WISCONSIN ALCOHOL POLICY PROJECT

Alcohol License Process

The process for granting licenses to alcohol retailers (e.g., stores, bars, taverns, restaurants) and approving DOR permits for full-service retail alcohol outlets should be established by ordinance with clear criteria and guidelines for approval.

Best practice is that your criteria and guidelines should reflect community values and long-term goals. The application process should be consistent for every new applicant, regardless of whether the location itself was previously licensed.

All applicants must fill out the Wisconsin Form AT-106, Original Alcohol Beverage License Application, available at https://www.revenue.wi.gov/DORForms/at-106f.pdf. Use the most recent version, which provides more room for description of premises.

Your licensing ordinances should require applicants to provide additional information, based on your community's needs. Useful information includes:

- Menus
- Proof of property rights to the physical premises (ownership, mortgage, or lease)
- Proof of adequate funding or capitalization

To best safeguard public health goals, the ordinance describing the initial application process

• Police, fire, EMS, and health departments investigate the applicant and proposed location and provide a written assessment to the decision-making body (city council, village or town board, or licensing committee).

Avoid granting licenses to applicants or businesses that:

- Will not contribute to the social or economic goals of the community
- Do not have the background, experience, or financial resources to operate safely