

NEW AND TRANSFER OF LOCATION ALCOHOL BEVERAGE PREMISE APPLICATIONS

Customers must schedule an appointment ahead of time to have their application reviewed and filed

Alcohol Beverage Applications include Class B Tavern, Class B Beer, Class C Wine, Class A Malt, Class A Liquor, and Class A Liquor & Malt

Unless you already hold a food license or have a pending application on file, a new food application must be filed with your alcohol application.

Appointments can be made by calling (414) 286-2238 or emailing license@milwaukee.gov.

Applicants must have application forms completed prior to arrival. Our office is unable to assist applicants in the completion of the entire application; assistance is limited to answering specific questions regarding completion of the application.

If you are 10 minutes or more late for your appointment, it may need to be rescheduled.



ALCOHOL BEVERAGE ESTABLISHMENT BUSINESS INFORMATION

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 e-mail address: license@milwaukee.gov www.milwaukee.gov/license

This information was created to assist persons filing applications to hold alcohol beverage establishment licenses. This brief overview does not replace the applicant's responsibility to review Chapter 90 of the Milwaukee Code of Ordinances (MCO) and Chapter 125 of the Wisconsin State Statutes related to alcohol beverage regulations and licensing requirements.

APPLICATION CERTIFICATION

The Office of the City Clerk, License Division must certify your application is complete before your application can be referred to the License Committee.

Certification cannot be made until:

1. A complete application has been filed by the applicant.
2. Our office receives a complete police report.

AND until 10 days has passed since the following has occurred:

3. Our office has notified the neighborhood of the application.
4. A Sworn Assurance form has been filed with our office by the applicant.

HEARING SCHEDULED WITHIN 3 CYCLES

Applications for alcohol beverage establishments are required to be referred to the License Committee within 3 full cycles of the Common Council (generally 9 weeks) after the date the application was certified as complete. The License Committee makes a recommendation to the Common Council as to whether or not a license should be granted.

Who needs an Alcohol Beverage License?

A license is required for those who wish to sell, barter, or serve any intoxicating liquors or fermented malt beverages.

Forms Needed

- Business License Application (ccl-busapp)
- Original Alcohol Beverage License Application (AT-106)
- Schedule for Appointment of Agent (AT-104)
- Auxiliary Questionnaire – Alcohol Beverage License Application (AT-103a)
- Addendum to Original Alcohol License Application (ccl-alc4)
- Business License Plan of Operation (ccl-busplan)
- Alcohol Beverage & Public Entertainment Premises Supplemental Application (ccl-alcpeppln)
 - Detailed Floor Plan
 - Menu, if a restaurant
- Public Entertainment Premises License Supplemental Application (ccl-pepapp) if applicable
- Supplemental Application for Cigarette and Tobacco Products License (ccl-cigapp) if applicable

Fees

Alcohol Beverage Establishment

License Type	Fee*
Class "A" Malt	\$360
Class "A" Liquor	\$510
Class "A" Liquor and Malt	\$860
Class "B" Beer	\$110
Class "B" Tavern	\$610
Class "B" Wine Only (State of WI licensed wineries only)	\$510
Class "C" Wine	\$110
*Includes the \$10 publication fee.	

Public Entertainment Premises

Based on the maximum capacity of the premises as established by the Common Council:

Capacity	Fee
25 or fewer persons, or premises without a capacity:	\$150
26-79 persons:	\$250
80-99 persons:	\$375
100-149 persons:	\$500
150-179 persons:	\$700
180-299 persons:	\$1000
300-499 persons:	\$1,500
500 or more persons:	\$2,000

Cigarette and Tobacco Products: \$100

Complete Application

1. Business License Application (ccl-busapp)

The sole proprietor, all partners, or the agent of the corporation or LLC must have been a Wisconsin state resident for greater than 90 days immediately prior to the date of application.

2. Original Alcohol Beverage License Application (AT-106)

If applying for the Class "B" Fermented Malt Beverage License and Class "C" Wine License, only one application and publication fee of \$10 is required.

If the premise description will include a sidewalk café, you must also submit a Sidewalk Dining Facility Permit Application.

3. Schedule for Appointment of Agent (AT-104)

Corporation and limited liability company applicants must complete this schedule.

