

Contact within seven days of application:

☐ **Alderperson** _____

Home: _____

Council Office: 608-266-4071

E-mail: council@cityofmadison.com.

☐ **Licensing Lead**

Jim Verbick, 608-266-4601

jverbick@cityofmadison.com

☐ **Neighborhood Association**

Obtain contact information by calling 608-266-4635. You will need to notify the neighborhood association of when your information session will be held.

☐ **Madison Police Department**

Sector _____

(See contact numbers below)

100 Sectors: 608-243-0500

West District Captain Timothy Patton

200 Sectors: 608-229-8200

Midtown District Captain Shannon Blackamore

300 Sectors: 608-266-5938

South District Captain Harrison Zanders

400 Sectors: 608-261-9694

Central District Captain Kipp Hartman

500 Sectors: 608-243-5258

North District Captain Jamar Gary

600 Sectors: 608-266-4887

East District Captain Edward Marshall

Madison City Clerk's Office

licensing@cityofmadison.com

608-266-4601

210 Martin Luther King Jr Blvd #105
Madison, WI 53703

Licensing Hours:
8 a.m. – 4 p.m.

www.cityofmadison.com/clerk

If you would like an interpreter at the Alcohol License Review Committee meeting, please contact the Clerk's Office in advance. We will schedule an interpreter at no cost to you.

The Clerk's Office cannot provide legal advice.

Updated 4/4/2025

Applying for a Liquor/Beer License in the City of Madison



Filing Your Application

At the time of application, submit the following with a \$100 publication/public notice fee for each license:

☐ New Liquor/Beer License application

- Provide WI Seller's Permit certificate and Federal Employer Identification number.
- Answer to question 8 will be printed on your license as your "licensed premises."
- Class B applicants must estimate percentage of gross sales from alcohol and from food.

☐ Appointment of New Liquor/Beer Agent Form (filed by Corporations or LLCs)

- Agent discloses percentage of the business he or she owns. Percentage must be a number, not a job title.
- A photocopy of picture identification must accompany this form.

☐ Background Investigation Form

- Needed for sole proprietors, partners, all LLC members, all corporate directors, and all stockholders owning at least one percent of a corporation's stock. If an officer or member is also the Liquor/Beer agent, the Appointment of Agent form also serves as their Background Investigation Form.
- A photocopy of picture identification must accompany this form.

☐ Floor plans (no larger than 8 ½ by 14)

☐ Articles of Incorporation/Organization

☐ Copy of State Seller's Permit

☐ Copy of Lease

☐ Sample Menu

☐ Business Plan

☐ Beverage Server Training Proof for Agent

☐ Transfer of Ownership Form

- Form is completed if another entity currently holds a liquor license at this location.
- Present license holder must sign the Letter to Surrender Previous License.
- Applicant must complete the Payment of Taxes of Liquor/Beer License Transfer form.
- Signature on this form must be notarized.

Submittal deadlines can be found online at <https://www.cityofmadison.com/clerk/licenses-permits/alrc-deadlines>. The same deadlines apply to everyone. Incomplete applications will not be processed.

After You File the Application

Orange Sign

- The City Clerk's Office will give you an orange sign to post onsite, no later than two weeks before the ALRC meeting.
- You must inform the Alderperson and Deputy Clerk of the time and location of your information session.

Information Session

- Hold the informational session as an appearance at a neighborhood association meeting, or alternatively, on premises as a one-hour availability.
- Allow sufficient time for attendees to review your business plan and ask questions.

Contacts Made Prior to ALRC

- You must contact the Alderperson.
- You must contact the Deputy Clerk.
- You must contact the Neighborhood Association.
- You must contact the Police Captain.
- **Failure to make these contacts within seven days of submitting your application may delay your application.**

Notice to Public

- The Clerk's Office publishes a legal notice and sends postcards to all residents and property owners within 300 feet of the proposed establishment.

ALRC Meeting

The Alcohol License Review Committee (ALRC) requests the presence of you, another member of ownership (if applicable), or your Liquor/Beer Agent at the public hearing. The ALRC will not act on your application if no one is present to answer questions.

You may wish to have an interpreter at the ALRC meeting. If you would like an interpreter, notify the Clerk's Office by the Friday before the meeting takes place.

Common Council Approval

Common Council approval of your license is not official until the Mayor signs the proceedings.

Before your license can be issued, you must:

- Provide Clerk's Office with proof the Liquor Agent completed Beverage Server Training.
- Provide the Clerk's Office with your State Seller's Permit Number and Federal Employer Identification Number.
- Pay the pro-rated fees for your license.
- Schedule and pass Zoning review, Health inspection, Fire inspection, and Building Inspections.

Renewals

Renewal applications are mailed on March 1, and are **due April 15 every year**, regardless of when the license was initially obtained. Establishments filing renewal paperwork after April 15 are assessed a \$250 late filing fee.

Changes to Your Premises

Your licensed premises cannot be expanded or changed without the approval of the Common Council. A Change of Licensed Premises application is required for any remodeling project, expansion of the area where you will be serving or storing alcohol, or change in the conditions on your license. Contact the Clerk's Office for more information.