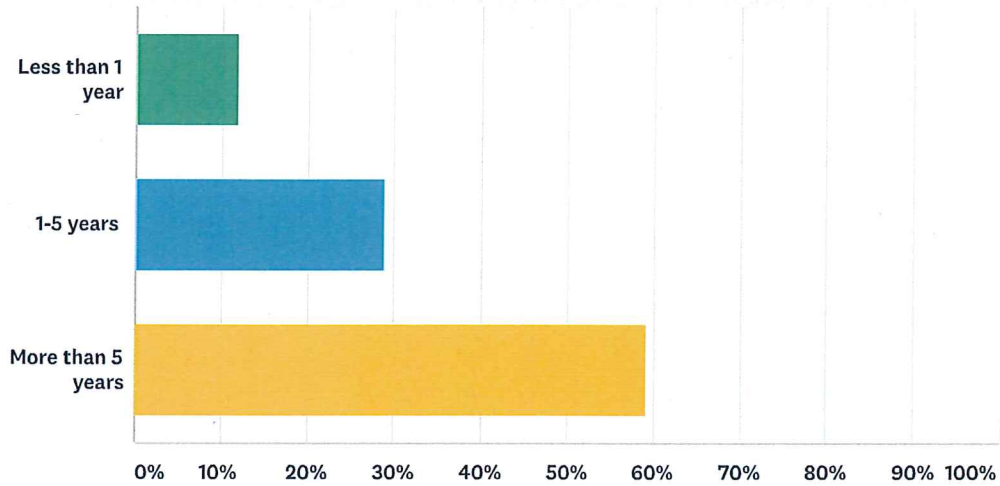


Q1 How long have you held a license to sell alcohol with the City of Madison?

Answered: 142 Skipped: 1

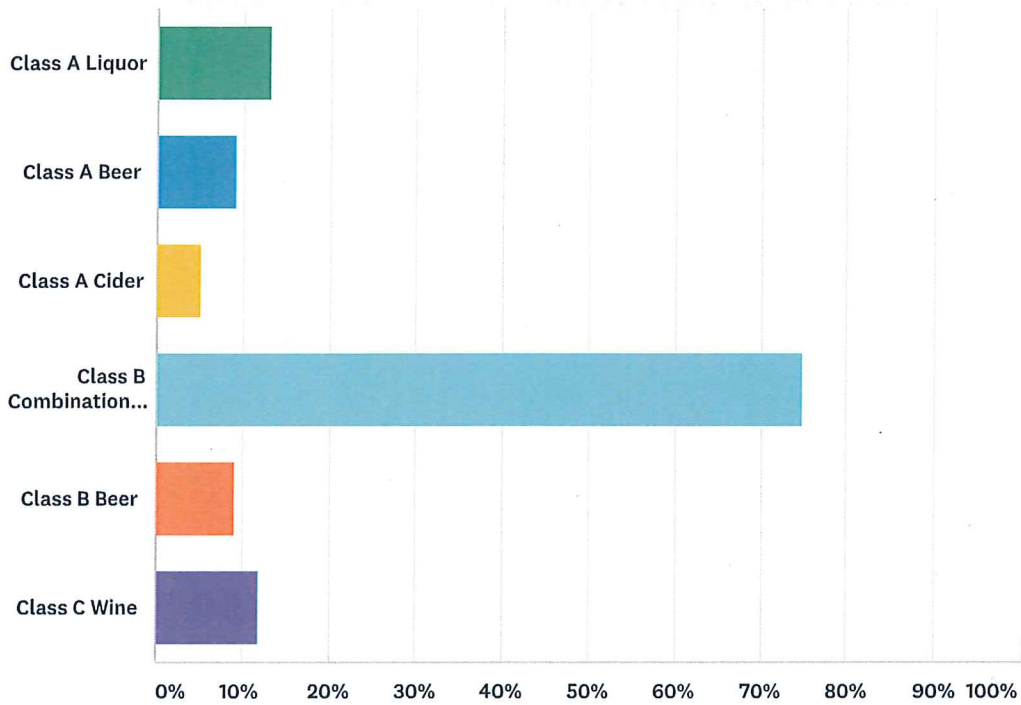


ANSWER CHOICES	RESPONSES	
Less than 1 year	11.97%	17
1-5 years	28.87%	41
More than 5 years	59.15%	84
TOTAL		142

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Q2 What type of alcohol license do you currently hold? (The type is noted on your license, please check all that apply)

