



CLERK'S OFFICE MEMO

To: **Government Affairs Committee**

From: **Steven A. Braatz, Jr., City Clerk**

Meeting Date: **June 3, 2025**

Subject: **City Clerk update on status of available retail "Class B" intoxicating liquor licenses pursuant to the statutory quota**

A. Issue

City Clerk update on status of available retail "Class B" intoxicating liquor licenses pursuant to the statutory quota

B. Background

The City is tasked with granting and issuing the following types of retail alcohol licenses to businesses:

- Class A
 - Original packages or containers for off-premises consumption
 - Examples: liquor stores, grocery stores
 - Licensed as Class "A" fermented malt beverage and "Class A" intoxicating liquor
 - Unlimited licenses – no statutory quota
 - No restrictions on the types of businesses that are eligible
- Class B
 - Sale of open or closed containers for consumption on- or off-premises
 - Examples: bars, restaurants
 - Licensed as Class "B" fermented malt beverage and "Class B" intoxicating liquor
 - Fermented malt beverage: Unlimited – no statutory quota
 - Intoxicating liquor: statutory quota 45 regular licenses and 28 reserve licenses for City of Wauwatosa (472 residents away from gaining another reserve license)
 - Limitations on types of businesses that are eligible for Class B licenses – [Wis. Stat. §125.32 \(3m\)](#).
 - Limitations on types of businesses that are eligible to exceed the quota once the quota has been met – [Wis. Stat §125.51\(4\)\(v\), \(w\), and \(x\)](#). At present, we are aware of two hotels that meet the qualifications. We also have created a Premier Economic Development District.
- Class C
 - Original packages or containers for off-premises consumption of wine-only
 - Examples: certain restaurants typically
 - Licensed as "Class C" intoxicating liquor (wine-only)
 - Unlimited licenses – no statutory quota
 - No restrictions on the types of businesses that are eligible

License period is July 1 – June 30.



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With respect to the "Class B" liquor licenses for the 2025-2026 renewal period, the only change that occurred was that Good City Brewing was purchased by Explorium Brewpub. Explorium decided to apply for a Producer Full-Service Retail Sales permit through the WI Dept. of Revenue Division of Alcohol Beverages, which allows them to sell intoxicating liquor and other beers without the need of a City license. As such, the City regained a Reserve "Class B" liquor license.

C. Update on License Numbers and Quotas

<u>License Type</u>	<u>Available</u>	<u>2024-2025</u>	<u>2025-2026</u>
Class "A" Beer	Unlimited	23	24
"Class A" Liquor	Unlimited	22	23
Class "B" Beer	Unlimited	86	86
Regular "Class B" Liquor	45	45	45
Reserve "Class B" Liquor	28	26	25
Premier Economic Development "Class B" Liquor	2	2	2
Over-the-quota "Class B" Liquor	n/a	1	1
"Class C" Wine	Unlimited	12	13

D. Requested Actions

Report only. No action needed.