

New Liquor License Application Overview

Prior to your hearing before the Alcohol License Review Committee (ALRC), you must contact the Alderperson of the District in which you intend to do business, the representative of the appropriate neighborhood association (if any), the Madison Police Department, and the Alcohol Policy Coordinator.

- Alderperson _____ can be reached at _____, at the Common Council Office (266-4071), or via e-mail at council@cityofmadison.com.
- The name of the neighborhood association representative can be obtained by calling the Planning and Development Department at 266-4635 or online at www.ci.madison.wi.us/neighborhoods/contacts.htm.
- Police Department Central District Captain Mary Schauf (Sector 400) can be reached at 266-4316.
- Police Department East District Captain Jill Klubertanz (Sector 600) can be reached at 267-2100.
- Police Department North District Captain Richard Bach (Sector 500) can be reached at 245-3652.
- Police Department West District Captain Jay Lengfeld (Sectors 100-200) can be reached at 288-6152.
- Police Department South District Captain James Wheeler (Sector 300) can be reached at 267-8687.
- The Alcohol Policy Coordinator can be reached at 264-9295.

It is strongly recommended that you host an information session:

- a) The date of the information session should be at least **1 week** prior to the Alcohol License Review Committee hearing date;
- b) The information session should be held on premise if possible and should be sufficient in length to allow others an opportunity to review the business plan, address any questions or comments, etc.

The following documents and a \$20 publication fee must be submitted at time of application:

Original Alcohol Beverage License Application

- This application form must be notarized. Your signature can be notarized in the Clerk's Office or at a bank.
- The State Seller's Permit Number and Federal Employer Identification Number need to be included in the upper right-hand corner of the form. The applicant is not required to have these numbers at the time of application, but must submit them before the license can be issued.

Liquor/Beer Supplemental Form

- This form must be notarized.
- Your answer to Question 10 will be printed on your license as your "licensed premise."
- Class B license applicants must estimate their percentage of gross sales from alcohol and from food.

Appointment of New Liquor/Beer Agent form (filed by Corporations or LLCs)

- Agent must disclose percentage of the business he/she owns. The percentage must be a number, not a job title.
- The signature of the Agent must be notarized on this form.
- A photocopy of picture identification must accompany this form.

Background Investigation Form (filed by members/directors/officers/stockholders)

- This form must be completed and submitted by all members of an LLC, all directors of a corporation, and all stockholders owning at least one percent of a corporation's stock.
- A photocopy of picture identification must accompany this form.

Floor plans (no larger than 8 ½ by 14)

Articles of Incorporation/Organization

Copy of Lease

Transfer of Ownership form

- This form must be completed if another entity currently holds a liquor license at this address.
- The present license holder must sign the Letter to Surrender Previous License.
- The applicant must complete the Payment of Taxes of Liquor/Beer License Transfer form.
- The signature on this form must be notarized.

Your informational packet contains the following:

- ALRC Committee Schedule. The deadlines listed are **final deadlines** because the Common Council needs to refer applications to the Alcohol License Review Committee, a legal notice must be published in the *Wisconsin State Journal*.
- New Application Fee Schedule. Liquor/Beer license fees are pro-rated. At the time of application, you will need to pay a \$20 publication fee for each license. Pro-rated fees do not need to be paid until the Common Council grants your license, but will need to be paid before your inspections take place.
- Beverage Server Training Information.
- Building Inspection Procedures for Liquor License applications.

Applications must be complete. If you have any questions about any of the application forms, do not hesitate to contact the Office of the City Clerk at 266-4601.

The Liquor Agent will receive a letter requesting his/her presence at the ALRC hearing. This letter is sent to the agent at his/her home address two weeks before the ALRC meeting. Another representative may attend the ALRC meeting if the Liquor Agent is unable to attend. The ALRC does not act on license applications when nobody from the establishment is present to answer questions.

The Alcohol License Review Committee will consider the liquor license application and make a recommendation to the Common Council.

Once the Mayor has signed off on the Common Council proceedings, each applicant receives a letter with a reminder that the following must take place before the liquor license can be issued:

- Liquor Agent must provide proof that he/she has completed the Beverage Server Training Course.
- Applicant must provide the State Seller's Permit Number and Federal Employer Identification Number for the establishment.
- Applicant must pay the pro-rated fees for the liquor/beer license.
- Applicant must schedule Health, Fire, and Building Inspections.
- The Health Department, Building Inspection, and the Fire Department must sign off on the license.

Renewal applications are mailed on March 1, and are due April 15 every year, regardless of when the license was initially obtained.

Your licensed premise cannot be expanded or changed without the approval of the Common Council. A Change of Licensed Premise application is required for any remodeling project, expansion of the area where you will be serving or storing alcohol, or change in the conditions on your license. This is a one-page application that must be accompanied by a floor plan outlining your proposal. These applications must be submitted by the first Wednesday of the month that the ALRC will consider the application.

Wisconsin Alcohol Beverage and Tobacco Laws for Retailers can be found online at <http://www.dor.state.wi.us/pubs/pb302.pdf>. Chapter 38 of the Madison General Ordinances can be found online at <http://www.municode.com/resources/gateway.asp?pid=50000&sid=49>. If you do not have access to the Internet, ask the Clerk's Office for a hard copy of these publications.