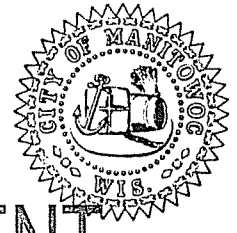


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CITY OF MANITOWOC

WISCONSIN, USA
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14-2004

MEMORANDUM **CONSENT**

TO: Alderperson Jim Brey, Chair
Licensing, Permits & Inspections Committee

FROM: Deputy Clerk Deborah Neuser *DN*

DATE: September 10, 2014

RE: Soda Water Beverage License

A copy of the current Section 11.220 of the Manitowoc Municipal Code regarding Soda Water Beverage Licenses is attached. At present all licenses for soda water are issued by the Clerk upon payment of \$5.00 on a yearly basis expiring on June 30th.

After completing a Value Streaming Event on September 8 & 9, 2014, regarding licensing, the group noted that per State Statute the fee is set at \$5.00 per license. Almost \$1.00 of that fee is used in postage sending them the application and sending out the license.

The licenses issued to taverns, mini marts, and the like are not an issue because other licenses for beer, alcohol and/or cigarettes are also collected at the same time. The issue arises for soda vending machines at various locations throughout the city, soda served by restaurants that do not serve beer or alcohol, the Jaycees selling soda at their brat stand, and so on.

Recently a new diner was sent a soda license application four separate times and to date they have not returned it. We know that we don't have a license for every vending machine. We also know that we don't have a license for every brat sale and there is no way to enforce this ordinance. Approximately \$1,210 per year is collected from soda licenses.

A short poll indicates that Two Rivers, Appleton, Green Bay and West Bend do not issue soda licenses. The City of New Berlin does issue a soda license.

Would your committee support an ordinance change to eliminate the issuance of soda licenses?

Thank you for your consideration in this matter.

Jennifer Hudon, MPA, City Clerk/Deputy Treasurer
CITY HALL · 900 Quay Street · Manitowoc, WI 54220-4543
Phone (920) 686-6950 · Fax (920) 686-6959 · jhudon@manitowoc.org



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11.220 Soda Water Beverage Licenses.

No persons shall sell soda water beverages, as that term is defined in Wis. Stat. § 97.34, in the City of Manitowoc without first obtaining a license therefor. The City Clerk is hereby authorized to grant and issue soda water beverage licenses to applicants who complete an application form and pay the annual fee of \$5.00 therefor. In the event the City Clerk concludes that any applicant may not be qualified to sell soda water beverages, the application shall be referred to the Common Council in order to determine whether or not it shall be granted. All soda water beverage licenses shall expire on June 30th of each year.

[Prior code § 11.16]

The Manitowoc Municipal Code is current through Ordinance 14-1746, passed August 18, 2014.

Disclaimer: The City Clerk's Office has the official version of the Manitowoc Municipal Code. Users should contact the City Clerk's Office for ordinances passed subsequent to the ordinance cited above.

Code Renumbering: The City of Manitowoc reformatted their code in 2011. If you are looking for the text of an ordinance under the previous numbering system, please look to the cross-reference table (ManitowocOT/ManitowocOTA.html) .

City Website: <http://www.manitowoc.org/>
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