



ALCOHOL BEVERAGE LICENSE APPLICATION PROCESS OVERVIEW

Application for a license to sell alcoholic beverages is somewhat different than the application for a general license for retail, wholesale, or service related business. Due to the regulatory nature of this type of business, there are additional requirements for the issuance of a license to sell alcoholic beverages. The following will hopefully serve as an overview of the application process currently in use by the City of Albertville.

The typical amount of time required for the application, approval and issuance process is 45 days. Primarily this is due to the fact that there is significant amount of documentation required in order to provide the City Council with an accurate insight into the financial, management and personal background of the applicant and those involved with the business. There are also several inspections that must be scheduled and approved as a part of the process.

Built into the process are opportunities, if needed, to meet with the City Clerk to review the application for completeness and/or to answer any questions you might have regarding the application. It is important to the process for the lines of communication to remain open so that there will be as little misunderstanding of expectations as possible. There are specific deadlines for several aspects of the application process and if these are not complied with, the result is delay in approval and more importantly to you, the opening of your business.

The following steps, along with a brief description, are listed in the order of completion for a typical application, approval, and issuance of an alcoholic beverage license. There are only two (2) methods for making application; as a new license, or as a transfer of an existing license. If you are going to transfer an existing license by change of ownership, **DO NOT PURCHASE, BEGIN OPERATING, OR MANAGING THE BUSINESS UNTIL AFTER THE CITY HAS BEEN CONTACTED!!!!**

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Step 1. Verification of Zoning – Form completed by applicant and approved by the Zoning Department confirming that current zoning ordinance supports the proposed use. A copy of the legal description and most recent survey or plot plan for the address of the proposed business is required for this step. Form is available in the City Clerk's Office.

Step 2. Application Release & Overview – Upon the verification of zoning, an application package is released for completion. If you would prefer, a scheduled meeting can be arranged to go over the application and any specific requirements for your business.

Step 3. Application Completion – This is the gathering of necessary documentation and the actual answering of application questions by the applicant. All sections and information on the application must be completed fully unless instructed otherwise on the application.

Step 4. Application Submission & Review – The completed application is returned and submitted for consideration. At this time, the applicant pays an application fee, and dependent on the type license desired, costs associated with the required public notice. Prior to submitting the application, it is preferred that an appointment be scheduled with the City Clerk in order to review the material for any incomplete or missing information and/or documentation. This will avoid needless delay in subsequent discovery of any omission and resubmission of that material.

Step 5. Background Investigation – All persons with any financial, operational, or management interest in the proposed business will be listed on the application. As part of the application review, a criminal background search is performed by the Alabama Bureau of Investigation with the history provided for review by City Police Department. This review by the Alabama Bureau of Investigation generally will require at least 14 days.

Step 6. City Council Consideration – Following the background investigation, the request of license is submitted to the Alcohol License Review Committee for their recommendation to the City Council. The City Council will then consider the application for their vote. Any approval given is contingent upon satisfactory departmental approvals by Building, Fire, Health and lastly Revenue. The Council meets on the first and third Monday of each month. All alcohol license requests will be presented at one of these meetings. There are several critical deadlines associated with this step and these will be discussed with you at the time of releasing the application.

Step 7. Departmental Approvals – As noted, all approvals by the Council are contingent upon satisfactory department approvals. It is the responsibility of the applicant to contact the Fire and Health departments to schedule the necessary inspection.

Step 8. Release of Approval – Upon receiving all approvals, the City Clerk will review the file and authorize the release of the City’s approval to the local representative of the State of Alabama Alcoholic Beverage Control Board.

Step 9. Presentation of ABC License – Upon releasing the City’s approval of your business for sales of alcoholic beverages, the State ABC Board will issue their license. (The ABC Board has an entirely separate application process that should be simultaneous with this application) The ABC License must be presented to the City Clerk’s Office and a City of Albertville Alcohol License is issued for your business. The City will also issue separate licenses for other business activities dependent upon the exact nature of your business (e.g., restaurant, grocery, etc.)

COSTS ASSOCIATED WITH ALCOHOLIC BEVERAGE LICENSING APPLICATION:

APPLICATION FEE \$300.00
ADVERTISING FEE \$ 35.00 (fee for advertising public hearing)

SHOULD YOU HAVE ANY QUESTIONS, PLEASE CALL 891-8200.

GENERAL INFORMATION

PRIOR TO MAKING APPLICATION WITH THE CITY OF ALBERTVILLE, YOU SHOULD CONTACT THE LOCAL OFFICE OF THE ALABAMA ALCOHOLIC BEVERAGE CONTROL BOARD AT EITHER OF THE FOLLOWING NUMBERS:

726-0401 – HUNTSVILLE ABC (AGENT WALLACE)
582-2657- MARSHALL COUNTY ABC

THE ABC REPRESENTATIVE WILL PROVIDE THE INFORMATION NECESSARY TO COMPLETE AN APPLICATION WITH THE STATE OF ALABAMA.

IMPORTANT PHONE NUMBERS AND CONTACTS

CITY CLERK	891-8200	PHYLLIS WEBB
FIRE MARSHALL	891-8230	BRAD HIX
BUILDING AND ZONING DEPARTMENT	891-8208	MARK THOMPSON
POLICE DEPARTMENT	891-8221	DOUG POLLARD
HEALTH DEPARTMENT- ENVIRONMENTAL SERVICES	582-4926	ANN MARIE STEPHENS
RESPONSIBLE VENDOR PROGRAM COMPLIANCE	718-3538	JOEY W. MAY

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IT IS THE APPLICANT’S RESPONSIBILITY TO CONTACT THE FIRE AND HEALTH DEPARTMENTS FOR THE NECESSARY INSPECTIONS REQUIRED FOR THE ALCOHOL LICENSE.

FOLLOWING A SATISFACTORY INSPECTION, THE DEPARTMENTAL REPRESENTATIVE WILL SIGN-OFF THE APPROVAL ON THE ORIGINAL APPLICATION, WHICH IS MAINTAINED IN THE CITY CLERK’S OFFICE. THE APPLICATION IS NOT GIVEN FINAL APPROVAL UNTIL ALL DEPARTMENTS HAVE SIGNED-OFF AND ALL REQUIRED DOCUMENTATION HAS BEEN PROVIDED TO THE CITY CLERK.

UPON RECEIPT OF THE STATE ABC LICENSE, YOU ARE REQUIRED TO BRING THAT LICENSE TO THE CITY CLERK’S OFFICE AND WE WILL ISSUE THE CITY LICENSE TO COMPLETE THE PROCESS. YOU ARE NOT ALLOWED TO SELL ALCOHOLIC BEVERAGES UNTIL YOU HAVE OBTAINED BOTH THE ABC LICENSE AND THE CITY LICENSE.