Answered: 76 Skipped: 67

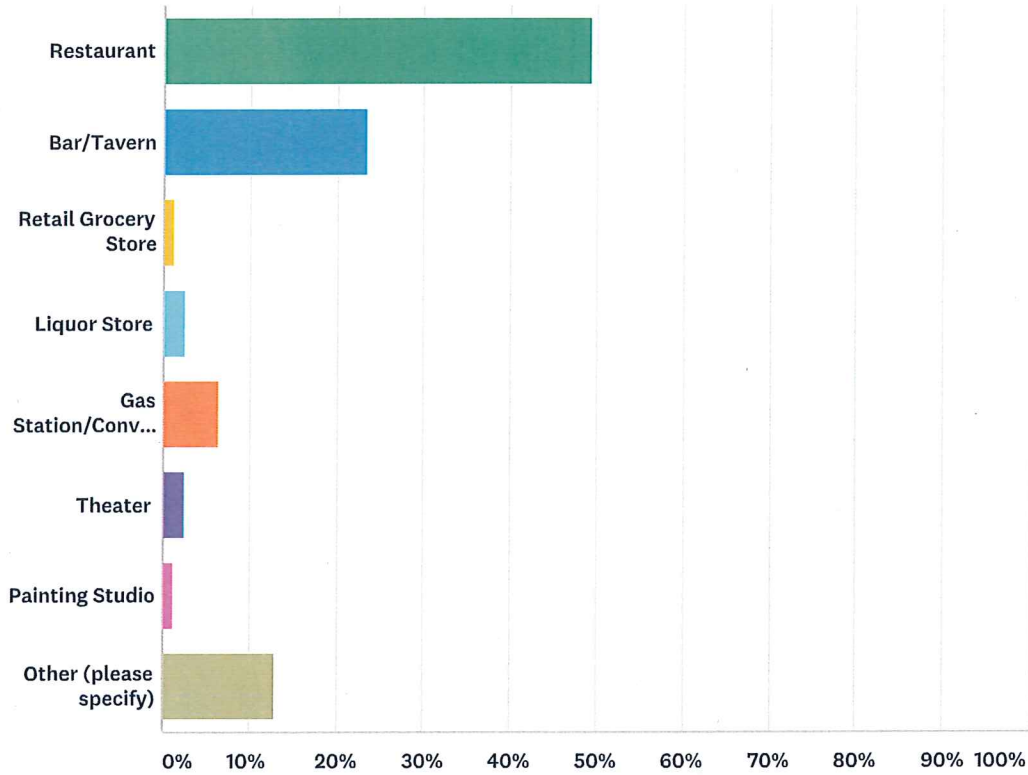


ANSWER CHOICES	RESPONSES	
Class A Liquor	13.16%	10
Class A Beer	9.21%	7
Class A Cider	5.26%	4
Class B Combination Liquor and Beer	75.00%	57
Class B Beer	9.21%	7
Class C Wine	11.84%	9
Total Respondents: 76		

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Q3 Is your establishment a:

Answered: 77 Skipped: 66



ANSWER CHOICES	RESPONSES	
Restaurant	49.35%	38
Bar/Tavern	23.38%	18
Retail Grocery Store	1.30%	1
Liquor Store	2.60%	2
Gas Station/Convenience Store	6.49%	5
Theater	2.60%	2
Painting Studio	1.30%	1
Other (please specify)	12.99%	10
TOTAL		77

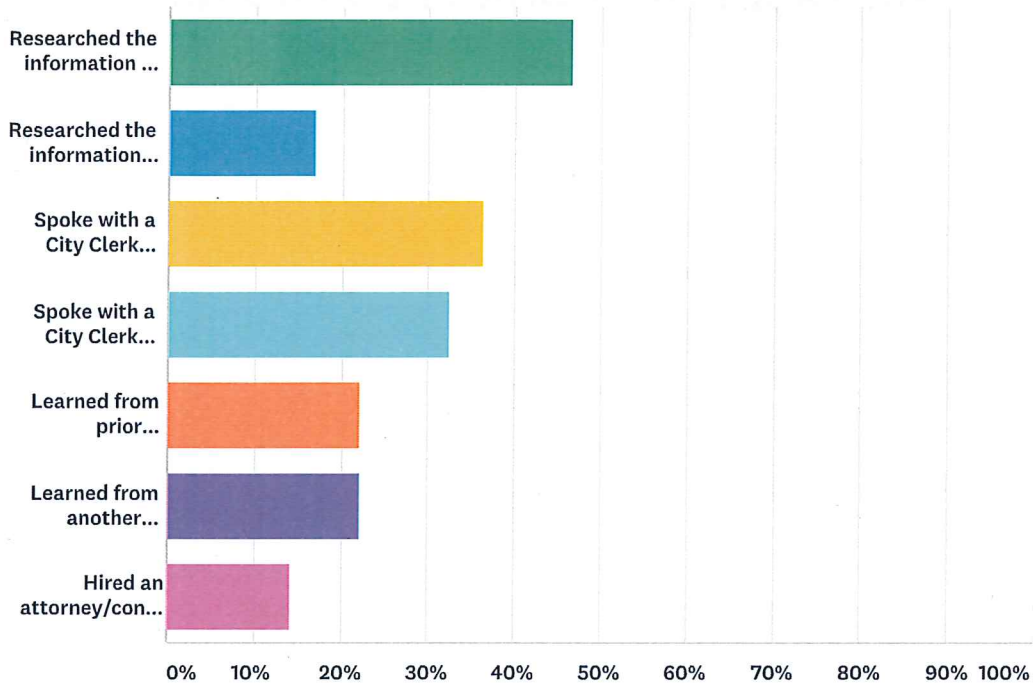
#	OTHER (PLEASE SPECIFY)	DATE
1	Night club	9/22/2017 7:39 AM
2	full service hotel w/ banquette, bar & restauraunt	9/21/2017 11:18 AM
3	bar / tavern / bowling	9/19/2017 5:07 PM
4	cafe & bakery	9/19/2017 2:09 PM
5	Veterans organization-non profit with a bar.	9/19/2017 1:57 PM
6	Event venue	9/19/2017 1:29 PM

Madison City Clerk 2017 Alcohol License Holder Survey

7	Music venue	9/19/2017 1:19 PM
8	Small restaurant/bar	9/19/2017 12:33 PM
9	Hotel with food and beverage	9/19/2017 12:31 PM
10	Hotel	9/19/2017 12:28 PM

Q4 When you first applied for your alcohol license, how did you educate yourself on the steps required to apply in the City of Madison?

