

**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).

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Describe your management experience.

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Hours of Operation.

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Number and type of employees expected to work at establishment.

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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.**

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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?

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5. Explain your process for age verification of customers.

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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)

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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:

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

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

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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.)

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

Yes No

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

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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 with expiration date
- 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-attach or check no changes box**

- Wisconsin Seller's Permit Registration Certificate with expiration date
- Federal Identification Number  no change from last application
- Articles of Incorporation (Corporation/LLC only)  no change from last application
- Deed, Lease or Offer to Purchase Agreement –  no change from last application  
*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*

**I certify the information provided on this form is true and correct to the best of my knowledge**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date