4. Auxiliary Questionnaire-Alcohol Beverage License Application (AT-103a)

This form must be completed by all persons listed on the Business Application.

As part of this form, applicants are required to provide detailed information regarding all arrests and convictions in their application. Failure to do so may result in prosecution.

A detailed arrest and conviction report may be obtained from the Milwaukee Police Department, Open Records Section, 2333 N. 49th Street - 2nd Floor (49th St. between North & Lisbon), if proper identification is presented.

5. Addendum to Original License Application (ccl-alc4).

This form must be completed by the individual, all partners, or the agent.

6. Business License Plan of Operation (ccl-busplan)

Complete in its entirety and signature required on page 3.

7. Alcohol Beverage & Public Entertainment Premises Supplemental Plan of Operation (ccl-alcpeppln)

Complete in its entirety and notarized signature required on page 2.

8. Detailed Floor Plan

Instructions are included on page 3 of the Alcohol Beverage & Public Entertainment Premises Supplemental Plan of Operation.

9. Menu

A menu is required for all establishments serving or preparing food (restaurants).

10. Public Entertainment Premises License Supplemental Application (ccl-pepapp)

This form is required for applicants who wish to conduct or operate public entertainment. The type(s) of entertainment granted will be listed on your license. In order to make changes, a Request to Change the Plan of Operation for a Public Entertainment Premises License must be applied for, approved, and a new license issued before you can change the current plan of operation.

Exemptions:

No public entertainment premises license shall be required for the following:

- A theater or motion picture house at which the only person or organization providing motion pictures or theater performances is the person or organization that owns the premises.
- Organizations formed exclusively for the purpose of ballet performance and instruction and which have received tax-exempt status from the United States Internal Revenue Service.
- Any public show or exhibition conducted exclusively by charitable, eleemosynary, educational or religious organizations on their own premises.

Exemptions Continued:

- Billiard tables provided on the premises of bona fide clubs or social organizations not operating for private profit and which provide other membership privileges and activities, even though there is a charge for playing billiards.
- Any dance studio, which means a room, place or space in which dancing classes are held and dancing instruction is given for hire.
- Recorded background music which is incidental to operation of the establishment located on the premises and is either:
 - In the case of a licensed alcohol beverage premises, operated by the licensee, manager or bartender.
 - In the case of a premises without an alcohol beverage license, operated by a regular employee of the establishment.

12. Supplemental Application for Cigarette and Tobacco Products License (ccl-cigapp)

Applicants who wish to offer cigarettes or tobacco products for sale on the premises must file this application.

Ban on Flavored Cigarettes Enacted: It is illegal to sell fruit-, candy-, or clove-flavored cigarettes.

Vending Machines Sales Prohibited: The U.S. Food & Drug Administration has banned the sale of cigarettes through vending machines.

13. File application and additional required forms with the appropriate license fee.

New license applicants wishing to file applications in person must schedule an appointment by contacting the License Division at (414) 286-2238 or license@milwaukee.gov.

Applicants must have application forms completed prior to arrival. Our office is unable to assist applicants in the completion of the entire application; assistance is limited to answering specific questions regarding completion of the application.

Only the \$10 publication fee must be submitted at the time the application is filed.

Incomplete applications or those submitted without a complete floor plan will not be accepted.

Proof of Identity Required. All persons filing or amending applications in-person, or picking up licenses or permits, must provide proof of identity.

Notice of Public Interest

All applicants for new alcohol beverage retail establishment licenses are required to post a Notice of Public Interest (form ccl-143b) for the purposes of providing notice to the public that a new application has been filed and that written objections to the granting of the license based on the proposed operation of the licensed premises can be submitted by any interested party to the Office of the City Clerk-License Division.

The Notice of Public Interest is required to be posted in a place easily viewable to members of the public from the outside of the proposed licensed premises. The posting and maintaining of the notice shall be at the expense of the applicant.

The Notice of Public Interest is required to be posted upon filing of the new application with the Office of the City Clerk-License Division, and shall remain posted until the application is recommended for granting or denial by the Licenses Committee of the Common Council, or withdrawn by the applicant, whichever occurs first.

Replacement Notices of Public Interest are available online at www.milwaukee.gov/license. See "Notice of Public Interest, New Application" on the "Forms" page to create and print a replacement notice.