Answered: 77 Skipped: 66

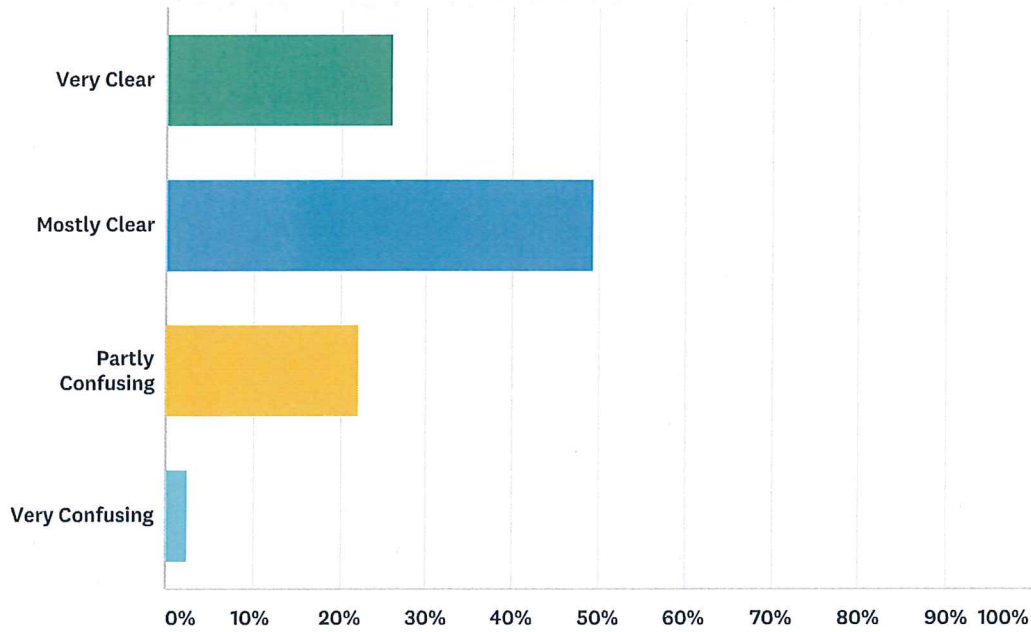


ANSWER CHOICES	RESPONSES	
Researched the information on the City Clerk's Website	46.75%	36
Researched the information online - State Website or other	16.88%	13
Spoke with a City Clerk Staff member in person	36.36%	28
Spoke with a City Clerk Staff member over the phone	32.47%	25
Learned from prior experience	22.08%	17
Learned from another business owner	22.08%	17
Hired an attorney/consultant	14.29%	11
Total Respondents: 77		

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Q5 When you first applied for your alcohol license, how clear was the process?

Answered: 77 Skipped: 66



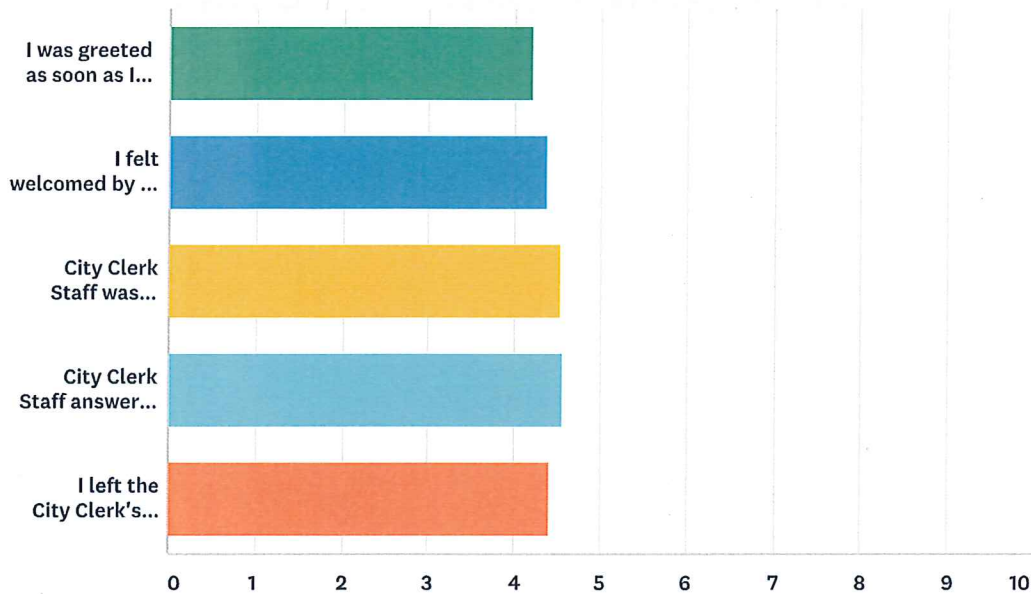
ANSWER CHOICES	RESPONSES	
Very Clear	25.97%	20
Mostly Clear	49.35%	38
Partly Confusing	22.08%	17
Very Confusing	2.60%	2
TOTAL		77

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Madison City Clerk 2017 Alcohol License Holder Survey

Q6 If you applied in person for your alcohol license, how much do you agree with each of these statements?

Answered: 74 Skipped: 69



	NOT AT ALL	(NO LABEL)	SOMEWHAT	(NO LABEL)	COMPLETELY	N/A	TOTAL	WEIGHTED AVERAGE
I was greeted as soon as I walked in the door.	2.70% 2	4.05% 3	13.51% 10	14.86% 11	45.95% 34	18.92% 14	74	4.20
I felt welcomed by the City Clerk's Staff	1.35% 1	6.76% 5	8.11% 6	12.16% 9	58.11% 43	13.51% 10	74	4.38
City Clerk Staff was helpful in explaining the application process to me	2.70% 2	1.35% 1	5.41% 4	14.86% 11	62.16% 46	13.51% 10	74	4.53
City Clerk Staff answered all my questions	2.70% 2	1.35% 1	5.41% 4	12.16% 9	66.22% 49	12.16% 9	74	4.57
I left the City Clerk's Office feeling prepared for the next steps in my application process	2.70% 2	2.70% 2	9.46% 7	12.16% 9	59.46% 44	13.51% 10	74	4.42

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Madison City Clerk 2017 Alcohol License Holder Survey

Q7 Please provide any additional comments regarding the level of service provided by the City Clerk's Office. (please leave this blank if it does not apply)

