



MEMORANDUM

DATE: June 1, 2022
TO: Beverage Operator License Applicants
FROM: City Clerk Nagel
RE: Beverage Operator License Application Procedure

To apply for a beverage operator (bartender) license the applicant must complete the attached form completely and accurately, provide identification, and either show proof of taking one of the approved Responsible Beverage Server training courses in the last two years, also listed in this packet, OR show a beverage operator license from the City of Neenah or other Wisconsin municipality valid within the last two years. Forms must be turned into the Clerk's office at 211 Walnut Street, Neenah. Licenses are processed in 3-5 business days. Cost for a two-year license is \$60.00—there are no pro-rated fees. The fee is non-refundable. Upon timely renewal all licenses will be valid for two full years. Approved licenses can be picked up in the Clerk's office or mailed to the applicant.

Provisional License:

The regular license costs \$60.00 and is due at time of application. A provisional license is available to applicants who need time to take a Responsible Beverage Server training course or to applicants who require their license immediately and cannot wait the 3-5 business days for the approval process. Applicants must provide proof of enrollment into a course OR completion of a course and apply and pay for both the provisional license and regular license for a total fee of \$75.00. Provisional licenses expire 60 days after issuance or upon denial of the regular license. If approved, the regular license will be held until proof of completion of a training course is provided, if necessary.

Provisional licenses cannot be issued to applicants who have previously been denied a license.

Denial Process

Your application can be held or denied. It will be held if any delinquent payments are found to be due to the City. Upon payment, the license will continue through the approval process.

During the approval process, the Police Department conducts a background check. The license can be denied if during that check it is found that the applicant omitted any information from their application, or if they are found to fall within the below parameters.

- 3 statute/ordinance convictions for similar offenses in past 2 years (separate incidents)
- 6 statute/ordinance convictions of any type in the last 5 years (separate incidents)
- Any ordinance or misdemeanor convictions for violations that could relate to serving alcohol in past 2 years. (i.e., theft, battery, bad checks, some disorderly conduct, selling to underage persons, illegal substance, operating while intoxicated, etc.)
- Any recent felony convictions the Police Department believes would be in violation of Wis. Stats. §125.04
- Any other conviction(s) the Police Department believes would be grounds for denial.

Upon denial the applicant will receive a certified letter detailing the reasons for denial and the appeals process. If a denied applicant wishes to appeal the denial they must file a written appeal in the Clerk's office within ten days of the denial notice being mailed. The appeal should state in detail the reason the denial should be overturned and be signed by the applicant. The City Clerk's office shall submit the appeal to the Public Service and Safety Committee for their review. The applicant will be informed in writing of the date and time of the meeting at which the appeal will be reviewed. In order for the appeal hearing to take place the applicant must be present. If an applicant is denied, the applicant cannot re-apply for a beverage operator license until one year after the denial.

Renewal:

Each year the Clerk's office sends a reminder to all licensed premises in the City of Neenah to be posted where employees will see said notice. This reminder states the renewal deadlines for beverage operator licenses and any updates to the process or fees.

All licenses expire on June 30 of the second year of their two year cycle. In the calendar year a license expires, renewal applications are due no later than June 15th of the same calendar year. After that date, the license is not guaranteed to be renewed before the June 30th expiration date.

After May 15 of each calendar year, the Clerk's office will begin issuing license for the next two year cycle. Prior to May 15, the license is only valid until June 30 of that two year cycle.

Sober Server Ordinance

The City of Neenah has adopted Ordinance 2013-7 Sober Server Ordinance, which required servers and sellers to be sober while working. Specifically, they cannot have a breath or blood alcohol content of 0.8 or higher while serving or selling alcohol on a licensed premises.

Safe server courses

A complete and updated list of approved courses can be found the Department of Revenue website or by following this link: <https://www.revenue.wi.gov/Pages/Training/alcSellerServer.aspx>

Classroom instruction providers include:

[Wisconsin Technical Colleges](#)

[RBSLearn.com](#)

[Serving Alcohol Inc. – Wisconsin Alcohol Seller/Server Course](#)

[ServSafe Alcohol](#) (WRAEF/NRAEF)

[TIPS](#)

Online instruction providers include:

[Affordable Alcohol Training](#) dba LIQUORexam.com

[CARE](#) (American Hotel & Lodging Education Institute)

[Learn2Serve](#)

[Rservering.com](#) (Professional Server Certification Corporation)

[Seller/Server.com](#)

[ServerLicense.com](#)

[Serving Alcohol Inc. – Wisconsin Alcohol Seller/Server Course](#)

[ServSafe Alcohol](#) (WRAEF/NRAEF)

[TIPS](#)



For Office Use Only

<input type="checkbox"/> New License (\$60)	<input type="checkbox"/> Renewal (\$60)	Year Ending: June 30, 2024
<input type="checkbox"/> Provisional (\$15) Good for 60 Days		Period Ending: _____
<input type="checkbox"/> Temporary (\$10) Expires with event		Period Ending: _____
<input type="checkbox"/> Duplicate License (\$10)		<input type="checkbox"/> Pick-up License
		<input type="checkbox"/> Mail License

Receipt No: _____ Amt. Paid: \$ _____ Account Code: **OP**

Application For Beverage Operator's License

AGENTS OF CORP/LLC DO NOT NEED A BEVERAGE OPERATOR LICENSE

Answer all questions completely and correctly. Please print

Name: _____ (First) _____ (Middle Initial) _____ (Last)

Street Address _____ City _____ State _____ Zip Code _____

DOB: Month/Date/Year _____ Sex (Male or Female) _____ Driver's License Number _____

All Previous names: _____ Home Phone: _____

Where will you be working: _____ Cell Phone: _____

Have you ever had an Operator's (Bartender's) License? Yes No If yes, where? _____

Have you **EVER** been convicted of a felony? Yes No
If yes, when, where and what type of violation? Please be specific. _____

Have you been convicted of a misdemeanor or ordinance violation in the **past five (5) years** (e.g. speeding, OWI, disorderly conduct, driving w/out license, driving w/out insurance, etc.)? Yes No
If yes, when, where and what type of violation? Use the back of this sheet if more room is required. _____

Have you **EVER** been convicted of any violation of the Wisconsin Statutes and/or federal law pertaining to the sale of alcoholic beverages and/or the manufacture, possession or deliverance of a controlled substance? Yes No
If yes, when, where and what type of violation? Use the back of this sheet if more room is required. _____

I certify that I have no delinquent taxes, assessments, other claims including but not limited to water bills in whole or part owed to the City of Neenah or any delinquent forfeiture resulting from a violation of any City ordinance.

I further certify that I am familiar with the laws, ordinances and regulations pertaining to the sale of malt and liquor beverages and I hereby agree, if granted said license, to obey all provisions of said laws.

Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge and belief and if the information on this application is incomplete or incorrect my application will be denied.

I, the applicant for this license/permit hereby consent to the release of my customer information to the City of Neenah from the Neenah Utilities for the purpose of processing my application.

Applicant Signature _____ Date _____

Applicant meets guidelines for issuance of Beverage Operator's License.

_____	Has taken Responsible Beverage Server Training Course or held a license within the past 2 years
_____	No outstanding Court forfeitures (Court – Amanda F)
_____	No parking tickets (Finance – Jessica / Amy)
_____	No delinquent claims (Finance – Patie / Ryan)
_____	Police Background Check (PD – Laurie / Brandia)
_____	No Delinquent Water Bill (Finance – Julie / Ryan)

_____ Approve _____ Reject

_____ Clerk/Deputy Clerk Signature _____ Date _____