

**City of Portage Alcohol and Fermented Malt Beverage
Class A Application Supplemental Form**

1. Applicant Information:

Applicant Name: _____

Trade name of business: _____

Business address: _____

Business Telephone Number: _____

Business email: _____

This application is a:

- New application
- Renewal application

This application is for a:

- Class "A" (fermented malt beverage)
- "Class A" (intoxicating liquor)
- "Class A" (cider only)

2. Business Plan

Describe the business; provide copy of business plan (business plan is for office use only).

Describe your management experience.

Hours of Operation.

Number and type of employees expected to work at establishment.

Anticipated opening date:
(new applicants only) _____

3. Explain your security plan, including presence and type of security surveillance, including recording and store of surveillance video.

4. **Do you have a policy to train employees in the sale of alcohol?** Yes No
If yes, how often is the policy review by the management and employees?

5. **Explain your process for age verification of customers.**

6. **Who will conduct the actual sale of the alcohol? This is the transaction where the patron hands the money to the cashier after reviewing the patron's identification. The purchase of alcohol is defined when the money is exchanged, not when the merchandise is scanned at the register.**

Only employees over the age of 18 Only a licensed operator on the premises

Other (please explain)

7. **Attach a detailed site plan depicting the licensed premises, parking, garbage storage area, entrances/exits, liquor storage areas, coolers, external lighting, signage, etc.**

8. **Premises Description**

Describe area where alcohol beverages are to be stored and indicate on site plan:

Describe area where alcohol records are to be stored and indicate on site plan:

Describe area where alcohol beverages are to be sold and indicate on site plan:

Describe the locations in the store where alcohol will be displayed and the type of structure that will be used for the display (for example, temporary/permanent shelving, rolling shelf, pallet, etc.)

9. **Is there currently a license at this location (new applicants only)?**

Yes No

If yes, what, if any, changes are being proposed?

10. Is there any other business conducted on the premises? Yes No

If yes, please explain:

11. Describe goods and services to be sold at this location, along with the estimated % of sales devoted to alcohol, food, other products and services.

Percent gross receipts from intoxicating liquor and/or fermented malt beverages _____

Percent gross receipts from other (list below) _____

12. Who may we contact between 8:00am and 4:30pm regarding this license?

Contact person _____

Email address _____

Telephone number _____

13. The following must be included with the application:

a. New Application

- Federal Identification Number
- Wisconsin Seller's Permit Registration Certificate
- Articles of Incorporation (Corporation/LLC only)
- Deed, Lease or Offer to Purchase Agreement
- Form for surrender of previous license (if applicable)
- Responsible Beverage Service Training Course Certificate

b. Renewal Application

- Federal Identification Number
- Wisconsin Seller's Permit Registration Certificate
- Articles of Incorporation (Corporation/LLC only)
- Deed, Lease or Offer to Purchase Agreement – *current year tax bill can be submitted in place of a deed*
- Form for surrender of previous license (if applicable)
- Responsible Beverage Service Training Course Certificate – *submit only if change of agent*

Signature

Date