Answered: 22 Skipped: 121

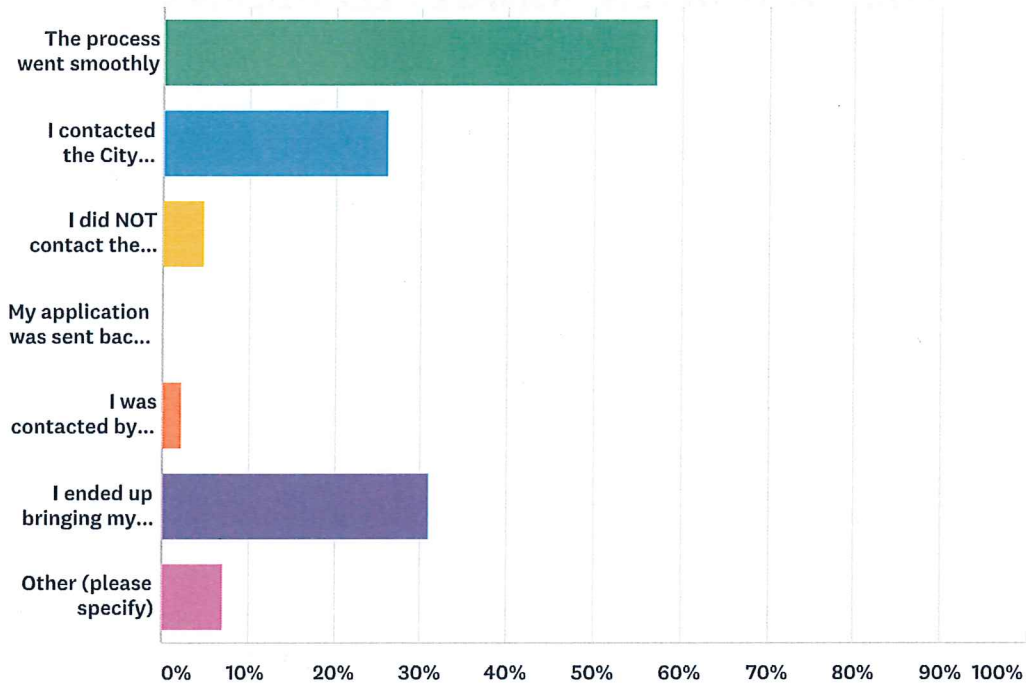
#	RESPONSES	DATE
1	Years ago the service wasn't as good because some of the staff members were quite rude. It seems the staff members have changed during the past few years and they have all been very helpful and nice to work with.	9/26/2017 10:07 AM
2	I have always been treated well, by City Staff	9/25/2017 8:03 AM
3	City Clerk's Office is by far and away one of the most helpful group of people of all the municipal departments	9/22/2017 2:57 PM
4	Everytime I go I think everyone in the office is doing a great job!	9/20/2017 1:46 PM
5	I have had a license for 28yrs sooo the process has gotten much better since then!	9/20/2017 12:18 PM
6	when i picked up my license i was greeted in a positive and quick manner.	9/20/2017 12:11 PM
7	No	9/20/2017 9:02 AM
8	We applied for and received a license just over a year ago. Process was great - City staff exceptional. This year we applied for a license at an additional site and frankly the process from one district to the next it quiet different. We reached out to the alder and did not get all the information we needed, which has seriously complicated the process for us. Again let me say, the first time around the process was easy compared to the second. I compliment City Clerk Staff for doing their job well.	9/20/2017 8:27 AM
9	Great work	9/20/2017 7:58 AM
10	I felt like there were things they could have told me to help me along the way	9/20/2017 7:24 AM
11	They very efficient and knowledgeable very happy with their service	9/19/2017 5:39 PM
12	I currently own 2 liquor stores, I have never had problems with my first liquor store license, 1 year ago I bought 2nd liquor store, restrictions were placed on my license, the sales went more then 50 % down, I and a small business owner, if a bigger franchise would have applied, city would have given them license without even asking any questions, every time I go to ALRC meeting, thay have a different reason to rationalize my restrictions. In the end they want to fail my business. Never spending any money in Madison again, I am buying my next business out side this Mad town.	9/19/2017 4:34 PM
13	They have always been helpful in any thing I needed	9/19/2017 3:40 PM
14	Have had license for over 50 years	9/19/2017 1:57 PM
15	ever since u started doing stuff on the computer stuff is not getting back in timely maner	9/19/2017 1:43 PM
16	I always get excellent support from friendly knowlegeable pro's	9/19/2017 1:19 PM
17	I have felt over the years that the helpfulness/friendliness of the clerk's office has varied. It used to be pretty unfriendly and intimidating (except for one helpful person who I think was named Rachel who was super helpful). But in the past few years it has seemed a lot better. Which is great because I've experienced other city departments that are not pleasant to deal with and you start wondering what in the hell is going on around here? Why is everyone so crabby? So, glad it's better and whatever you're doing to improve the experience for customers/residents/business owners and to improve morale--it's working	9/19/2017 1:03 PM
18	It was 1981, i don't remember everything	9/19/2017 12:59 PM
19	They have always been friendly and informative over the phone	9/19/2017 12:44 PM
20	The clerks in the city office have always been more than helpful. I have always had great service and assistance	9/19/2017 12:40 PM

Madison City Clerk 2017 Alcohol License Holder Survey

21	I work with most cities and states on alcohol licensing related matters. In general, your city has always been very clear, helpful and willing to explain the licensing process. Everyone on the phone has been great to work with.	9/19/2017 12:31 PM
22	I was one of the first Wine licenses for a painting studio, so I appreciated all the extra work by the clerks office. They helped me a lot.	9/19/2017 12:30 PM

Q8 If you applied for your alcohol license by mail, please check all that apply:

Answered: 42 Skipped: 101



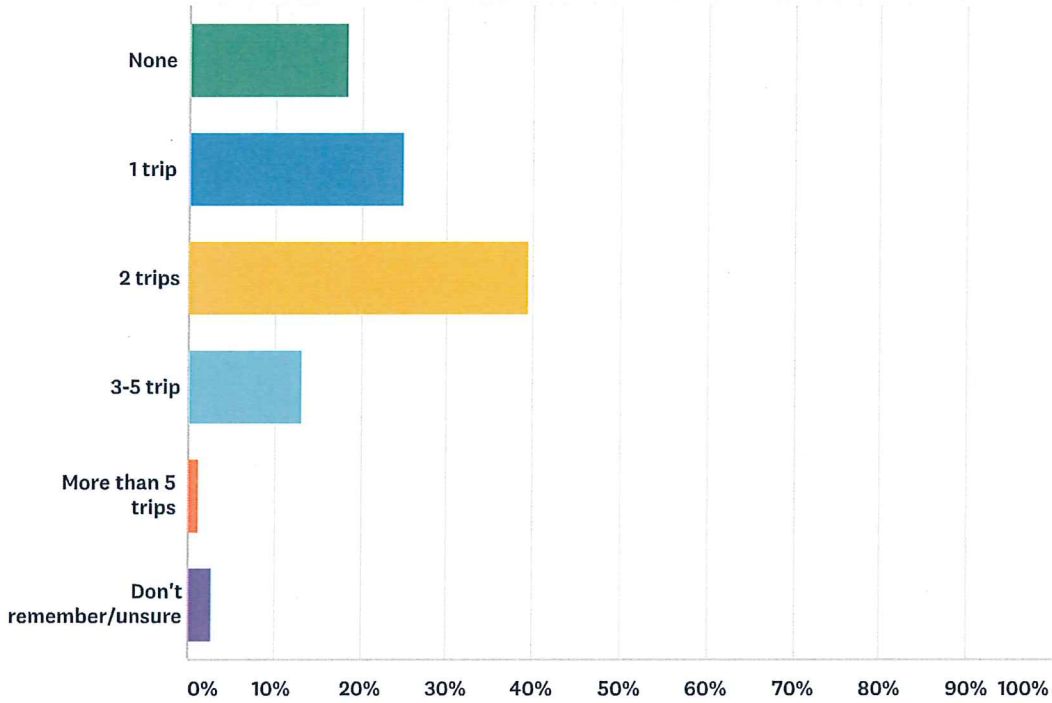
ANSWER CHOICES	RESPONSES
The process went smoothly	57.14% 24
I contacted the City Clerk's Office by phone prior to mailing my application materials	26.19% 11
I did NOT contact the City Clerk's Office by phone prior to mailing my application materials	4.76% 2
My application was sent back to me via mail for missing materials	0.00% 0
I was contacted by City Clerk Staff for missing materials	2.38% 1
I ended up bringing my application to the Clerk's Office in person	30.95% 13
Other (please specify)	7.14% 3
Total Respondents: 42	