Sworn Assurance of Posting

Immediately after properly posting the Notice of Public Interest, file with the Office of the City Clerk-License Division a Sworn Assurance (form ccl-143c) confirming the posting.

The Office of the City Clerk-License Division must certify that your application is complete before your application can be referred to the Licensing Committee for its recommendation as to whether or not your license should be issued.

Certification of your application as complete cannot be made until 10 days after the Sworn Assurance form has been properly filed.

Interview, Residency and CPTED

After all applicants have submitted fingerprints, the individual, all partners, or the agent of the corporation or

limited liability company will be contacted by the Milwaukee Police Department (MPD) License Investigation Unit (LIU) for:

- A telephone interview
- Proof of residency
- To schedule a Crime Prevention Thru Environmental Design (CPTED) meeting with a MPD representative to review your floor plan and plan of operation

Note: Failure to comply with the fingerprinting, interview, residency, and CPTED requirements in a timely manner will cause a delay in the certification of your application as complete.

Responsible Beverage Server Course

Individual applicants, each partner, or the agent if a corporation or limited liability company must successfully complete an approved Responsible Beverage Server Training course offered by the Milwaukee Area Technical College (414) 297-8370, or similar approved course at <http://www.revenue.wi.gov/training/alcSellerServer.html>

Applicants attending Wisconsin C.A.R.E., T.I.P.S. or N.R. A. must have certificates/diplomas, which indicate that the course complies with 125.04 & 125.17, Wis. Stats.

The server-training course does not need to be completed if one of the following are met:

1. Within the past 2 years, you held a Class "A", or Class "B" Liquor license, or a Class "B" Manager's license in Wisconsin.
2. Within the past 2 years, you held a Bartender's license in Wisconsin.
3. Within the past 2 years, you have already completed the course.

Note: Proof must be submitted to the License Division that a course was completed or if the license held was not issued by the City of Milwaukee.

Seller's Permit

A copy of your Wisconsin State Seller's Permit must be submitted to the License Division before your license can be issued.

Department of Financial Institutions

Proof that your registration has been filed and processed by the Department of Financial Institutions must be submitted to the License Division before your license can be issued.

Health Inspection

Health Department inspection of the premises must be made and any violations corrected. Contact the Health Department at (414) 286-8327 or send an email to CEHCoordinator@milwaukee.gov to schedule an inspection.

Additional City Licenses

Applications and information related to the following licenses and permits can be obtained online at www.milwaukee.gov/license or from our office.

Class "B" Manager's License

A Class "B" Manager's License is required for the person managing the day-to-day operations of the Class B business if that person is not the individual proprietor, partner, or the agent of the corporation or limited liability company.

Class "D" Bartender's License

A license is required for all persons selling or serving alcohol. The alcohol beverage establishment licensee (Individual, Partners, Agent) does not need a bartender's license. (Officers and members do need a license.)

Members of a licensee's family may be exempt if all of the following requirements are met:

1. Premises must be licensed as an individual or partnership.
2. Person must be an immediate family member (spouse, son, daughter, father, mother, mother-in-law, father-in-law, son-in-law, or daughter-in-law) Brothers or sisters are not eligible.
3. Person must be 21 years of age or older. If over age 18 and they do not have their own operator's license, they must be under the immediate supervision by the licensee, agent, adult member of the licensee's immediate family, or a person with an operator's license.
4. Person must be living in the same residence as the licensee.
5. Exemption is only applicable at the licensed family premises.

Retail Dealers - Tax & Trade Bureau

Federal law requires retail dealers register with the Tax & Trade Bureau.

https://www.ttb.gov/public_info/5170-2a.htm

Additional References

- Milwaukee Code of Ordinances Chapter 90
www.milwaukee.gov/ordinances
- Wisconsin State Statutes Chapter 125
www.legis.state.wi.us/rsb/stats.html
- WI Department of Revenue
<https://www.revenue.wi.gov/Pages/Form/alcohol-Home.aspx>

GRANTING OF LICENSES

Step 1. Notice of hearing sent to applicant

Notice is mailed to all applicants (the individual, both partners, or the agent) to appear before the License Committee.

Step 2. Committee recommendation made

The License Committee makes its recommendation to the Common Council and then the Common Council votes on the recommendation at the next scheduled meeting. (Licenses are not granted by the License Committee.)

