# *Purpose: This form provides the University with essential information used to consider license approval, identify risks, and weigh the relative merits of competing applications, if any. See Policy: Alcoholic Beverage Sales and Service and Liquor Licensing and* procedures: *Applying for Alcohol License and Purchase and Handling of Alcoholic Beverages at Licensed Venues.*

# *Please route the form and obtain signatures from:*

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| --- | --- |
| Department Head Name (print):        | Department Head Title:       |
| Department Head **Signature**:  | Date:       |
| Vice President, Provost, Chancellor or Sr. VP Name (print):       | Title:       |
| Vice President, Provost, Chancellor or Sr. VP **Signature**:  | Date:       |
| Alcohol License Oversight Committee (see routing information at top right):       | Date:       |

**PART A – GENERAL INFORMATION**

|  |
| --- |
| Name of Requesting Department:       |
| Administrative Contact Name:       |
| Administrative Contact Phone (with area code):       | Administrative Contact Email:       |

In which venue will the license be used?

Attach a photo or depiction:

Describe the venue (including contiguous outdoor space) and its typical uses. Include in response:

* Proportion of internal versus external guests
* Proportion of student versus non-student guests

Describe the intended use of the license. (Check all that apply.)

[ ]  Internal, University of Minnesota constituents

[ ]  Retail sales (i.e. cash bar or individual purchase in a retail venue) for revenue growth

[ ]  Catered events

[ ]  Fundraising events

[ ]  Community engagement

[ ]  Event concessions

[ ]  Premium amenities for guests/ticket holders/members

[ ]  Other

Briefly explain each intended use:

Briefly describe food service for each intended use:

Detail in narrative fashion the programmatic or business need for requesting a license. Include answers to:

* How will the alcohol license benefit the University beyond the applicant’s venue?
* What programs or growth will be funded with the revenue?
* What are similar off-campus venues and what do they offer related to alcohol?
* What is the expectation of your external guests/public that your venue will offer alcohol?
* Given the likelihood that demand for alcohol licenses will exceed the number the University has available, in what ways is the need for an alcohol license in your venue particularly compelling?

Will an alcohol license in any way change the structure and/or costs of your facility use charges? How?

In what ways will an alcohol license change the marketing of the venue?

What is venue’s funding source? What are the results of your payback analysis?

How frequently will venue plan to serve alcohol?

What is the anticipated annual revenue? What are the assumptions underlying this estimate?

What metrics will be in place to measure performance to expectations, and to whom will these metrics be reported?

Is alcohol currently sold and/or served in your venue?

 [ ]  Yes

 [ ]  No

If yes, what alternative alcohol service methods have been considered or used in the past? Has your department incurred additional costs for these methods?

What is the percentage of underage guest attendance at the venue’s events?

What is the percentage of public attendance at the venue’s events?

What processes will be in place to control underage consumption at events where alcohol is served?

**PART B – OPERATIONAL CONSIDERATIONS**

Who will be responsible for the accounting and operational compliance? Will this become part of an existing position?

What payment types can venue accept?

How will alcohol product inventory and use of the Buyer’s Card be secured and controlled?

Does the venue have secure storage space for alcohol, both refrigerated and unrefrigerated?

 [ ]  Yes

 [ ]  No

What security measures will the department have in place for alcohol related events?

What will your department offer in the way of a designated driver/get home safe program?