#	OTHER (PLEASE SPECIFY)	DATE
1	Some of our locations were missing so I had to request them to be added and have a new invoice sent out.	9/26/2017 10:07 AM
2	We applied in person.	9/20/2017 8:27 AM
3	I don't remember when I first applied but now I reapply by mail	9/19/2017 1:03 PM

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Q9 How many trips to the City Clerk's Office did you make during your application process?

Answered: 76 Skipped: 67

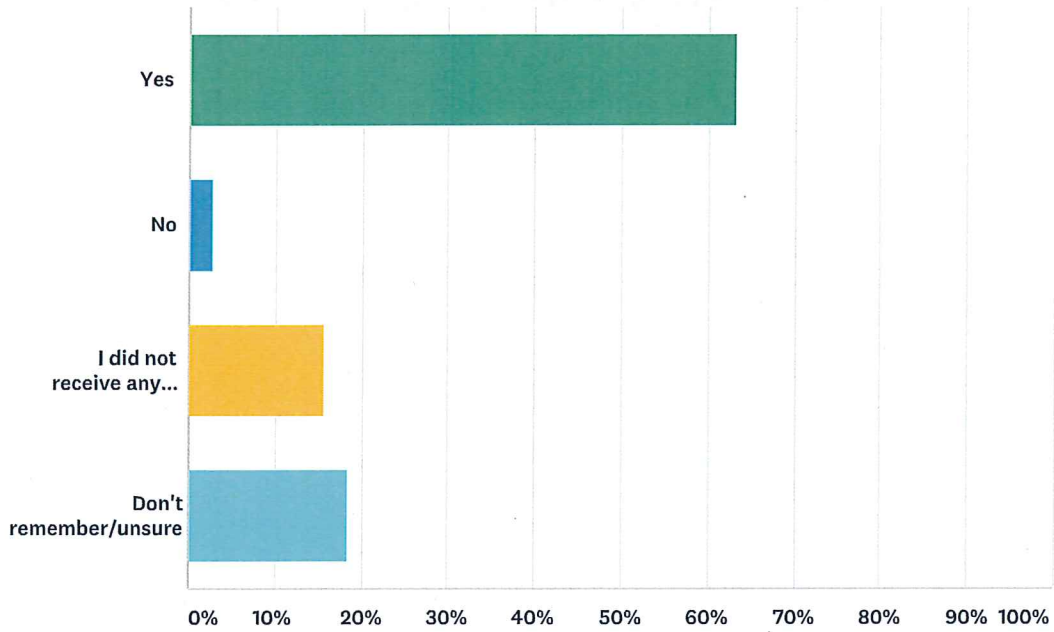


ANSWER CHOICES	RESPONSES	
None	18.42%	14
1 trip	25.00%	19
2 trips	39.47%	30
3-5 trip	13.16%	10
More than 5 trips	1.32%	1
Don't remember/unsure	2.63%	2
TOTAL		76

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Q10 Did the guides and brochures that the Clerk's Office provided help you understand the application process?

Answered: 76 Skipped: 67



ANSWER CHOICES	RESPONSES	
Yes	63.16%	48
No	2.63%	2
I did not receive any guides or brochures	15.79%	12
Don't remember/unsure	18.42%	14
TOTAL		76

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Madison City Clerk 2017 Alcohol License Holder Survey

Q11 Looking back, what additional information should the Clerk's Office have given you at the time of your initial application? (please leave this blank if it does not apply)