Step 3. Holds placed by other city departments

If all requirements for the Health Department and Department of Neighborhood Services are not met, they will place a hold on the issuance of your license.

Step 4. Common Council grants/denies license

Licenses are granted by the Common Council at regularly scheduled meetings, which are usually held once a month. Applicants do not appear before the Common Council.

No regular meetings of the License Committee and Common Council are scheduled during the month of August.

Step 5. License is issued after holds released

Applicants for whom licenses are granted by the Common Council can be issued on the date of granting if:

- All license fees have been paid
- There are no holds on the issuance placed by other City departments
- Responsible Beverage Server Course requirements are met
- State Seller's Permit or clearance slip has been submitted
- Proof that the corporation or LLC has registered with the Wisconsin Department of Financial Institutions has been submitted

License expires 1 year from date of issuance.

License must be issued within 1 year of approval, or a waiver from the Licenses Committee is needed.

Table 1. Sales and Service Restrictions related to each type of Alcohol Beverage Establishment License

Type of Alcohol Beverage License	Type of Alcohol Beverages Permitted	Consumption on Premises, Restrictions	Sale for Off-Premises Consumption, Restrictions	Permitted Hours of Operation (Unless more restrictive hours are established under the plan of operation approved by the Common Council.)
Class "A" Malt	Beer, Fermented Malt Beverages	Not permitted [2]	Quantities of no more than 4.5 gallons at any one time Limitation of 4.5 gallons does not apply if a Class "A" Liquor license is also held for the same premises by the same entity.	8 a.m. to 9 p.m.
Class "A" Liquor	Wine, Intoxicating Liquors	Not permitted [2]	No restriction on quantity sold	8 a.m. to 9 p.m.
Class "B" Beer [1]	Beer, Fermented Malt Beverages	By the glass or in an opened original container.	Sales for off-premises between 8 a.m. and 9 p.m. only. No restriction on quantity sold	Sun. – Thurs.: 6 a.m. to 2 a.m. Fri. – Sat.: 6 a.m. to 2:30 a.m. On January 1, premises holding Class "B" licenses are not required to close.
Class "B" Tavern [1]	Beer, Fermented Malt Beverages, Wine, Intoxicating Liquors	Intoxicating Liquor: By the glass only; bottle service not permitted. All Other Alcohol: By the glass or in an opened original container.	Sales for off-premises between 8 a.m. and 9 p.m. only. Intoxicating Liquor: Restricted quantities of no more than 4 liters at any one time, in original sealed containers only Wine and beer in unlimited quantities.	Sun. – Thurs.: 6 a.m. to 2 a.m. Fri. – Sat.: 6 a.m. to 2:30 a.m. On January 1, premises holding Class "B" licenses are not required to close.
Class "B" Wine State of Wisconsin Winery License holders only	Wine only [3]	By the glass or in an opened original container Restricted quantities of no more than 1 bottle at any one time.	Sales for off-premises between 8 a.m. and 9 p.m. No restriction on quantity sold	Sun. – Thurs.: 6 a.m. to 2 a.m. Fri. – Sat.: 6 a.m. to 2:30 a.m.
Class "C" Wine Food must account for 50% or more of gross receipts.	Wine only [3]	By the glass or in an opened original container. Restricted quantities of no more than 1 bottle at any one time.	Sales for off-premises between 8 a.m. and 9 p.m. only. No restriction on quantity sold	Sun. – Thurs.: 6 a.m. to 2 a.m. Fri. – Sat.: 6 a.m. to 2:30 a.m.

[1] "Service Bar Only" Designation: Provides same privileges as Class "B" Beer/Tavern, except all alcohol beverages shall be served only to employees who serve patrons seated at tables.

[2] Class A establishments may provide up to 2 free taste samples of wine, fermented malt beverages, or apple/pear cider per day to any one person for consumption on the premises between the hours of 11 A.M. and 7 P.M. Sample size must be no more than 3 fluid ounces each. Class A establishments may provide no more than 1 free taste sample of intoxicating liquors other than wine per day to any one person for consumption on the premises between the hours of 11 A.M. and 7 P.M. Sample size must be no more than 0.5 fluid ounces each.

[3] Wine shall mean products obtained from the normal alcohol fermentation of the juice or must of sound, ripe grapes, other fruits or other agricultural products, imitation wine, compounds sold as wine, vermouth, cider, perry, mead and sake, if such products contain 21% or more of alcohol by volume.

