



## Madison City Clerk's Office

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*We exist to assist.*

To: Liquor/Beer License Holders

Fr: City Clerk's Office, [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com), (608) 266-4601

Re: **Important Information regarding your Liquor/Beer License Renewal**

### Filing Deadline

To avoid a late filing fee of \$250.00, liquor/beer license applications must be postmarked no later than **Friday, April 15, 2011**. Applications will be accepted in the City Clerk's Office until 4:15 p.m. on **Friday, April 15, 2011**.

### Payment Deadline

**Do not send payment now; invoices will be mailed in mid-May.** To avoid a late payment fee of 25 percent of the license fee, liquor/beer fees must be paid or postmarked no later than **Tuesday, June 7, 2011**. Payments more than 30 days overdue will be assessed a 50 percent late fee. Madison General Ordinances require liquor/beer fees to be paid 15 days prior to issuance of license. Licenses without holds will be mailed June 22.

### Audit of Applications

All applications are audited against the previous year's application. Make sure all of your forms are completely filled out with signatures notarized. Changes in partner, agent, director, officer, or stockholder require additional forms (see the other side of this memo). Send an e-mail message to [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com), call the Clerk's Office at 266-4601 or file your renewal application in person (Room 103 of the City-County Building) if you have any questions or need additional forms.

Applications will be considered **incomplete** if not properly filled out. **The Common Council will not grant your license if your application is incomplete.** Applicants who have not been granted a license by the Common Council on or before Tuesday, June 7, 2011, will be unable to dispense alcohol after midnight June 30, 2011. **This is enforced by the Madison Police Department.**

### Delinquent Taxes/Fees

Licenses cannot be issued to establishments with delinquent personal property taxes, delinquent state sales taxes, wholesaler debt, or unpaid license fees until payment has been made in full. Notice is sent to all delinquent license holders in mid-June. **The Madison Police Department is notified of all establishments that are not licensed to sell or dispense liquor and/or beer on July 1, and police officers are sent to these establishments to ensure that they are not dispensing alcohol without a license.**

Questions? E-mail [licensing@cityofmadison.com](mailto:licensing@cityofmadison.com) or call 608-266-4601.

## Avoid These Common Mistakes

### State Seller's Permit Number/Federal Employer Identification Number

Both your State Seller's Permit Number and your FEIN must be included on your renewal application form. Your State Seller's Permit Number should be 15 digits. According to the State Department of Revenue, establishments that do not have a 15-digit State Seller's Permit Number are not in compliance. Contact the State Department of Revenue at 608-266-2776 with any questions.

### Notarization

Your Renewal Application form and Agent form must be notarized. You can have your signature notarized in the Clerk's Office or at any bank. Forms that are not notarized are incomplete.

### Completion of Supplemental Form

Forms submitted using the term "on file" to answer questions are considered incomplete. Provide a written description of your licensed premise; do not submit a copy of your floor plan. Corporations and Limited Liability Companies: Your Renewal Supplemental form is a two-sided form. Both sides of this form must be completed, and the form must be signed.

## Checklist of Forms Required

Additional forms can be found online at [www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk)

**Renewal Alcohol Beverage License Application**

**Renewal Supplemental Form**

**Agent Form (Corporation/LLC only)**

You may photocopy this form to allow the corporate officer/ member to complete the top portion of one copy, and allow the liquor/beer agent to complete the bottom portion of the other copy.

### Changes of Agent

If you are changing your Liquor/Beer Agent, you will need to submit an additional \$10 fee and a New Liquor/Beer Agent application to the Clerk's Office. The agent must have resided in Wisconsin for 90 days prior to application, and must have complete control and authority of the establishment. **Your liquor license will not be issued until the agent has provided our office with proof that he or she has completed the Beverage Server Training Course.**

### Changes of Officers/Members/Directors

If there are any changes in officers, members or directors of your Corporation or LLC, you will need to submit an additional \$25 application fee. **Background Investigation forms** are needed for each new officer, member, or director, along with a copy of photo identification. State Statute 125.04(3)(h) requires notifying the Clerk in writing within 10 days of such changes.