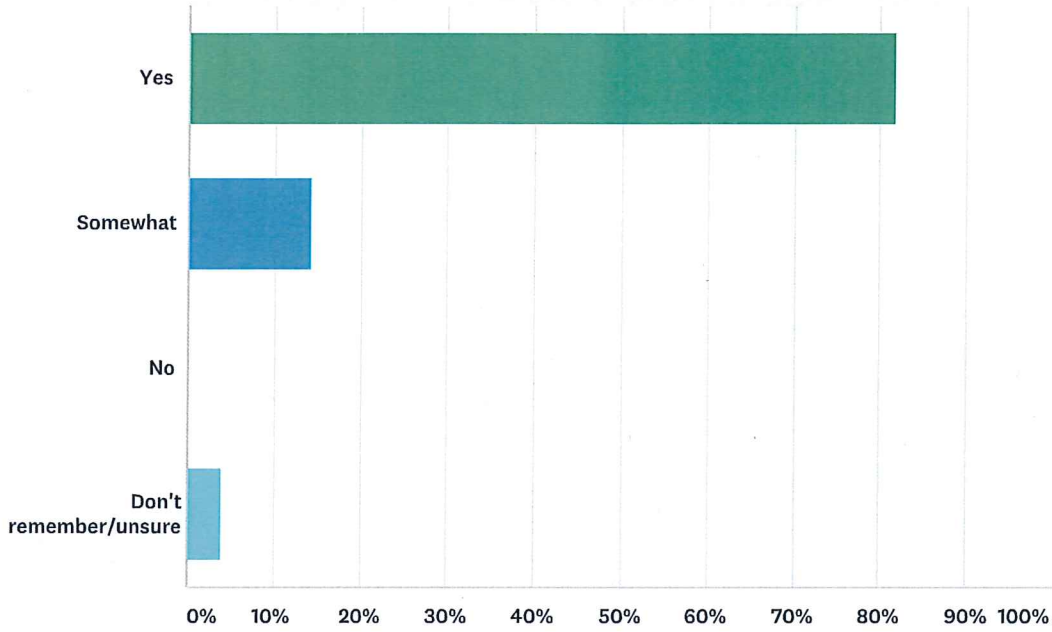
Answered: 9 Skipped: 134

#	RESPONSES	DATE
1	No	9/20/2017 9:02 AM
2	None	9/20/2017 7:58 AM
3	I don't recall, just remember being frustrated with city staff in general	9/20/2017 7:24 AM
4	None	9/19/2017 3:40 PM
5	More information on Operator's/Bartender's licenses for staff.	9/19/2017 3:13 PM
6	The City's policy of refunding 75% of the \$10,000 fee was not known to me until after I filed.	9/19/2017 2:14 PM
7	How to handle the different departments that need to give approval for occupancy to get your license. A clear way to make sure the departments have done their due diligence to get their approval of a license to the City Clerk's office.	9/19/2017 1:02 PM
8	They did as well as they could- I was one of the first under the new law.	9/19/2017 12:30 PM
9	More explanation about the process and specifically what "happens next" or "what to expect"	9/19/2017 12:29 PM

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Q12 After you submitted your alcohol license application, were the next steps made clear to you?

Answered: 77 Skipped: 66

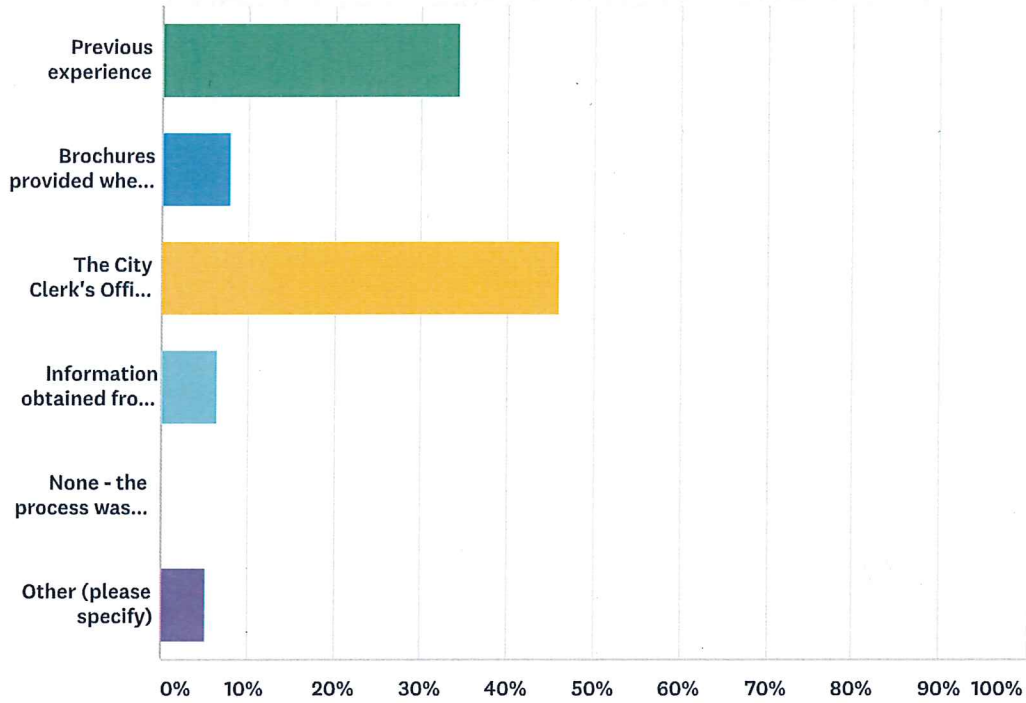


ANSWER CHOICES	RESPONSES	
Yes	81.82%	63
Somewhat	14.29%	11
No	0.00%	0
Don't remember/unsure	3.90%	3
TOTAL		77

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Q13 After you submitted your alcohol license application, what was most helpful in understanding the next steps of your application process?

Answered: 76 Skipped: 67



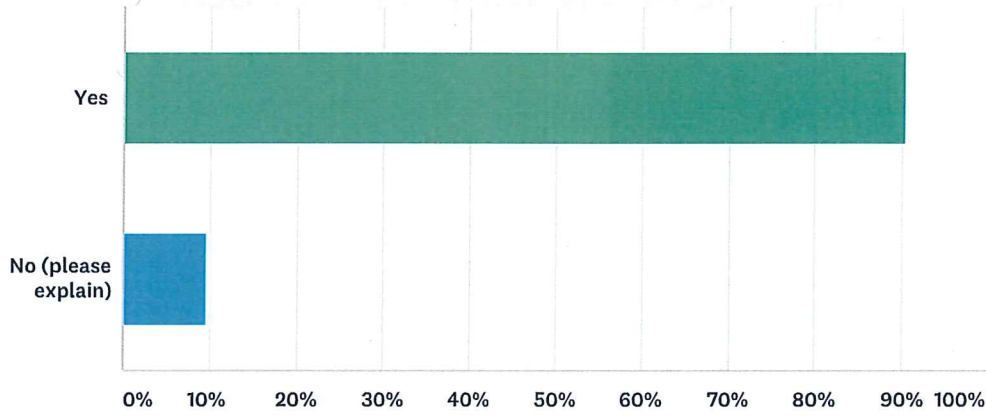
ANSWER CHOICES	RESPONSES
Previous experience	34.21% 26
Brochures provided when you submitted your application	7.89% 6
The City Clerk's Office explained the steps	46.05% 35
Information obtained from the City Clerk's website	6.58% 5
None - the process was confusing	0.00% 0
Other (please specify)	5.26% 4
TOTAL	76

#	OTHER (PLEASE SPECIFY)	DATE
1	Alderman provided most of the information	9/20/2017 1:18 PM
2	talking to the alder	9/20/2017 12:18 PM
3	Our alderman was very helpful too	9/19/2017 1:19 PM
4	spoke to my alder	9/19/2017 12:59 PM

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Q14 If your application was missing materials, were you contacted in a timely fashion?

