

CITY OF LAKE GENEVA

ALCOHOL LICENSE CHECKLIST

CHECKLIST MUST BE SUBMITTED BY EACH APPLICANT SEEKING A NEW ALCOHOL LICENSE. INCOMPLETE APPLICATIONS WILL BE REJECTED.

Applicant/Agent Name: _____

Business Name and Address: _____

Type of Alcohol License(s) Sought: _____

Applicant	Office Use	Item
<input type="checkbox"/>	<input type="checkbox"/>	Discuss with City Clerk (or Deputy Clerk) the desired alcohol license and proposed use.
<input type="checkbox"/>	<input type="checkbox"/>	Original Alcohol Beverage Retail License Application (AT-106) Thoroughly complete questions 1-14 and complete the box in the upper right corner. Application can be notarized at City Hall.
<input type="checkbox"/>	<input type="checkbox"/>	Auxiliary Questionnaire (AT-103). Thoroughly complete the top sections and questions 1-6. A copy must be submitted for each officer, director, member, manager or agent of the corporation, LLC, or non-profit organization. Application(s) can be notarized at City Hall.
<input type="checkbox"/>	<input type="checkbox"/>	Agent Schedule (AT-104). Thoroughly complete the top section and the "Acceptance by Agent" section.
<input type="checkbox"/>	<input type="checkbox"/>	\$25 publication fee payable to the City of Lake Geneva and due upon application.
<input type="checkbox"/>	<input type="checkbox"/>	Proof of Completing Responsible Beverage Server Training Course. Individuals, partners and agents of corporations and LLC's must have successfully completed an approved responsible beverage server training course within the past two years. <i>Does not apply to individuals who held, or were an agent of a corporation or LLC that held a liquor license within the past two years.</i>
<input type="checkbox"/>	<input type="checkbox"/>	Proof of Residency. Applicants must have resided 90 days continuously in this state prior to the date of application. Proof of residency could include voter registration, motor vehicle registration, driver's license, residential lease or purchase agreement, or income tax records. <i>Officers, directors, members or managers of corporations or LLCs are not required to meet the State residency requirement.</i>
<input type="checkbox"/>	<input type="checkbox"/>	Proof of Wisconsin Seller's Permit. Can be a copy of a letter, e-mail or website from the State of Wisconsin proving that the applicant is in good standing for sales tax purposes and holds a valid seller's permit.
<input type="checkbox"/>	<input type="checkbox"/>	Map of premises. Applicant must submit a map of the premises, identifying the building(s), room(s), and/or land area under his/her control where alcohol beverages will be sold, served, consumed, or stored. Map does not need to be drawn to scale but should include a small compass arrow showing which direction is north.

Applications (AT-106, AT-103, AT-104) may be obtained at City Hall or from the Wisconsin Department of Revenue website, <http://www.revenue.wi.gov/forms/alcohol>.

For Office Use Only

Date Filed with Clerk: _____

Publication Fee Receipt Number: _____

Date forwarded to Police Chief: _____

Date Published in Newspaper: _____

FLR Approval: _____

Council Approval: _____

License Issued Date: _____

License Fee Received: _____

Receipt Number: _____

License Number: _____

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 Wisconsin Seller's Permit Number:	
Federal Employer Identification Number (FEIN):	
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 B liquor	\$
<input type="checkbox"/> Reserve Class B liquor	\$
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	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, 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 file a Special Occupational Tax return (TTB form 5630.5) before beginning business? [phone 1-800-937-8864] Yes No

13. Does the applicant understand a Wisconsin Seller's Permit must be applied for and issued in the same name as that shown in Section 2, above? [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 signers. Signers agree 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 and each member of a partnership applicant must sign; corporate officer(s), members/managers 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.