FEDERAL TAX RESPONSIBILITIES, WHAT BUSINESS OWNERS NEED TO KNOW

As a business owner, you need to know your federal tax responsibilities. In addition to knowing about federal taxes, you need to make some basic business decisions.

Understanding and complying with tax requirements is a necessary aspect of doing business.

IRS WEB RESOURCES

Connect to your state's website for small business information at <https://www.irs.gov/>

Starting, Operating or Closing a Business

Whether you are a budding entrepreneur, or an established business owner, you will find everything you need to start and manage your business venture.

Business Taxes

The form of business you operate determines what taxes you must pay and how you pay them.

Checklist for Starting a Business

This checklist provides the basic steps you should follow to start a business.

Employer ID Number (EIN)

An EIN (also known as a Federal Tax Identification Number) is used to identify a business entity.

Non-Profit Organizations (Tax Exempt)

Non-Profit organizations are required to register as (501)(c)(3) organizations with the Internal Revenue Service, Department of the Treasury.

A copy of your documentation from the Internal Revenue Service confirming your status as a (501) (c) (3) organization must be submitted to the License Division before your license can be issued.

SMALL BUSINESS RESOURCES

These are just a few of the many government websites with business information.

Small Business Administration (SBA)

The Small Business Planner includes information and resources that will help you at any stage of your business. <http://www.sba.gov/>

Social Security Administration (Business Services)

Obtain applications enabling organizations and authorized individuals to conduct business with the Social Security Administration (including filing W-2 forms electronically). <http://www.socialsecurity.gov/>

U.S. Department of Labor

Obtain information on Wages and Work Hours, Workplace Safety and Health, and Retirement and Health Benefits. <http://www.dol.gov/>

U.S. Department of Agriculture (USDA) – Office of Small & Disadvantaged Business Utilization

Provides maximum opportunities for small businesses to participate in USDA contracting activities <https://www.dm.usda.gov/osdbu/index.php>

National Federation of Independent Business

Its' mission is to protect the future of small businesses. www.nfib.com

U.S. Government - Official Website

Easily access U.S. government information and services <https://www.usa.gov/>

ALCOHOL BEVERAGE ESTABLISHMENT LICENSE APPLICATION CHECKLIST

PLEASE REFER TO THE ALCOHOL BEVERAGE ESTABLISHMENT BUSINESS INFORMATION SHEETS FOR DETAILED INFORMATION.

I. MUST BE COMPLETED PRIOR TO SCHEDULING BEFORE THE LICENSES COMMITTEE:

- a. Submit the following to the License Division:
 - Application
 - Floor plan
 - Menu (if applicable)
- b. Pay the \$10 Publication Fee
- c. Post the Notice of Public Interest and return the Sworn Assurance of Posting to License Division
- d. Report for fingerprinting
- e. Police Department interview, residency, CPTED
- f. License Division receives police report
- g. Contact alderperson's office/address neighborhood concerns

II. APPROVAL/DENIAL:

- a. Receive notice for and attend License Committee meeting (*Attendance required*)
- b. Common Council meeting (*Attendance is not required*)

III. COMPLETE ANYTIME PRIOR TO ISSUANCE OF THE LICENSE:

- a. Contact Health Department *
- b. Contact Neighborhood Services at the Development Center to obtain an occupancy permit *
- d. State Sellers Permit
- e. Corporation/LLC Register with Department of Financial Institutions
- f. Non-profit organizations register with Internal Revenue Service, Dept. of Treasury
- g. Pay license fees
- h. Submit Responsible Beverage Server Course certificate

IV. ALSO REMEMBER TO:

- a. Post license in a conspicuous place in your establishment
- b. Report in writing any changes regarding your application to the License Division within 10 Days
- c. Renew each year by the "File By" Date on the Renewal Information Sheets to ensure that there is not a lapse in your license

Please Note: The minimum processing time for an application is 5-6 weeks.

*** The License Division must receive an electronic release from the Health Department and Neighborhood Services before your license will be issued. A verbal approval from an inspector is not acceptable.**

Original Alcohol Beverage Retail License Application

Submit to municipal clerk.

