



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 or containers for off-premises consumption, and may provide limited free samples. See Wis. Stat. Sec. 125.25 for details.

Class "B" Beer - licensees may sell beer to consumers for on-premises or off-premises consumption. See Wis. Stat. Sec. 125.26(1) for details.

"Class A" Liquor - licensees may sell intoxicating liquor to consumers only in original packages or containers for off-premises consumption, See Wis. State. Sec. 125.51(2) and may provide limited free samples. See Wis. Stat. Sec. 125.51(2)(am) and 125.69(9)(b) 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 - licensees may sell intoxicating liquor to consumers by the glass for on-premises consumption and may sell wine in original bottles or containers in any quantity for consumption off premises. See Wis. Stat. Sec. 125.51(3)(a) for details. Licensees may also sell intoxicating liquor by the glass for consumption off-premises if the licensee seals the container of intoxicating liquor with a tamper-evident seal before it is removed from the premises. Also, licensees can sell intoxicating liquor, not just wine, in the original packages or container, in any quantity, to be consumed off the premises where sold. See Wis. Stat. Sec 125.51(3)(b).

"Class C" Liquor (wine only) - licenses may sell wine by the glass or in one opened original container for consumption on the premises where sold. The container may be taken for consumption off the premises only if in compliance with Wis. Stat. 125.51(3r).

Requirements

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

- Southwest Suburban Health Department 414-302-8600 or mzohn@SWSHDwo.gov
- 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 Gina Vlach, City Planner, at 414-329-5341, for those requirements.

Forms Needed

- AB-200 Alcohol Beverage License Application
- AB-101 Alcohol Beverage Appointment of Agent – 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.
- AB-100 Alcohol Beverage Individual 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.
- 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 1st and 3rd Tuesday of each month. From June through September, the Council meets only once per month (on the 3rd Tuesday of each month).

Inspection Approvals

Please be aware that City of Greenfield Police, Fire, Health and Building Inspectors all conduct spontaneous annual inspections on premises that are licensed by the city as a condition of licensure and to ensure compliance with all regulations, ordinances and laws. No license shall be issued without compliance with inspections. City of Greenfield Municipal Code, Sections 13.03(5)(a), 13.03(6)(g), 13.03(9)(a)."

- Community Development Department (414)-329-5341
Gina.Vlach@greenfieldwi.us
- Inspections Department (414)-329-5330
InspectionServices@greenfieldwi.us
- Southwest Suburban Health Department (414)-302-8600
mzohn@swshdwi.gov

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

License Period

License year begins July 1 and ends on June 30th 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 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 emailed mid-March of each year and specify the deadline to renew a license (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.