
The City of Traverse City

Office of the City Clerk

GOVERNMENTAL CENTER
400 Boardman Avenue
Traverse City, MI 49684
(231) 922-4480
tcclerk@ci.traverse-city.mi.us



Dear Liquor License Applicant:

Please read the following information carefully – we hope it is of assistance to you in understanding the review and investigative process undertaken by the city.

After you complete an application and submit the application fee to the Office of the City Clerk, the city's review process begins. The City Clerk's Office will forward your application for review to the following departments, at a minimum (in some cases other state agencies and city agencies may need to review the request):

Police Department - to conduct a complete investigation, including fingerprinting.

Grand Traverse County Construction Code Office - the premises to be licensed will be inspected as required by the Director of this office.

Zoning Administration - the premises to be licensed will be reviewed by the Zoning Administrator for compliance with the city's Zoning Ordinance.

Fire Department - the premises to be licensed will be inspected by the Fire Marshal.

City Treasurer's Department - all accounts with the city including property taxes, personal property taxes, and utility bills will be reviewed. Overdue balances will need to be paid before this department will recommend approval.

Application Fee (only one fee is charged – read below to determine which fee applies to you):
All fees are to be paid in full when the application is submitted to the City Clerk's office, with the exception of the Liquor License (other) application which is to be paid at the conclusion of the City's liquor license application process.

Intermediary Transfers – where the license is being held in escrow and will not be operated by the license recipient. \$130.

Existing Liquor Licenses at Existing Location with no new owners added. For example, adding a permit to an existing liquor license; reducing the number of owners, but adding no new owners. \$300.

General Liquor License Applications. \$540.

Liquor License (Other) – For example a license that is requesting the addition of a co-licensee. Cost to be determined by staff's involvement.

Transfer Applications. If the applicant is requesting that an existing liquor license transfer be

approved by the City, both the person transferring the license and the person proposed to receive the license will need to complete the city Application for Review of License.

If approval is recommended from all departments, your request will be submitted to the City Commission to be considered at a meeting; you will be notified of which meeting this will take place and your attendance at the meeting is encouraged in case questions arise.

If any departments do not recommend approval, the Office of the City Clerk will notify you of the outstanding issues immediately. The issues outlined will need to be corrected to the satisfaction of the department leader(s) before approval will be recommended and your request placed before the City Commission for consideration.

We recognize the importance of providing you with a response as quickly as possible – the City of Traverse City is committed to working with you diligently. Should you have any questions, please feel free to contact me.

Best wishes in your entrepreneurial endeavors, and thank you for choosing Traverse City!

Sincerely,



Benjamin C. Marentette, CMC
City Clerk

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Revised: September 2011

_____ Club	This license enables a private club to sell beer, wine, liquor and mixed spirit drinks to bona fide members only.
_____ B Hotel	This license permits a hotel to sell beer, wine, liquor and mixed spirit drinks for consumption on the premises and in the rooms of bona fide guests.
_____ A Hotel	This license allows a hotel to sell only beer and wine for consumption on the premises and in the rooms of bona fide guests.
_____ Tavern	This license enables a business to sell only beer and wine for consumption on premises.
_____ Brewpub	This license is issued in conjunction with an on-premise license authorizing the licensee to manufacture and sell beer for consumption on the premises or for take-out.
_____ Micro Brewer	This manufacturing license allows a business to sell beer produced on the premises to consumers for consumption on or off the premises.
_____ Resort	Resort licenses, Resort economic development licenses and SDD Resort Licenses can be issued for Class C, A-Hotel, B-Hotel, Tavern and SDD classifications. These licenses are available only after all the licenses allowed under the quota are issued and if the business to be licensed will directly benefit tourism or visitors.

An on-premise licensee may also hold a Specially Designated Merchant (SDM) license to sell beer and wine for consumption off the premises.

Off-Premise Retail License

Please check if you are seeking this license in conjunction with an on-premise license.

_____ SDM	Specially Designated Merchant. This license allows the licensee to sell only beer and wine for consumption off the licensed premises. <i>This is issued in conjunction with an on-premise license.</i>
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HAVE YOU EVER MADE APPLICATION FOR A SIMILAR OR OTHER LICENSE PRIOR TO THIS APPLICATION? IF SO, WHAT WAS THE DATE, PLACE AND DISPOSITION OF SUCH APPLICATION OR APPLICANTS? _____

HAVE YOU EVER BEEN CONVICTED OF A FELONY? _____ Yes _____ No

WILL THERE BE DANCING AND/OR ENTERTAINMENT PROVIDED ON THE PREMISES TO BE LICENSED? _____ Yes _____ No (If yes, please explain)

DO YOU OWE CITY FUNDS FOR DELINQUENT TAXES OR UTILITY BILLS? __ Yes __ No

The person completing this application hereby declares that:

1. They are not disqualified to receive approval for a liquor license by reason of any matter or thing contained in this Ordinance or the laws of the State of Michigan.
2. They will not violate any of the laws of the State of Michigan or of the United States or any Ordinance of the City in the conduct of its business.
3. That the amount expended for the rehabilitation or restoration of the building that houses the licensed premises shall be not less than \$75,000 over a period of the preceding 5 years or a commitment for a capital investment of at least that amount in the building that houses the licensed premises, which must be expended before the issuance of the license.
4. That the licensed business is engaged in dining, entertainment or recreation, that is open to the general public, with a seating capacity of not less than 25 persons.
5. Should any of the information provided in this application or any attachment thereto change during the term of the license or any renewal thereof, they will notify the City Clerk in writing within thirty (30) days of such change.
6. They have included with this application a drawing representing the building and grounds and showing the entire structure, premises and grounds and, in particular, the specific areas where the license is to be utilized. This plan, drawn to scale on an 8 1/2" x 11" sheet, shall show all off-street parking, lighting, refuse disposal facilities, noise control, means of egress and, where appropriate, plans for screening.
7. The premises are located within the limits of the Downtown Development Authority District.

8. They have contacted the Michigan Liquor Control Commission to ensure eligibility.

The applicant acknowledges that the City may be required from time to time to release records in its possession. The applicant hereby gives permission to the City to release any records or materials received by the City from the applicant as it may be requested to do so as permitted by the Freedom of Information Act, MCL 15.231 et seq.

I hereby certify and swear that I have read and understand this application and conditions contained therein, and I have truthfully answered all questions. I further understand that falsifying any information requested on this application will be grounds for denial.

(Signature of Applicant)

(Date)

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400 Boardman Avenue, Traverse City, MI 49684
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