For the license period beginning _____ 20 _____ ;
 ending _____ 20 _____

TO THE GOVERNING BODY of the: Town of } _____
 Village of }
 City of }

County of _____ Aldermanic Dist. No. _____ (if required by ordinance)

Applicant's WI Seller's Permit No.:		FEIN Number:	
LICENSE REQUESTED ▶			
TYPE		FEE	
<input type="checkbox"/>	Class A beer	\$	
<input type="checkbox"/>	Class B beer	\$	
<input type="checkbox"/>	Class C wine	\$	
<input type="checkbox"/>	Class A liquor	\$	
<input type="checkbox"/>	Class A liquor (cider only)	\$	N/A
<input type="checkbox"/>	Class B liquor	\$	
<input type="checkbox"/>	Reserve Class B liquor	\$	
<input type="checkbox"/>	Class B (wine only) winery	\$	
Publication fee		\$	
TOTAL FEE		\$	

1. The named Individual Partnership Limited Liability Company
 Corporation / Nonprofit Organization

hereby makes application for the alcohol beverage license(s) checked above.

2. Name (individual/partners give last name, first, middle; corporations/limited liability companies give registered name): ▶ _____

An "Auxiliary Questionnaire," Form AT-103, must be completed and attached to this application by each individual applicant, by each member of a partnership, and by each officer, director and agent of a corporation or nonprofit organization, and by each member/manager and agent of a limited liability company. List the name, title, and place of residence of each person.

Title	Name (Last, First, M.I.)	Home Address	Post Office & Zip Code
President/Member	_____	_____	_____
Vice President/Member	_____	_____	_____
Secretary/Member	_____	_____	_____
Treasurer/Member	_____	_____	_____
Agent ▶	_____	_____	_____
Directors/Managers	_____	_____	_____

3. Trade Name ▶ _____ Business Phone Number _____

4. Address of Premises ▶ _____ Post Office & Zip Code ▶ _____

5. Is individual, partners or agent of corporation/limited liability company subject to completion of the responsible beverage server training course for this license period? Yes No
6. Is the applicant an employe or agent of, or acting on behalf of anyone except the named applicant? Yes No
7. Does any other alcohol beverage retail licensee or wholesale permittee have any interest in or control of this business? Yes No
8. (a) **Corporate/limited liability company applicants only:** Insert state _____ and date _____ of registration.
- (b) Is applicant corporation/limited liability company a subsidiary of any other corporation or limited liability company? Yes No
- (c) Does the corporation, or any officer, director, stockholder or agent or limited liability company, or any member/manager or agent hold any interest in any other alcohol beverage license or permit in Wisconsin? Yes No
- (NOTE: All applicants explain fully on reverse side of this form every YES answer in sections 5, 6, 7 and 8 above.)

9. Premises description: Describe building or buildings where alcohol beverages are to be sold and stored. The applicant must include all rooms including living quarters, if used, for the sales, service, consumption, and/or storage of alcohol beverages and records. (Alcohol beverages may be sold and stored only on the premises described.) _____

10. Legal description (omit if street address is given above): _____

11. (a) Was this premises licensed for the sale of liquor or beer during the past license year? Yes No
- (b) If yes, under what name was license issued? _____

12. Does the applicant understand they must register as a Retail Beverage Alcohol Dealer with the federal government, Alcohol and Tobacco Tax and Trade Bureau (TTB) by filing (TTB form 5630.5d) before beginning business? [phone 1-877-882-3277]. Yes No

13. Does the applicant understand they must hold a Wisconsin Seller's Permit? [phone (608) 266-2776]. Yes No

14. Does the applicant understand that they must purchase alcohol beverages only from Wisconsin wholesalers, breweries and brewpubs? . . . Yes No

READ CAREFULLY BEFORE SIGNING: Under penalty provided by law, the applicant states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000. Signer agrees to operate this business according to law and that the rights and responsibilities conferred by the license(s), if granted, will not be assigned to another. (Individual applicants, or one member of a partnership applicant must sign; one corporate officer, one member/manager of Limited Liability Companies must sign.) Any lack of access to any portion of a licensed premises during inspection will be deemed a refusal to permit inspection. Such refusal is a misdemeanor and grounds for revocation of this license.

