



## ORIGINAL ALCOHOL BEVERAGE RETAIL LICENSE APPLICATION

City of Greenfield City Clerk's Office  
7325 W. Forest Home Avenue, Rm. 102  
Greenfield, WI 53220  
414-329-5219

### Who Needs an Alcohol License?

Two situations require a retail alcohol license. The first is whenever there is a direct or indirect charge for alcohol; the second is when alcoholic beverages are consumed in a public place. The following retail alcohol beverage licenses are available to be issued:

**Class "A" beer** licensees may sell fermented malt beverages to consumers in original packages for off-premises consumption, and may provide limited free samples.

See Wis. Stat. Sec. 125.25 for details.

**Class "B" beer** licenses may sell beer to consumers for on-premises or off-premises consumption.

See Wis. Stat. Sec. 125.26(1) for details.

**"Class A" liquor** licenses may sell intoxicating liquor to consumers only in original packages or containers for off-premises consumption and may provide limited free samples.

See Wis. Stat. Sec. 125.51(2) and 125.06(13) for details.

**"Class A" liquor cider only** licensees may sell cider, as defined in Wis. Stat. Sec. 125.51(2)(e)1, for consumption off premise, and may not offer samples of intoxicating liquor.

**"Class B" liquor** licenses may sell intoxicating liquor to consumers by the glass for on-premises consumption. Sales may also be made for off-premises consumption in quantities not exceeding four liters. Wine may be sold for consumption off-premises in the original container in any quantity.

See Wis. Stat. Sec. 125.51(3)(bm) for details if operating as a hotel.

**"Class B" license (wine only)** winery license authorizes the sale of wine to be consumed by the glass or in open containers on the premises and also authorizes the sale of wine in the original package or container to be consumed off the premises. See Wis. Stat. Sec 125.51(3)(am) for details.

**"Class C" wine** licenses may sell wine by the glass or in an opened original container for consumption on the premises where sold. This license may be granted only if: 1) The applicant meets the qualifications set out in Wis. Stat. Sec. 125.04(5) for other retail licensees; 2) the license is for a restaurant in which the sale of alcohol beverages accounts for less than 50 percent of gross receipts; and 3) wine is the only intoxicating liquor sold in the barroom. See Wis. Stat. Sec. 125.51(3M) for details. Out-of-state corporations & limited liability companies are ineligible for "Class C" wine licenses, Wis. Stat. Sec. 125.51(3m)(c).

### Requirements

Before an application is filed in the City Clerk's office, applicants must begin the approval process by contacting:

- Health Department 414-329-5267 or [Kendall.Wyss@greenfieldwi.us](mailto:Kendall.Wyss@greenfieldwi.us)
- The Wisconsin Dept of Revenue at 414-227-4000 or <https://www.revenue.wi.gov/Pages/FAQS/pcs-seller.aspx> to obtain a Wisconsin Seller's Permit.
- The Internal Revenue Service at <http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/How-to-Apply-for-an-EIN> to obtain a Federal Employer Identification number.

If alcohol has not previously been sold or served at a proposed location, an application may not be submitted to the City Clerk's office until after the applicant has gone before the Plan Commission. Contact Kristi Porter, Community Development Manager, at 414-329-5342, for those requirements.

### Forms Needed

- AT-106 **Original Alcohol Beverage License Application**
- AT-104 **Schedule for Appointment of Agent By Corporation/Non-Profit Organization or Limited Liability Company** – submitted only if the applicant is a corporation, nonprofit organization, limited liability company. The agent must have lived in WI for at least 90 days, completed a responsible beverage server training course within the past 2 years; or held an operator's license within WI within the past 2 years; or held or been listed as the agent for a corporation or LLC that held a liquor license within WI within the past 2 years. A copy of one of those requirements must be submitted with the appointment of agent form by clicking on the paperclip icon on the left side of the application.
- AT-103 **Auxiliary Questionnaire** – must be completed by: each individual applicant; each member of a partnership; each officer, director and agent of a corporation or nonprofit organization; and by each member/manager and agent of a limited liability company.
- **Supplemental List** – list each individual applicant or partner or officer, member, director and agent
- **Addendum**
- A copy of the Wisconsin Seller's Permit or the unexpired Business Tax Registration Certificate from the Department of Revenue must also be submitted. Click the paperclip icon on the left side of the application to upload.

## Application Process

Submit the following:

- Application forms listed above
- Appropriate License Fees:

License Type	Fee
Class "A" beer	\$100
Class "B" beer	\$100
"Class C" wine	\$100
"Class A" liquor	\$500
"Class A" liquor (cider only)	N/A must have Class "A" beer
"Class B" liquor	\$500

- \$20 publication fee
- \$10 background check fee for all persons listed on the Supplemental List

Once the forms are submitted and reviewed, an email will be sent when the invoice is ready to be paid.

License fees are prorated for licenses issued for a partial year. Contact the Clerk's Office at 414-329-5219 for the appropriate amount.

## Deadline for Application Submittal

Applications must be approved by the Greenfield Common Council. Applications must be submitted at least 15 days prior to a Council meeting to be eligible for consideration. The Council meets on the 1<sup>st</sup> and 3<sup>rd</sup> Tuesday of each month. From June through September, the Council meets only once per month (on the 3<sup>rd</sup> Tuesday of each month).

## Inspection Approvals

Inspection approvals are required from the following departments before the license can be released:

- Community Development Department (414)-329-5342  
[Kristi.Porter@greenfieldwi.us](mailto:Kristi.Porter@greenfieldwi.us)
- Inspections Department (414)-329-5334  
[Scott.Golembiewski@greenfieldwi.us](mailto:Scott.Golembiewski@greenfieldwi.us)
- Health Department (414)-329-5267  
[Kendall.Wyss@greenfieldwi.us](mailto:Kendall.Wyss@greenfieldwi.us)

The applicant is responsible for contacting the departments to arrange for inspections.

## License Period

License year begins July 1 and ends on June 30<sup>th</sup> of the following year. Once a license is approved and all inspections have been completed, you will be notified via email that you can access your license it for printing through your BS&A online account.

## Surrender of License

If another business holds an alcohol license for the current license year at the same address, that license must be surrendered in order for the new license to be released. The licensee of the former business should write "I surrender this license" across the license and sign and date the license that is being surrendered.

## Posting of License

Licenses must be posted in a conspicuous place on the premises. This requirement also applies to other licenses a business may hold (entertainment license, cigarette license, etc.)

## License Renewal

License renewal notices are generally mailed in early March of each year and specify the deadline to renew a license (usually mid-April).

## Notification of Changes Required

Once you have received your license, please be aware that the City Clerk's office should be notified, in writing, of any changes in name, legal structure (including changes of partners, officers, members, directors or agent) or premises description. Additional approvals may be required.