

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 \$ 10.00

Application Date: 4-12-2024
County of Jefferson

☐ Town ☐ Village ☒ City of Watertown

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 12:00pm and ending 5:00pm 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 Watertown Main Street Program

(b) Address 519 E. Main St. Watertown, WI 53094
(Street) ☐ Town ☐ Village ☒ City

(c) Date organized 2000

(d) If corporation, give date of incorporation 2000

(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 Ron Counsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kevin Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094

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 202 W. Main St. Watertown WI. 53094 20h!2

(b) Lot Block Salon Suites

(c) Do premises occupy all or part of building? Part

(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: Event limited to first floor retail space

3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

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 Jody Purcell 4-19-24 Watertown Main Street Program
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

Date Reported to Council or Board 5/5/24

Date Granted by Council

License No.

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Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watertownmainstreet@gmail.com 920-342-3623

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 Fuelify 114 N Water St Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? Part

(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: limited to first floor retail space

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Officer Jody Purcell 4-19-24 Watertown Main Street Program
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4/19/24

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Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watertownmainstreet@gmail.com 920-242-3623

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 Bradon Jewelers 217 E. Main St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All, event limited to retail space

(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: event limited to retail space

3. Name of Event

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(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watermainstreet@gmail.com 920-342-3623

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 Brown's Shoe Fit Co. 212 E. Main St Watertown,

(b) Lot _____ Block _____ WI 53094

(c) Do premises occupy all or part of building? Part

(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: Event limited to first floor retail space.

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Officer

Jody Purcell 4-19-24
(Signature / Date)

Watertown Main Street Program
(Name of Organization)

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Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watermainstreet@gmail.com 930-242-3623

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 Central Block Kitchen + Design 300 E. Main St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: Event limited to first floor retail space

3. Name of Event

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(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watertownmainstreet@gmail.com 920-342-3623

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 Latte Donette 501 E. Main St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: Event Invited to retail space

3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

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Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
WatertownMainStreet@gmail.com 980-342-3623

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 Literatus & Co 401 E. Main St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: Event limited to retail space

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WatertownMainStreet@gmail.com 920-342-3623

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 White Oak Builders 4 E. Main St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: Event limited to first floor retail space

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(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094
watermainstreet@gmail.com 900-242-2523

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 Wilders Plants & More 314 E. Madison St. Watertown, WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: Event limited to retail space

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at the premises described below during a special event beginning 1 p.m. and ending 4 p.m. 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.

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President Ron Counsell, 1319 W. Main St. Watertown, WI 53094

Vice President Kenn Clifford, 108 S. 6th St. Watertown, WI 53094

Secretary Annie Wedl, 616 E. Main St. Watertown, WI 53094

Treasurer Brian Konz, 118 W. Main St. Watertown, WI 53094

(g) Name and address of manager or person in charge of affair:

Jody Purcell, 519 E. Main St. Watertown, WI 53094

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 Ava's a Posh Boutique 209 E. Main St. Watertown WI 53094

(b) Lot _____ Block _____

(c) Do premises occupy all or part of building? All

(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: designated retail space

3. Name of Event

(a) List name of the event Watertown Craft Beer & Seltzer Walk

(b) Dates of event July 13th 2024

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 Jody Purcell 4-19-24 Watertown Main Street Program
(Signature / Date) (Name of Organization)

Date Filed with Clerk 4-29-24

Date Reported to Council or Board _____

Date Granted by Council _____

License No. _____



The Watertown Main Street Program is planning to host the 7th annual Downtown Watertown Craft Beer & Seltzer Walk on July 13 2024 from 1-4 p.m. We are proposing to have **18** craft beer tasting locations, with **12** stops at retail businesses, **7** stops at bar/restaurant locations and **2** snack only locations. One craft beer sample would be available at each location, and a maximum of 300 tickets would be sold for the event. The Main Street Program would purchase the craft beer for the retail establishments directly from a distributor. The establishments with the existing licenses would provide their own craft beer sample in conjunction with the event.

All tasting locations within the businesses will be clearly defined. The Main Street Program has purchased a liquor liability policy for the event, and will provide bartenders for each location. The entrance and exit points will also be monitored to ensure all alcohol consumption remains inside each building. All participants are required to wear a wristband throughout the duration of the event. Wristbands will be provided only to adults who present tickets for the event and have their IDs checked by a Main Street Program representative.

Retail businesses participating in the event include (temp. licenses required):

2 oh! 2 Salon Suites, 202 W. Main St.

Ava's Posh Boutique 209 E. Main St.

Fuelify 114 N. Water St.

Bradow Jewelers, 217 E. Main St.

Brown's Shoe Fit Co., 212 E. Main St.

Central Block Kitchen & Designs, 300 E. Main St.

Fuelify 114 N. Water St.

Latte Donatte, 500 E. Main St.

Literatus & Co., 401 E. Main St.

White Oak Builders, 14 E. Main St.

Wilder's Plants & More 314 E. Madison St.

Retail businesses participating with existing liquor license:

Pine Hill Farm, 200 W. Main St.

The Chic Boutique, 113 E. Main St.

Bars participating in the event include:

Amado Jr.'s, 403 E. Main St.

Bismarck's 105 E Main St.

Local Waters, 109 S. Third St.

Lyons Irish Pub, 201 E. Main St.

The Drafty Cellar, 110 S. Third St.

Uptown Bar, 416 E. Main St.

The Score Sports Bar N. 4th St.

Snacks Only participating in the event include:

The Towne Cinema 308 E Main St

Watertown Artisan Market 111 N. 4th St.

All proceeds from the event will be used to support downtown revitalization and beautification projects. For more information, please contact Jody Purtell, Main Street Program executive director, at 920-342-3623 or email watertownmainstreet@gmail.com.

Sincerely,

Jody Purtell
Executive Director
Watertown Main Street Program