

NEW APPLICANT:

TYPE OF LICENSE:

AGENT:

LOCATION:

OTHER LICESES APPLIED FOR:

RECORDS CHECK:

PROPOSED QUESTIONS FOR NEW ALCOHOL APPLICANTS

Describe the business that you are buying/opening.		
How will your establishment affect the quality of life for the citizens of Racine?		
Does the location that you are applying for already have an alcohol license? If yes, what type of alcohol license?		
Are you or the corporation buying the building or leasing it?		
Will you be doing any remodeling; and if so, what are your plans?		
What type of experience do you have that would prepare you for this type of business?		
What will your hours of operation be?		
What is the demographic of your target market?		
Who will be responsible for the day-to-day operation of this location?		
What percentage of time will that person be on the premises?		
How many people will you employ?		
Do you plan on having entertainment?		
Will you be offering food? If so, what type of menu will you have? Do you have a kitchen?		
Are you required to take the responsible beverage server course?		
If so, have you taken the course yet? If yes, where? If the course is not required, why are you exempt?		
Are you also applying for a cigarette license? If yes, are you aware of the laws that prohibit sales to minors? Will you be selling cigarettes over the counter or through a vending machine? If vending, is the vending machine within eyesight of an employee at all times?		
Have the various city departments completed their inspection of your business?		
What is your parking situation, and how will you handle crowds?		
Is the operator able to communicate with the public? If not, how will they handle proper carding?		
Will you be joining any trade organizations for support and resources for your business such as Racine City Tavern League, American Beverage Licensees or the Restaurant Association?		

APPLICANT:

TYPE OF LICENSE:

CHANGE OF AGENT:

LOCATION:

OTHER LICESES APPLIED FOR:

RECORDS CHECK:

PROPOSED QUESTIONS FOR CHANGE OF AGENTS

What type of experience do you have that would prepare you for this type of business?		
Where do you live?		
What percentage of time will you be on the premises?		
Are you required to take the responsible beverage server course?		
If so, have you taken the course yet? If yes, where? If the course is not required, why are you exempt?		
Describe the current business.		
Do you plan on making any significant changes to the operation of the business? (Such as changing the hours of operation, music, food, etc.)		