

**Contact prior to appearing  
before the Alcohol License  
Review Committee:**

**Aldersperson**

\_\_\_\_\_

Home: \_\_\_\_\_

Council Office: 608-266-4071

E-mail: [council@cityofmadison.com](mailto:council@cityofmadison.com).

**Neighborhood Association**

Obtain contact information:  
608-266-4635

**Madison Police Department**

**Sector** \_\_\_\_\_

(See contact numbers below)

100-200 Sectors: 608-243-0503  
West District Captain Jay Lengfeld

300 Sectors: 608-267-8687  
South District Captain Joe Balles

400 Sectors: 608-261-9694  
Central District Captain Mary Schauf

500 Sectors: 608-245-3652  
North District Captain Cam McLay

600 Sectors: 608-267-2100  
East District Captain Tom Snyder

**Madison City Clerk's Office**

[licensing@cityofmadison.com](mailto:licensing@cityofmadison.com)

608-266-4601

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

Licensing Hours:  
8 a.m. – 4:15 p.m.

[www.cityofmadison.com/clerk](http://www.cityofmadison.com/clerk)

If you would like an interpreter at the  
Alcohol License Review Committee  
meeting, contact the Clerk's Office at  
least three business days in advance.

**The Clerk's Office does not  
provide legal advice.**

# Applying for a Liquor/Beer License in the City of Madison



## Filing Your Application

At the time of application, submit the following with a \$20 publication fee for each license:

### Original Alcohol Beverage Application

- Form must be notarized. Signatures can be notarized in the Clerk's Office.
- Provide State Seller's Permit and Federal Employer Identification numbers.

### Liquor/Beer Supplemental Form

- Form must be notarized.
- Answer to question 10 will be printed on your license as your "licensed premise."
- Class B applicants must estimate percentage of gross sales from alcohol and from food.

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

- Agent discloses percentage of the business he or she owns. Percentage must be a number, not a job title.
- Signatures must be notarized.
- A photocopy of picture identification must accompany this form.

### Background Investigation Form

- Needed for sole proprietors, partners, all LLC members, all corporate directors, and all stockholders owning at least one percent of a corporation's stock. If an officer or member is also the Liquor/Beer agent, the Appointment of Agent form also serves as their Background Investigation Form.
- 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

### Sample Menu

### Business Plan

### Beverage Server Training Proof for Agent

### Transfer of Ownership Form

- Form is completed if another entity currently holds a liquor license at this location.
- Present license holder must sign the Letter to Surrender Previous License.
- Applicant must complete the Payment of Taxes of Liquor/Beer License Transfer form.
- Signature on this form must be notarized.

Submittal deadlines can be found online at <http://www.cityofmadison.com/clerk/documents/Licensing/ALRCDeadlines.pdf>. **The same deadlines apply to everyone. Incomplete applications will not be processed.**

## After You File the Application

### Orange Sign

- The City Clerk's Office will give you an orange sign to post onsite, providing notice of your pending application and information session.

### Information Session

- Hold an information session at least one week prior to the ALRC public hearing.
- Hold the information session on premise, if possible.
- Allow sufficient time for attendees to review your business plan and ask questions.

### Contacts Made Prior to ALRC

- You must contact the Alderperson.
- You must contact the Police Captain.
- You must contact the Neighborhood Association.
- **Warning: Failure to make these contacts prior to the ALRC meeting will delay your application.**

### Notice to Public

- The City Clerk's Office publishes a legal notice regarding your application.
- The City Clerk's Office sends postcards to all residents and property owners within 300 feet of the proposed establishment.

## ALRC Meeting

The Liquor/Beer Agent will receive a letter requesting his or her presence at the Alcohol License Review Committee (ALRC) public hearing. This letter is sent to the agent at his or her home address up to two weeks before the meeting. Another representative may attend the meeting if the Liquor Agent is unable to attend. The ALRC will not act on your application if no one is present to answer questions.

**You may wish to have an interpreter at the ALRC meeting. If you would like an interpreter, notify the Clerk's Office by the Friday before the meeting takes place.**

## Common Council Approval

Common Council approval of your license is not official until the Mayor signs the proceedings. Before your license can be issued, you must:

- Provide Clerk's Office with proof the Liquor Agent completed Beverage Server Training.
- Provide the Clerk's Office with your State Seller's Permit Number and Federal Employer Identification Number.
- Pay the pro-rated fees for your license.
- Schedule and pass Health, Fire, and Building Inspections.

## Renewals

Renewal applications are mailed on March 1, and are **due April 15 every year**, regardless of when the license was initially obtained. Establishments filing renewal paperwork after April 15 are assessed a \$250 late filing fee.

## Changes to Your Premise

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. Contact the Clerk's Office for more information.