



March 11, 2025

Dear:

It is time for your 2025-2026 liquor license application process. You can find the forms online at the Department of Revenues website at [www.revenue.wi.gov/Pages/Form/alcohol-Home.aspx](http://www.revenue.wi.gov/Pages/Form/alcohol-Home.aspx), or by stopping into City Hall and picking up printed copies.

Use the alcohol application (AB-200), the Individual Questionnaire (AB-100) and Appointment of Agent (AB-101) forms do need to be filled out **EACH** year.

If you are applying for a Cigarette License (CV-100, CV-101, CV-102), there are **3** forms this year that you **MUST** fill out.

The fees for your license(s) are: \$. You are only required to pay the \$40 publication fee at the time you submit your application. For your convenience, on file we have your FEIN as & your WI Seller's Permit Number as:.

**WE MUST HAVE A COPY OF A CURRENT WI SELLER'S PERMIT  
BEFORE YOUR LICENSE WILL BE ISSUED.**

On the back of this letter is a list of important dates for your assistance. If you have any questions, please don't hesitate to call City Hall at (920) 674-7700.

**All applications are due Friday, May 9, 2025!**

**After this date the publication fee will go up!!**

Sincerely,

A handwritten signature in blue ink that reads 'Sarah D. Copsey'.

Sarah Copsey  
City Clerk/Deputy Treasurer  
City of Jefferson

# IMPORTANT DATES

- May 9, 2025 - BEVERAGE APPLICATIONS ARE DUE.**  
The publication fee of \$40 is due at this time.
- May 28, 2025 -** Renewal operator license applications due for the June 3, 2025, meeting.
- May 28, 2025 -** Last day to submit "LATE" beverage applications for the June 17, 2025, Council Meeting. An increased publication fee will be assessed.
- June 3, 2025 - COMMON COUNCIL MEETING**
- June 4, 2025 -** Approved licenses can be picked up at City Hall after 2:00 p.m.  
**The remaining balance is due at this time.**
- June 12, 2025 -** Last day to submit renewal operator license applications for the June 17, 2025 meeting.
- June 17, 2025 - COMMON COUNCIL MEETING**
- June 18, 2025 -** Approved licenses can be picked up at City Hall after 2:00 p.m.  
The remaining balance is due at this time.
- June 30, 2025 - ALL LICENSES MUST BE PICKED UP BY 5:00 P.M. TO OPERATE  
JULY 1, 2025 AT 12:01 A.M.**