legible and signed) and be accompanied by the required documentation and applicable fee.*

\*If this is an original application, the Responsible Beverage Server certification must accompany the application.

\*If transferring a license from another Wisconsin municipality, a copy of the license must accompany the application.