SUBSCRIBED AND SWORN TO BEFORE ME

this _____ day of _____, 20 _____

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

 (Clerk/Notary Public)

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

My commission expires _____

 (Additional Partner(s)/Member/Manager of Limited Liability Company if Any)

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

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

Alcohol Beverage Laws for Retailers Licenses

1. What does an [alcohol beverage license](#) allow?
2. Are [licenses and permits](#) the same thing?
3. What [types of alcohol beverage licenses](#) are there?
4. I've heard that some [licenses are very expensive](#). Is that true?
5. [How are](#) quotas and reserve licenses determined?
6. I want [specific information about licensing](#). Where do I go?
7. [How do I apply](#) for an alcohol beverage license?
8. What are the [basic qualifications](#) for a person to get a license?
9. Can I get a liquor license if I have a [criminal record](#)?
10. Are licensing qualifications [different if I incorporate](#)?
11. Does the licensee or the agent always have to [be at the premises when it is open for business](#)?
12. How do I [qualify for an operator's license](#)?
13. What are [responsible beverage server training courses](#)?
14. What [exceptions](#) are there to the server training course requirement?

1. **What does an alcohol beverage license allow?**

It allows persons to sell alcohol beverages to individual retail customers, from a particular place (premises). Licenses are issued by municipalities (cities, villages, towns) after the governing body (city council, town board, etc.) determines that the applicant is qualified for the license. No one can sell alcohol beverages (or [give away](#) for a commercial purpose) or allow consumption in a public place without getting the appropriate license.

2. **Are licenses and permits the same thing?**

No. Licenses are issued by the municipality where the business is conducted; permits are issued by the state. While there is some functional overlap, retailers are usually covered by licenses and wholesale and production tiers of the industry are generally covered by permits.

3. **What types of alcohol beverage licenses are there?**

- Class "A" fermented malt beverage licenses allow retail sale of fermented malt beverages (beer) for consumption off the premises. Examples: grocery or convenience stores.
- "Class A" liquor licenses allow retail sale of intoxicating liquor (including wine) for consumption off the premises. Examples: liquor stores or grocery stores with full liquor sales sections.
- Class "B" fermented malt beverage licenses allow retail sale of fermented malt beverages (beer) for consumption on or off the premises. Examples: restaurants, "beer bars."
- "Class B" liquor licenses allow retail sale of intoxicating liquor (including wine) for consumption on the premises, and wine in original containers for consumption off the premises. If the community elects to, it may also permit sale of not more than four liters of intoxicating liquor (there are no limits on wine), in the original container, for consumption off the premises. Check local ordinances for the allowance. State law also allows carryout of a single, opened (resealed) bottle of wine if sold with a meal. Examples: taverns and restaurants with full alcohol service.
- "Class C" wine licenses allow the sale of wine for consumption only on the premises and allow the carryout of a single opened (resealed) bottle if sold with a meal.

- Temporary Class B licenses (often called picnic licenses) allow retail beer and/or wine sales, at temporary events like fairs and festivals. Only certain organizations qualify for such a license. They must be bona-fide clubs, county or local fair associations, churches, lodges, or societies that have been in existence for at least six months.

There are several other locally issued licenses or state issued permits that allow retail sale of alcohol beverages under certain circumstances. The licenses listed above are the most common, however.

4. I've heard that some licenses are very expensive. Is that true?

It depends. Fees are set by local municipalities, with limits set by state law. Certain "Class B" liquor licenses are considered "Reserve Licenses" and are subject to a one-time fee of not less than \$10,000. "Class B" liquor licenses are restricted by a population based quota.

5. How are quotas and reserve licenses determined?

The municipality is responsible for determining quotas and reserve fees, based on formulas in state law. Quotas are based on population and the number of licenses in effect in the community as of December 1, 1997.

6. I want specific information about licensing. Where do I go?

Licensing decisions, quotas, reserve fees, etc., are all controlled by the municipality. **This is not a responsibility of the Department of Revenue, and Department employees cannot give accurate and timely information about municipal licensing.** For more information regarding the quotas and fees for "Class B" licenses, please contact the clerk of the municipality where the license is issued or will be applied for.

Municipal clerks who need information about quota and reserve license law should seek advice from their municipal attorney or from the appropriate municipal organization that serves them. Cities and villages can contact the [League of Wisconsin Municipalities](#), 1-800-991-5502, and towns can contact the [Wisconsin Towns Association](#), (715) 526-3157.