(Officer of Corporation / Member / Manager of Limited Liability Company / Partner / Individual)

TO BE COMPLETED BY CLERK

Date received and filed with municipal clerk	Date reported to council / board	Date provisional license issued	Signature of Clerk / Deputy Clerk
Date license granted	Date license issued	License number issued	

SCHEDULE FOR APPOINTMENT OF AGENT BY CORPORATION/NONPROFIT ORGANIZATION OR LIMITED LIABILITY COMPANY

Submit to municipal clerk.

All corporations/organizations or limited liability companies applying for a license to sell fermented malt beverages and/or intoxicating liquor must appoint an agent. The following questions must be answered by the agent. The appointment must be signed by the officer(s) of the corporation/organization or members/managers of a limited liability company and the recommendation made by the proper local official.

To the governing body of: Town Village of _____ County of _____ City

The undersigned duly authorized officer(s)/members/managers of _____ (registered name of corporation/organization or limited liability company)

a corporation/organization or limited liability company making application for an alcohol beverage license for a premises known as _____ (trade name)

located at _____

appoints _____ (name of appointed agent)

_____ (home address of appointed agent)

to act for the corporation/organization/limited liability company with full authority and control of the premises and of all business relative to alcohol beverages conducted therein. Is applicant agent presently acting in that capacity or requesting approval for any corporation/organization/limited liability company having or applying for a beer and/or liquor license for any other location in Wisconsin?

Yes No If so, indicate the corporate name(s)/limited liability company(ies) and municipality(ies).

Is applicant agent subject to completion of the responsible beverage server training course? Yes No

How long immediately prior to making this application has the applicant agent resided continuously in Wisconsin? _____

Place of residence last year _____

For: _____ (name of corporation/organization/limited liability company)

By: _____ (signature of Officer/Member/Manager)

And: _____ (signature of Officer/Member/Manager)

ACCEPTANCE BY AGENT

I, _____ (print/type agent's name), hereby accept this appointment as agent for the

corporation/organization/limited liability company and assume full responsibility for the conduct of all business relative to alcohol beverages conducted on the premises for the corporation/organization/limited liability company.

_____ (signature of agent) _____ (date) Agent's age _____

_____ (home address of agent) Date of birth _____

**APPROVAL OF AGENT BY MUNICIPAL AUTHORITY
(Clerk cannot sign on behalf of Municipal Official)**

I hereby certify that I have checked municipal and state criminal records. To the best of my knowledge, with the available information, the character, record and reputation are satisfactory and I have no objection to the agent appointed.

Approved on _____ (date) by _____ (signature of proper local official) Title _____ (town chair, village president, police chief)

Auxiliary Questionnaire Alcohol Beverage License Application

Submit to municipal clerk.

Individual's Full Name (please print) (last name)		(first name)	(middle name)	
Home Address (street/route)	Post Office	City	State	Zip Code
Home Phone Number	Age	Date of Birth	Place of Birth	

The **above named individual** provides the following information as a person who is (check one):

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- _____ of _____
(Officer / Director / Member / Manager / Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
 which is making application for an alcohol beverage license.

The **above named individual** provides the following information to the licensing authority:

- (a) How long have you continuously resided in Wisconsin prior to this date? _____
 (b) Have you resided in the City of Milwaukee continuously for one year immediately prior to this date? Yes No
- (a) Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, or laws of any other states? Yes No
 (b) Have you ever been convicted of any violations of any county or municipal ordinances? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. (If more room is needed, continue on reverse side of this form.)
- Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending. _____
- Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. _____
(Name, Location and Type of License/Permit)
- Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 (If yes, identify.) _____
(Name of Wholesale Licensee or Permittee) (Address by City and County)

READ CAREFULLY BEFORE SIGNING: I, The undersigned, shall not willfully refuse to provide those services offered under this license, or refuse to employ or discharge any person otherwise qualified because of race, color, creed, sex, national origin or ancestry; I shall not seek information as a condition of employment, or penalize any employe or discriminate in the selection of personnel for training or promotion solely on the basis of such information. I also shall not discriminate against any member of the military service dressed in uniform by willfully refusing services offered under this license.

Under penalty provided by law, the undersigned states that each of the above questions has been truthfully answered to the best of the knowledge of the signer. The signer agrees that he/she is the person named on the foregoing application; that the applicant has read and made a complete answer to each question, and that the answers in each instance are true and correct. The undersigned further understands that any license issued contrary to Chapter 125 of the Wisconsin Statutes shall be void, and under penalty of state law, the applicant may be prosecuted for submitting false statements and affidavits in connection with this application. Any person who knowingly provides materially false information on this application may be required to forfeit not more than \$1,000.

