

**Town of Pleasant Valley
Eau Claire County, Wisconsin
Ordinance No. 26-15-06
Chapter 5 - Licenses and Permits
Establish Alcohol License Fees**

Whereas, Sec 125 of the Wisconsin Statutes authorizes the establishment of license fees related to the dispensing of alcoholic beverages within the Town of Pleasant Valley;

Now, therefore, the Town Board of the Town of Pleasant Valley, Eau Claire County, does ordain the following fees:

Alcohol, Operator, and Tobacco License Fees

Tobacco License	\$100.00 annually
Operator's License	\$25.00 annually
Provisional Operator License – 60-day	\$15.00
Temporary Operator License – 1-14 days	\$25.00
Class “A” beer license – off-premises	\$100.00
Class “B” beer license – on/off premise	\$100.00
“Class A” liquor license – off-premises	\$500.00
“Class B” liquor license – on/off-premises	\$500.00 quota (2)
Reserve “Class B” liquor license – on/off	\$10,000 quota (3)
“Class C” wine license – on-premises only	\$100.00
Provisional Retail License	\$15.00
Temporary Class “B” (picnic) beer only	\$10.00
Temporary “Class B” beer/wine walks	\$10.00
Publication Fee	Added to all alcohol licenses

Proration of license fees

Excluding operator, tobacco, provisional, and temporary licenses, when a new license is issued, a proration of the annual license fees shall be made on the basis of the number of months or fraction thereof remaining in the licensing year, which is July 1 to June 30.

Severability

All other ordinances or parts of other ordinances in conflict with this ordinance are hereby repealed insofar as they conflict with this ordinance.

Effective Date

This ordinance shall go into effect beginning on July 1, 2026, and licenses shall be issued upon its proper publication pursuant to law.

Passed on the 8th day of June 2026.

By the Town Board of the Town of Pleasant Valley

Attest: _____
Jennifer Meyer Clerk/Treasurer

Doug Nelson, Chair

Scot Iverson , Supervisor

Megan Bechel, Supervisor