Answered: 42 Skipped: 101



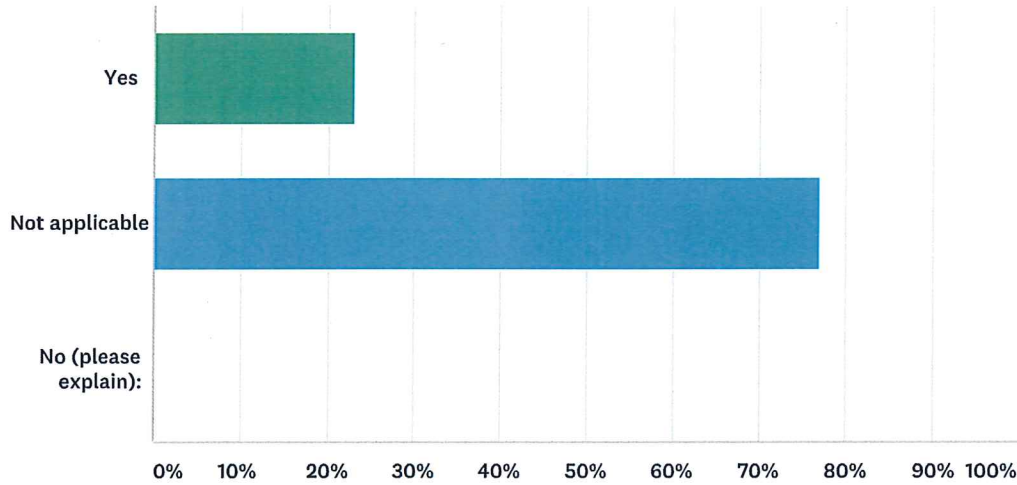
ANSWER CHOICES	RESPONSES	
Yes	90.48%	38
No (please explain)	9.52%	4
TOTAL		42

#	NO (PLEASE EXPLAIN)	DATE
1	n/a	9/20/2017 8:27 AM
2	N/A	9/19/2017 1:57 PM
3	i didnt get my renew at all i had to call up there	9/19/2017 1:43 PM
4	na	9/19/2017 1:03 PM

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Q15 If you needed certain accommodations during the Alcohol License Review Committee or Common Council meeting, were they met? (i.e. translator, scheduling issues, etc.)

Answered: 74 Skipped: 69



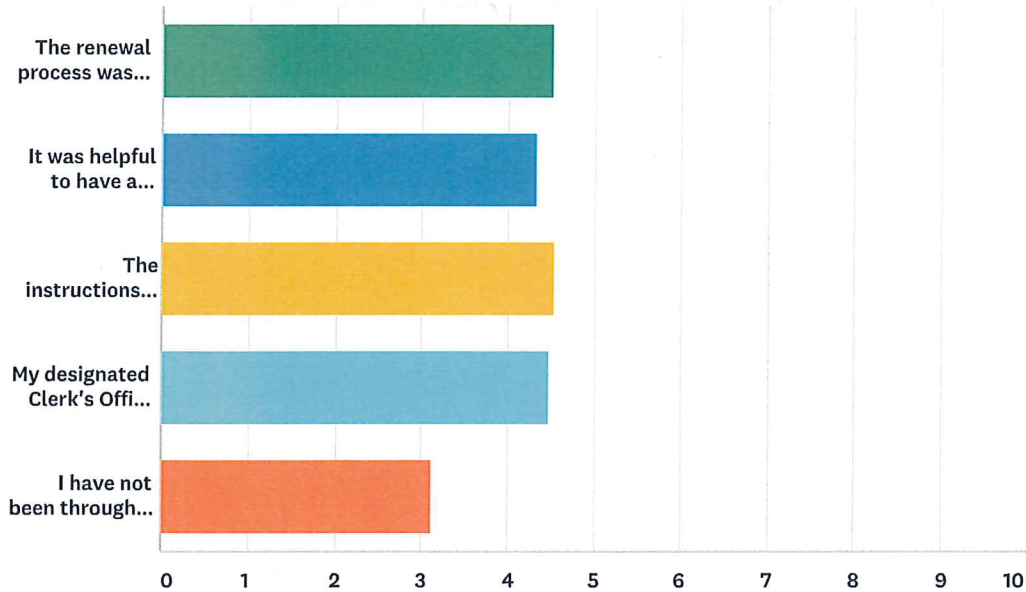
ANSWER CHOICES	RESPONSES	
Yes	22.97%	17
Not applicable	77.03%	57
No (please explain):	0.00%	0
TOTAL		74

#	NO (PLEASE EXPLAIN):	DATE
	There are no responses.	

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Q16 Alcohol licenses need to be renewed every year. Please think about the last renewal process and rate the following:

