

## INTRODUCTION:

The licensing process for City of Madison Alcohol licenses is governed in part by the State of Wisconsin Statutes, and in part by City of Madison General Ordinances. The City of Madison Clerk's Office is the central contact point for all alcohol licensing issues and questions (insert appropriate contact telephone number). The Clerk's Office webpage contains a multitude of information pertaining to both alcohol licensing and administration (insert website address).

Wisconsin Statutes limit the number of certain types of alcohol licenses that communities issue. The City of Madison is nearing its cap on some types of alcohol licenses. The City wants to make certain that all individuals and organizations interested in applying for an alcohol license have an equal playing field. To do that the City has set forth the process discussed below. This process applies equally to all applicants for licenses. If you need assistance in interpreting any of the licensing steps, or need an interpreter to assist you in your discussions with staff in the City Clerk's office, please make that need known to the Clerk's Office. The City will provide, at no cost to you, access to qualified interpreters who can assist you in understanding the application process.

## APPLICATION PROCESS OVERVIEW:

The alcohol licensing has four "threshold" steps the process. Those are as follows:

1. Information and Application Preparation: It is highly recommended that you visit the City of Madison Clerks Office in person to discuss the licensing process that is applicable to the specific license you are seeking. Many questions and process issues can be resolved by the Clerks staff. This will expedite the process for you and avoid having to address unanticipated delays. These delays can be costly for you both in the form of time, and in opening your establishment or implementing changes to your current operations. The Clerks office website has a number of alcohol related application forms that will need to be completed by you, or your agent in order for you to satisfy this first step in the process. ONLY PROPERLY COMPLETED APPLICATIONS WILL BE FORWARDED TO THE CITY OF MADISON ALCOHOL LICENSING REVIEW COMMITTEE ("ALRC"). THE CLITY CLERKS OFFICE IS THE ONLY ENTITY IN MADISON RESPONSIBLE FOR DETERMINING IF AN APPLICATION IS PROPERTY COMPLETED.
2. Threshold Items: In addition to a properly completed application, the alcohol licensing process has a number of "threshold items" the applicants must address BEFORE their license will be considered by the ALRC. Those are as follows:
  1. Applicants must contact their Alderperson regarding their application. This can be done by phone or email. No "texting" for this portion of the process will be accepted as evidence that this step was completed. The Alderperson will provide you guidance as to the next steps. That might include attending a neighborhood meeting, meeting with the Alderperson and other City staff, etc. THE ALRC WILL NOT TAKE FINAL ACTION ON AN ALCOHOL APPLICATION UNTIL IT RECEIVES A RECOMMENDATION FROM THE ALDERPERSON. THIS RECOMMENDATION IS TYPICALLY IN THE FORM OF AN EMAIL.
  2. If the applicant is requesting a new liquor license, a change in their current licensed capacity, hours of operation, a change in their licensed premise description, the inclusion of a sidewalk café or an outdoor patio, or interior remodeling, the City Clerk's office will indicate which City agency will need to be contacted. The Clerk's office will provide the applicant the respective contact information for the City staff. The applicant is responsible for making these contacts. Generally, this will include Building Inspection, Planning and Zoning, the City Fire Marshall and the City Police

Department District Captain. THE ALRC WILL NOT TAKE FINAL ACTION ON AN ALCOHOL APPLICATION UNTIL IT RECEIVES A RECOMMENDATION OR ACKNOWLEDGEMENT FROM ALL OF THE CITY STAFF THAT THE CLERKS OFFICE RECOMMENDED. THIS RECOMMENDATION IS TYPICALLY IN THE FORM OF AN EMAIL

3. To arrange the order of ALRC agenda items, and to expedite those requests that are unlikely to have significant questions, the ALRC has developed a self scoring document. This document is completed by the applicant. It is a series of questions that are frequently asked by the ALRC of applicants. The ALRC from time to time attaches points to each question. The higher the applicants score, the higher on the agenda they will appear. A copy of the point scoring document is attached.

The ALRC assumes that applicants will attach points to the various questions based on the applicants assumptions that they will operate their establishment as outlined in the scoring document. The scoring document will be incorporated as part of the application materials. The ALRC may ask the applicant to agree to incorporate some or all of the scoring responses as part of the "licensed conditions" which will become part of the official liquor license. Failure to follow these conditions may result in suspension, revocation, or assessment of fines and sanction – points by the City Attorney's office.

The ALRC self scoring document is divided into the key subject areas that are frequently discussed as part of the license application. This scoring document is designed to give applicants a clear indication where questions may arise (your low scoring items) so that they can come prepared to discuss these items with the ALRC. A high score does not translate into certain approvals, nor does a low score translate into denial. As a result of discussion at an ALRC meeting, an applicant may modify their application or proposed plan of operation. The ALRC may agree with the applicants lower scoring items and incorporate those into applicants "licensed conditions

4. After completing the above threshold items, the Clerk's Office will place the applicants request on the next regularly scheduled meeting of the ALRC. The Clerk's Office will inform the applicant of the ALRC meeting day, time and location. Unless indicted to the contrary by the Clerk's Office, all applicants are expected to attend the respective ALRC meeting. Failure to do so may result in the ALRC having had questions, which could not be answered, thus resulting in the applicants request being moved to the next regularly scheduled meeting of the ALRC.

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