



Village of Poplar Grove – Board Meeting Memo

Kristi Richardson

February 4, 2026

****Subject:****

Liquor, Tobacco, & Game License Fees

1. Background:

Liquor, Tobacco, and Gaming licenses fees have not been reviewed or increased since January 16, 2019. This analysis provides an opportunity to review our current rates to our comparable communities.

2. Current Status:

Our licenses renew each year July 1st. In efforts to ensure we are competitive while being fair to our existing establishments we felt a comparable analysis should be conducted. The comparison includes 5 other municipalities of the same size (+/-) 50% of our population; or a population range of 2,583 – 7,748.

Analysis included:

- City of Greenville
- Village of Sandwich
- Village of Spring Grove
- Village of Berkley
- City of Genoa

Please note that some of the comparables do not use an add-on system as we do. Some of the comparables use a packaged price system or have a by business type pricing breakdown.

3. Fiscal Impact:

Any legal services to update ordinance, codification, any monies collected for the licensing.

4. Legal Review (if applicable):

No legal review has been done at this time.

5. Recommendation:

After reviewing the comparable fee documents, it is clear there is a large disparity in our tobacco license fee, gaming terminal fees, one-time application fees for liquor licenses, BB Gaming liquor license. There is also noticeable disparity in our class B liquor license, beer garden licenses, and the class K to go license.

~Our Recommended Pricing~

- We recommend any new liquor license applications be subject to a one-time application fee of \$500.
- We recommend moving the class B fee from \$500 to \$600
- We recommend moving class J (Beer Garden) fee from \$100 to \$200
- We recommend moving the class K (To Go) fee from \$50 to \$100
- We recommend further discussion on the cost of the BB Gaming License as it is quite a bit higher than the other comparables who offer similar license.
- We recommend moving the Tobacco fee from \$20 to \$100 – if needed we could create a tiered system moving the fee over the course of 2 year. \$50 in 2026 and \$100 in 2027
- We recommend moving the game terminal fee (per terminal) from \$25 to \$125 and to do this over the next 2 years. \$75 in 2026 and \$125 in 2027

Please note that gaming terminal operators receive a 50% credit of cost back from their provider.

Also remember that gaming taxes are used for park improvements.

6. Supporting Documents (if applicable):

Attached – Liquor, Tobacco, & Game License Fees Comparison Spreadsheet

Not Applicable

****Signature:****

Kristi Richardson

Village President