Answered: 73 Skipped: 70

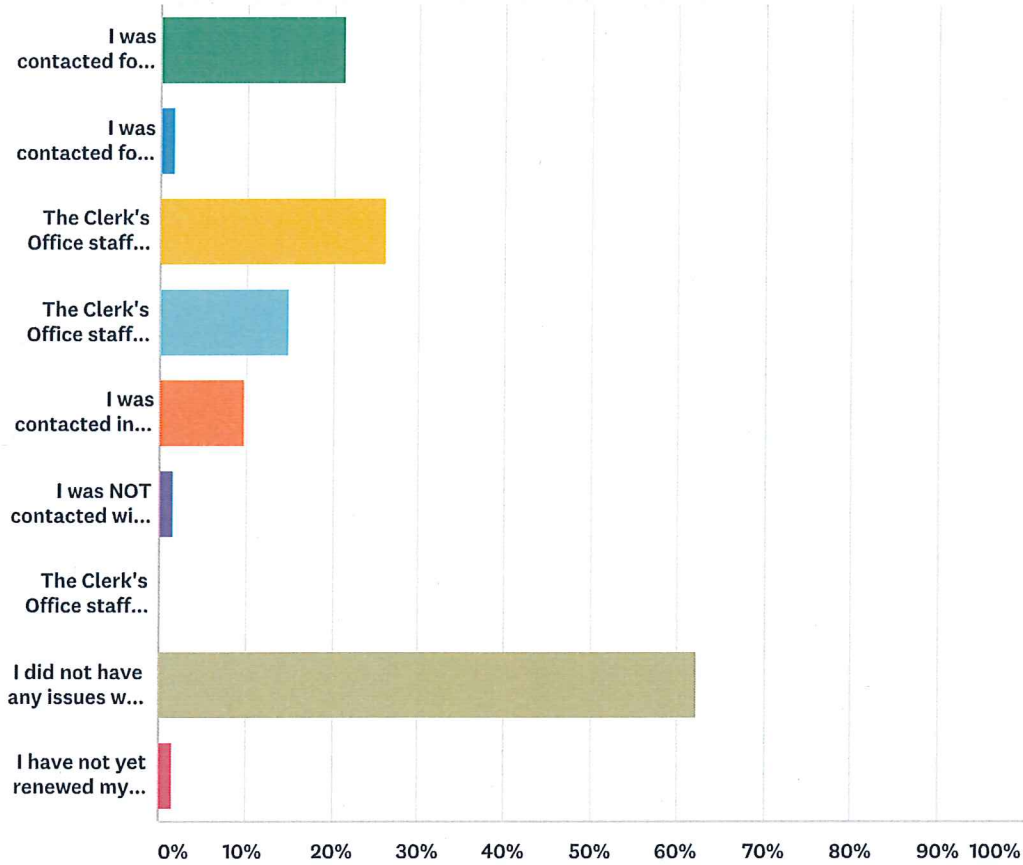


	NOT AT ALL	(NO LABEL)	SOMEWHAT	(NO LABEL)	COMPLETELY	TOTAL	WEIGHTED AVERAGE
The renewal process was easy and clear	2.82% 2	2.82% 2	5.63% 4	18.31% 13	70.42% 50	71	4.51
It was helpful to have a designated Clerk Staff member working with our renewal	4.62% 3	1.54% 1	10.77% 7	21.54% 14	61.54% 40	65	4.34
The instructions for renewal were simple and easy to understand	1.41% 1	1.41% 1	8.45% 6	18.31% 13	70.42% 50	71	4.55
My designated Clerk's Office staff member was helpful in answering renewal questions	1.56% 1	1.56% 1	9.38% 6	21.88% 14	65.63% 42	64	4.48
I have not been through the renewal process yet.	39.29% 11	3.57% 1	7.14% 2	7.14% 2	42.86% 12	28	3.11

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Q17 If the Clerk's Office contacted you for additional information on your renewal application, please check all that applied:

Answered: 61 Skipped: 82



ANSWER CHOICES	RESPONSES	
I was contacted for missing information on my application	21.31%	13
I was contacted for wrong information on my application	1.64%	1
The Clerk's Office staff member was courteous in explaining the issues with my renewal application	26.23%	16
The Clerk's Office staff member helped me correct the issues with my renewal application	14.75%	9
I was contacted in a timely fashion	9.84%	6
I was NOT contacted with enough time to correct the issue	1.64%	1
The Clerk's Office staff was NOT helpful in explaining the issues with my application	0.00%	0
I did not have any issues with my renewal	62.30%	38
I have not yet renewed my license	1.64%	1
Total Respondents: 61		

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Madison City Clerk 2017 Alcohol License Holder Survey

Q18 Please provide feedback that could help make the renewal process easier. Thanks! (please leave this blank if it does not apply)

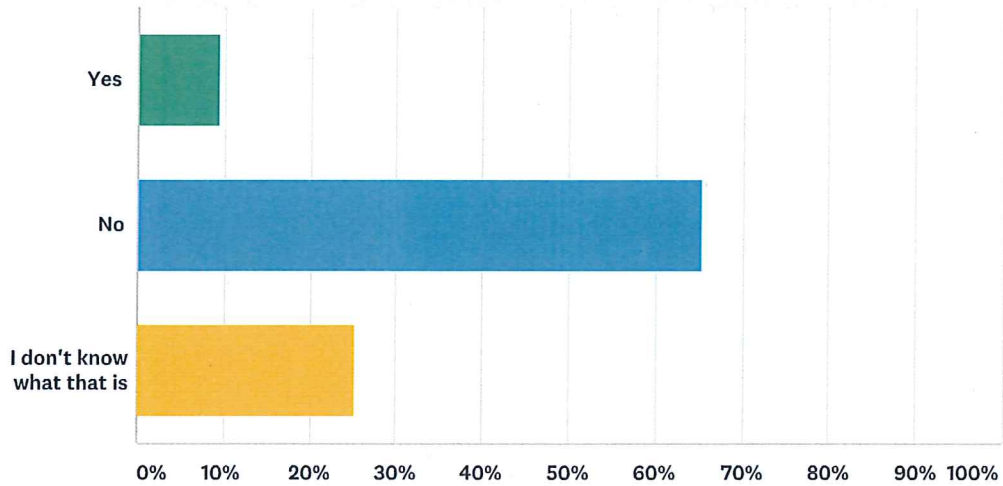
Answered: 10 Skipped: 133

#	RESPONSES	DATE
1	No	9/20/2017 9:02 AM
2	None	9/20/2017 7:58 AM
3	Make sure people understand if someone is contesting their license they must show up to defend themselves in person.	9/20/2017 5:36 AM
4	Is there a way that we can start doing this online for renewals and the info is already populated. We have been renewing for 18 years and the info never changes. There should be a way to expedite it for no changes.	9/19/2017 10:05 PM
5	It seemed longer this year to receive licenses. I believe I called 3 times before it was sent out in September. I will add that with every phone call I was assured that everything was ok and the process was just taking extra time(that was fine and gave me piece of mind).	9/19/2017 5:29 PM
6	None	9/19/2017 3:40 PM
7	I did not receive any follow up/confirmation after sending in the renewal electronically by email to my assigned member and had to contact the office by phone.	9/19/2017 2:54 PM
8	I feel like the application is switched around just enough that you can't refer to last year's application, when it really is the same information. Also, some poor editing, ie. one question appearing twice on this past year's application.	9/19/2017 1:29 PM
9	Regarding payment (not the application renewal), I received a phone call one year when I had forgotten to pay and I was so very appreciative since there is a ridiculously hefty penalty for late payment. I really appreciated the employee taking the time to warn me and I ran payment over that day.	9/19/2017 1:03 PM
10	The renewal process was not good. We did not have an advocate, we had an attorney represent us and we felt the alderperson was against us	9/19/2017 12:40 PM

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Q19 Have you ever worked with the City of Madison Office of Business Resources?

Answered: 75 Skipped: 68



ANSWER CHOICES	RESPONSES	
Yes	9.33%	7
No	65.33%	49
I don't know what that is	25.33%	19
TOTAL		75