(Signature of Named Individual)

Auxiliary Questionnaire Alcohol Beverage License Application

Submit to municipal clerk.

Individual's Full Name <i>(please print)</i> <i>(last name)</i> <i>(first name)</i> <i>(middle name)</i>				
Home Address <i>(street/route)</i>	Post Office	City	State	Zip Code
Home Phone Number	Age	Date of Birth	Place of Birth	

The **above named individual** provides the following information as a person who is *(check one)*:

- Applying for an alcohol beverage license as an **individual**.
- A member of a **partnership** which is making application for an alcohol beverage license.
- _____ of _____
(Officer / Director / Member / Manager / Agent) *(Name of Corporation, Limited Liability Company or Nonprofit Organization)*
 which is making application for an alcohol beverage license.

The **above named individual** provides the following information to the licensing authority:

1. (a) How long have you continuously resided in Wisconsin prior to this date? _____
 (b) Have you resided in the City of Milwaukee continuously for one year immediately prior to this date? Yes No
2. (a) Have you ever been convicted of any offenses (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, or laws of any other states? Yes No
 (b) Have you ever been convicted of any violations of any county or municipal ordinances? Yes No
 If yes, give law or ordinance violated, trial court, trial date and penalty imposed, and/or date, description and status of charges pending. *(If more room is needed, continue on reverse side of this form.)*
3. Are charges for any offenses presently pending against you (other than traffic unrelated to alcohol beverages) for violation of any federal laws, any Wisconsin laws, any laws of other states or ordinances of any county or municipality? Yes No
 If yes, describe status of charges pending. _____
4. Do you hold, are you making application for or are you an officer, director or agent of a corporation/nonprofit organization or member/manager/agent of a limited liability company holding or applying for any other alcohol beverage license or permit? Yes No
 If yes, identify. _____
(Name, Location and Type of License/Permit)
5. Do you hold and/or are you an officer, director, stockholder, agent or employe of any person or corporation or member/manager/agent of a limited liability company holding or applying for a wholesale beer permit, brewery/winery permit or wholesale liquor, manufacturer or rectifier permit in the State of Wisconsin? Yes No
 (If yes, identify.) _____
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Home Phone Number	Age	Date of Birth	Place of Birth	

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- _____ of _____
(Officer / Director / Member / Manager / Agent) (Name of Corporation, Limited Liability Company or Nonprofit Organization)
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 If yes, describe status of charges pending. _____
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(Signature of Named Individual)



ADDENDUM TO ORIGINAL ALCOHOL BEVERAGE ESTABLISHMENT LICENSE APPLICATION

City Clerk - License Division
City Hall, 200 E. Wells St., Room 105
Milwaukee, WI 53202
(414) 286-2238 license@milwaukee.gov

To be completed by the individual, all partners, or the agent of a corporation/limited liability company:

Wisconsin State Statutes require that all new applicants complete a Responsible Beverage Server Training Course.

You do not need to take the course if you answer "yes" to one of the following questions and provide proof of such:

1. Within the last 2 years have you held a bartender's license in the state of Wisconsin?
 Yes No
2. Within the last 2 years have you held a Class "A" or Class "B" alcohol beverage license, or a Class "B" manager's license in the state of Wisconsin? Yes No
3. Within the last 2 years have you completed a Responsible Beverage Server Training Course in the state of Wisconsin? Yes No

IF YOU ANSWERED NO TO ALL OF THE ABOVE QUESTIONS, PROOF OF COURSE COMPLETION MUST BE PROVIDED BY SUBMITTING YOUR COURSE CERTIFICATE TO THE LICENSE DIVISION.

For course enrollment information, contact MATC at (414) 297-8370 or for similar approved courses see "Training" on the Wisconsin Department of Revenue's website at www.dor.state.wi.us.

I understand that a license will not be issued without a copy of the course certificate or proof of the license held within the last two years being submitted to the License Division.

Print Name of Individual/Partner/Agent

Signature of Individual/Partner/Agent

Office Use Only

Initials _____ Date Filed _____ Application # _____