7. How do I apply for an alcohol beverage license?

Contact the clerk for the city, village, or town where you wish to do business. The clerk will give you applications and information about legal requirements. After you apply, the clerk will publish the application three consecutive days in a local daily newspaper, or once in a weekly newspaper, to see if there are objections in the community. The licensing authority (city council, council licensing board, town board, etc.) will vote on the application. The license may not be granted until at least fifteen days after the application is filed with the clerk.

8. What are the basic qualifications for a person to get a license?

The basic qualifications are:

- You must be of legal drinking age (21).
- You must have resided continuously in Wisconsin for at least 90 days prior to the application date.
- You must have a seller's permit issued by the Department of Revenue. Call (608) 266-2776.
- You must have completed a responsible beverage server training course. Call your local Vocational, Technical and Adult Education (VTAE) school, or see "[Training](#)" on the Department of Revenue web site.

A criminal record may prevent you from getting a license, as explained below.

9. Can I get a liquor license if I have a criminal record?

That will largely be up to the municipality to determine. A criminal record is not an automatic bar to getting a license. The municipality must determine whether the violation is something related to the business of selling alcohol beverages. Violations such as selling liquor without a license, tax evasion, etc., are closely related to this business and might well be a bar to licensing. A record of auto theft may not. The municipality will weigh the nature of the violation, the time that has elapsed since the violation, the person's overall record in the community, etc., in making that determination.

10. Are licensing qualifications different if I incorporate?

A corporation /LLC must meet the seller's permit and criminal offense requirements. The officers must be of legal drinking age and may be affected by a criminal record as described above. The officers and directors need not be residents of Wisconsin, or attend server training, but the agent does. You must appoint a

(single) agent, and the agent must meet all the qualifications of an individual applicant. The agent has the authority of a licensee who is a natural person. The agent, like an individual licensee, is in control of the premises and of the business conducted there.

11. Does the licensee or the agent always have to be at the premises when it is open for business?

No. There must be one or more licensed operators in charge of the premises. An operator's license is often called a "bartender's license." Not all bartenders must hold operator's licenses, but there must be at least one licensed operator in charge of the premises. If the premise is large, with several serving areas, bar areas, etc., licensed operators must be in charge of each discrete area, in order to supervise and direct unlicensed persons who may be selling/serving.

12. How do I qualify for an operator's license?

To qualify for an operator's license, you must

- be at least 18 years old,
- meet criminal record requirements, and
- have completed a responsible beverage server course. Call your local Vocational, Technical and Adult Education (VTAE) school, or see "[Training](#)" on the Department of Revenue web site.

The last requirement can be waived if it is a renewal application or if you held an alcohol beverage license, including an operator's license, within the past two years. The municipality may issue you a provisional operator's license if you are enrolled in a responsible beverage server course when you apply. An operator's license is only good in the municipality that issues it. For instance, if you are issued an operator's license in the City of Milwaukee, you may not use it in a suburban municipality, like Franklin.

13. What are responsible beverage server training courses?

These courses are required to hold alcohol beverage licenses, with some exceptions. They cover alcohol beverage laws, signs of intoxication, safe serving of alcohol beverages, etc. These courses are most often offered by local technical colleges. For further information, contact your local Vocational, Technical and Adult Education (VTAE) school.

Not all responsible beverage server courses are taught by technical colleges. Other courses (see "[Training](#)" on the Department of Revenue web site) may be substituted for those taught at VTAE schools, as long as they have been approved by the Department of Revenue or the educational approval board. Make sure of this approval **before enrolling** in a responsible server course not offered at a VTAE school.

14. What exceptions are there to the server training course requirement?

The exceptions to this requirement are

- if you are renewing a Wisconsin retail or an operator's license,
- if you were the agent of a corporation that held a Wisconsin retail license within the past two years,
- if you held a Wisconsin retail or operator's license within the past two years, or
- if you completed a Wisconsin approved server training course within the past two years.

FOR MORE INFORMATION PLEASE CONTACT:

WISCONSIN DEPARTMENT OF REVENUE
Alcohol & Tobacco Enforcement
Mail Stop 6-40
P.O. Box 8933
Madison, WI 53708-8933
Phone: (608) 266-2772
Fax: (608) 261-6240
[E-Mail Additional Questions](#)