

CONTACTS

Your Alderperson

(name) _____

Phone: _____

Council Office: 608-266-4071

E-mail: council@cityofmadison.com

Deputy City Clerk

Jim Verbick

Room 103, City-County Bldg.

608-266-4601

Neighborhood Association

(name) _____

Find out which Neighborhood Association is in your businesses area – call 608-266-4635.

Madison Police Department

Sector # _____

100-200 Sectors: 608-243-0503

300 Sectors: 608-267-8687

400 Sectors: 608-261-9694

500 Sectors: 608-245-3652

600 Sectors: 608-267-2100

City/County Inspections

Health Dept, 243-0330

(name) _____

Building Inspection, 266-4551

(name) _____

Fire Dept, 266-4484

(name) _____

Madison City Clerk's Office

licensing@cityofmadison.com

608-266-4601

210 Martin Luther King Jr Blvd #103
Madison, WI 53703

Licensing Hours:
8:30 a.m. – 4 p.m.

www.cityofmadison.com/clerk

If you would like an interpreter at the Alcohol License Review Committee meeting, please contact the Clerk's Office in advance. We will provide an interpreter at no cost to you.

The Clerk's Office cannot complete your forms or provide legal advice.

Updated 6/1/2017

Alcohol License Renewals, Changes & Permits



Now That Your Business Is Licensed...

Renewing Your License

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

Establishments filing renewal paperwork after April 15 are assessed a \$250 late filing fee.

All application forms are at:
<http://www.cityofmadison.com/clerk/licenses-permits>.

All application deadlines are at:
<http://www.cityofmadison.com/clerk/licenses-permits/alrc-deadlines>.

Renewal Holds

Items that can stop your license renewal include:

- ✓ non-payment of licensing fees
- ✓ delinquent wholesaler debt
- ✓ delinquent personal property tax
- ✓ delinquent state sales tax
- ✓ no State Seller's Permit ID number

It is your responsibility to be aware of these and to be certain your renewed license is posted by July 1. Otherwise, the Police Department will close your establishment.

Other Applications

Applications below are brought before the ALRC and then the Common Council for approval.

Operators

Anyone selling or serving alcohol must be licensed or be in the direct line of vision of a licensed operator.

The license must be approved by the ALRC, granted by the Common Council and go through a police background check. If needed, there is a Provisional License that serves as a temporary license to cover the time period between application and Council approval.

All applicants must provide proof that they passed an approved Beverage Server Training course. See the clerk's web page for more information.

Changes to Your Licensed Premise

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.

Change of Liquor/Beer Agents

The appointment of a new Liquor/Beer agent must be approved by the ALRC and confirmed by the Common Council. Within 10 days of being appointed, all new agents need to:

- ✓ fill out a background check form
- ✓ provide a copy of their photo ID.
- ✓ *be a Wisconsin resident for at least 90 days*

Change of Ownership

If you sell your business to another corporation or LLC, they must apply for an entirely new alcohol license.

Change of Corporate Officers

If your company's corporate officers change, you must fill out a Change of Corporate Officers form within 10 days. A corporate officer who leaves the company should also be reported with this form.

Entertainment Licenses (Class B only)

If you want to have live music, a DJ or other performance, you will need an Entertainment License.

Entertainment licenses are divided by age. The 18+ license is for taverns who wish to have people 18 and over present at entertainment events.

The 21+ license is for restaurants and for taverns where all patrons are over 21 years old.

Temporary Entertainment License

(Class B only)

This is similar to a regular Entertainment License. You may have five of these per year and it is limited to the license for patrons who are 21 and older. No entertainment license is necessary for New Years Eve.

Events Outside (Class B only)

If you wish to hold an event and serve alcohol in your parking lot or another unlicensed area of your property, you will need to apply for a Change of Licensed Premise **at least** a month in advance (see ALRC schedule). A Conditional Use Permit may be required from the Zoning department.

You may not extend your license to include public right-of-way (sidewalks or streets).

License Violations

The Madison Police department maintains a point system for evaluating businesses with alcohol licenses that are in violation of their license conditions or basic requirements. There are a series of steps that may occur including ALERT Meetings, formal complaints and expressions of concern, license suspension/revocations hearings, disorderly house complaints, etc.

The Police Chief may issue a security plan which imposes new required conditions on the license holder.

The ALRC serves as the hearing body for the Common Council. If a license is revoked, no other license can be granted to the licensee or the premises for a period of twelve months.

Surrendering a License

If you have sold your business and the new owners are applying for their own alcohol license at your address, you are required to provide a letter stating you are surrendering your license.