



Alcohol Beverage License Information

City Clerk

215 Church Ave. PO Box 1130 Oshkosh, WI 54903-1130

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This informational sheet is designed to assist you in filing applications to hold alcohol beverage licenses. This brief overview does not replace your responsibility to know Oshkosh's Municipal Code Chapter 4 and Chapter 125 of the Wisconsin State Statutes related to alcohol beverage licensing requirements.

License Required

A license is required for anyone wanting to sell, barter, or serve intoxicating liquors or fermented malt beverages in a public place.

License Type	Alcohol Allowed	Additional Details	Hours	Annual Fees*
Off Premises Consumption Licenses in original, unopened packaging – Grocery and Alcohol Stores				
Class "A" Beer	Beer, Fermented Malt Beverages	Customers of legal drinking age can receive up to two free 3 oz alcohol samples in-store.	8am to 9pm	\$100
Class "A" Liquor	Intoxicating Liquor, Wine			\$500
Class "A" Combination	Intoxicating Liquor, Wine, Beer, Fermented Malt Beverages			\$600
On Premises Consumption – Restaurants, Taverns, Pub, Wine Bars				
Class "B" Beer	Beer, Fermented Malt Beverages	Licensed alcohol can be sold in its original packaging for off-premises consumption.	Sun. – Thurs.: 6am to 2am Fri. – Sat.: 6am to 2:30am	\$100
"Class B" Liquor	Liquor and Wine Only issued with a Class "B" Beer License; See combination license below. Quotas apply.			\$500
"Class B" Combination	Intoxicating liquor, Wine & Beer			\$600
"Class C" Wine	Wine			\$100
Reserve "Class B" Liquor	Can only be issued once the quota has been reached. Oshkosh's quota is 132. 10 reserve licenses are allowed.			\$10,000

*At application, a nonrefundable \$75 publication fee is required. License fees are due upon issuance. The license period is July 1 to June 30, with licenses valid from issuance until June 30. Initial license fees are prorated based on the issuance month.

NEW APPLICATIONS

Applicant Qualifications

- Must not have an arrest or conviction record, per Wis. Stats. [111.321](#), [111.322](#), [111.335](#) and [125.12 \(1\) \(b\)](#).
- Be a continuous resident of Wisconsin for at least 90 days prior to application.
- Be of legal drinking age.
- Must have completed a responsible beverage server training course within the last two years, or held an alcohol beverage or operator license in the past two years.

Documents Needed at Time of Application:

- **Form AB-200:** Original Alcohol Beverage License Application.
- **Form AB-100:** Auxiliary Questionnaire – Required for each person on the application.
- **Form AB-101:** Schedule for Appointment of Agent – Required for corporations and LLCs.
- **Driver's License or ID:** Copy required for each person listed on the application.
- **Proof of Responsible Beverage Server Course:** Or proof of licensure within the last two years for individuals, partners, or agents.
- **Wisconsin Seller's Permit:** Copy required per Wis. Stats. 77.61 (11).
- **Economic Impact Statement Form:** Required for "Class B" applications.

Application Filing

- Applications can be filed submitted in person at the city clerk's office.
- Complete all forms and include required documents listed above; incomplete applications will not be accepted.
- If no "Class B" licenses are available, you may be able to apply for a Reserve "Class B" license.

Fee Payment

- Cash/Check payments are accepted at City Hall between 8:00 am and 4:30 pm, or by mail at Collections, 215 Church Ave, PO Box 1130, Oshkosh WI 54903.

Reviews

- **Community Development Department** checks if the business operation complies with current zoning.
- **Oshkosh Police Department (OPD)** will conduct a background check and may advise against issuing a license if the applicant has felony or misdemeanor convictions related to the licensed activity as per §111.335 Wis. Stats. The Police Chief may also evaluate the suitability of the location for concerns like potential public or private nuisances, noise levels, parking, or congestion issues.
- **Oshkosh Fire Department (OFD)** will inspect the premises to ensure compliance with relevant fire codes, especially the Wisconsin Fire Code SPS 314. Compliance with all fire codes is required before the license is issued and must be maintained annually.
- **Winnebago Health Department** will inspect the premises for compliance with health codes and the necessary licenses, including the Wisconsin Food Code. Compliance with health codes is mandatory before a license is granted and must be maintained throughout the license year.

Common Council Consideration

- Applications must be filed at least 15 days before Common Council consideration.
- After all reviews, applications are added to a city council agenda.
- The council can approve, conditionally approve, or deny the license.
- Applicants will be advised of the council's decision the day after the meeting.
- Licenses are considered on a first applied for and first ready basis.
- If conditionally approved, applicants can address concerns and once corrections are made, licenses can be issued without further council approval.

Renewals

All alcohol beverage licenses expire on June 30th. Renewal information will be sent from the city clerk's office to all expiring license holders in Mid-April.

- Complete all sections of the application.
- Submit the application.
- Pay **all** required fees.
- All Combination Class B applicants will meet with the Deputy Clerk to ensure the proper license is being utilized properly and update business location or contact information, if applicable.

Renewal Review

The City Clerk's office ensures your application is complete. Once completed and all publication, license, and city fees are paid, your application goes to:

- **Oshkosh Police Department (OPD):** Conducts a background check and may suggest denying the license if the applicant has relevant felony, misdemeanor, or ordinance convictions per §111.335 Wis. Stats.
- **Oshkosh Fire Department (OFD):** Inspects premises for fire code compliance, including the Wisconsin Fire Code SPS 314. The applicant must comply with fire codes before and during the license period.
- **Winnebago Health Department:** Inspects premises for health code and licensing compliance, such as the Wisconsin Food Code. Applicants must comply before issuance and maintain compliance annually.
- **Community Development Department** if you're renewing a license without changes to the premises, no review by Community Development is needed.

Each department sends their review results to the City Clerk. If a review suggests denial or notes non-compliance or repairs needed, the City Clerk will notify you.

Common Council Consideration

- Applications must be filed at least 15 days before Common Council consideration.
- After all reviews, applications are added to a city council agenda.

- The council can approve, conditionally approve, or revoke, suspend or non-renewed as provided in section [125.12 of the Wisconsin Statutes](#)
- Applicants will be advised of the council's decision the day after the meeting.
- If conditionally approved, applicants can address concerns and once corrections are made, licenses can be issued without further council approval.

License Surrender

Surrendering a liquor license involves **voluntarily** relinquishing the rights and privileges associated with operating under such a license.

Reasons for License Surrender

- Business closure or change in business operations.
- Sale or transfer of business ownership. *
- Voluntary decision by the license holder to cease selling alcoholic beverages.

Surrendering a Liquor License

- Contact the city clerk's office to notify of intent to surrender the license.
- Complete "License Surrender" form indicating the date of the surrender and if the license will be surrendered outright or conditionally.
- Officially submit the surrender form and license to city clerk staff.
- *If the license is being surrendered conditionally due to a sale or transfer of business ownership, the new applicant must be granted a new license in order to operate.

We urge all parties involved in such transitions to carefully follow these guidelines to ensure a smooth and lawful surrender / transfer of the liquor license.

Helpful Links

- [DOR - Retail Alcohol Beverage License Applications and Miscellaneous Forms](#)
- [Licenses for Retail Sale of Alcohol Beverages - Alcohol Beverage Laws - Fact Sheet 3101](#)
- [Alcohol Beverages Retail Licenses – Issue Brief](#)
- [Oshkosh Special Events](#)