



Alcohol Beverage License Business Plan of Operation

Ashwaubenon municipal code sect. 3-2-25(A)(4) requires applicants to describe in detail the business operations. You may attach additional documents if necessary.

PART A: BUSINESS INFORMATION		
1. Business Name:		2. Business Telephone Number:
3. Address of Premises:		
4. City:	5. State:	6. Zip Code:
7. Business Mailing Address — <i>if different from address of premises</i> :		
8. City:	9. State:	10. Zip Code:
11. Business Internet/E-mail Address:		12. Owner's Phone Number:
13. Owner's Name:	14. Additional Owner Name/Number:	
15. Owner's Address:		
16. City:	17. State:	18. Zip Code:
Will the agent or a partner of the individual licensee be conducting the day-to-day operations of the business: ☐ Yes ☐ No If no, list name and address of person who will: _____		
PART B: BUSINESS AND ENTERTAINMENT		
1. What type(s) of business will you conduct at this location?		
2. Describe the type of entertainment at this location: (live music, DJ, speakers, dance floor, TVs, etc.)		

3. Will you hold other types of licenses or permits at this location? If yes, please list them below.

PART C: FOOD AND BEVERAGE

1. List the type of food service that will be prepared and served at this establishment.

2. List the types of alcohol that will be served at this establishment.

3. List the hours of full food service. Include staffing model of the kitchen and servers.

4. Do you have any future plans for other businesses, licenses or permits at this location? ☐ Yes ☐ No
If yes, explain:

PART D: HOURS OF OPERATION FOR ALCOHOL BEVERAGE SALES ONLY

Day of the Week	Proposed Hours of Operation:	
	Open	Close
Sunday		
Monday		
Tuesday		
Wednesday		
Thursday		
Friday		
Saturday		



PART E: VILLAGE OF ASHWAUBENON HOURS OF OPERATION

Class A: 6:00 AM to 12:00 AM; Mon-Sun

Class B/C: Mon-Fri 6:00 AM to 2:00 AM; Sat-Sun 2:30 AM – 6:00 AM

Planned Capacity/Occupancy of Premises:

Inside: _____ Outside: _____

Number of Parking Spaces on the premises, not including street parking: _____

PART F: NOISE AND SOUND CONTROL

1. How will you minimize excessive or loud noise from your establishment?

2. How will noise and complaints be addressed?

PART G: FLOOR PLAN

- A detailed floor plan must be submitted with this application.
- New floor plans must be submitted for all new applicants and businesses.
- Plans do not need to be architectural drawings and need not be to scale.
- Handwritten plans are acceptable.

The floor plan must include all of the following items:

- Dimensions and total square feet of the premises
- Label all of the following:
 - Entrance and exits.
 - Alcohol storage areas (coolers, stock room, basement, etc.)
 - Alcohol display areas (behind the bar, shelves, etc.)
 - All outdoor areas used for the sale or service of alcohol beverages (patios, beer gardens, sidewalk cafes.)
 - All seating areas, bars, and food preparation areas.
 - All parking areas on the premises to the building, not including street parking.

PART H: PROPERTY OWNERSHIP/RENTAL

Do you own or lease the building? Check one: ☐ Own ☐ Lease

Do you own or lease the fixtures? (furniture, coolers, cooking items, etc.) ☐ Own ☐ Lease

Submit Proof of Ownership, Lease or Offer to Purchase the building with this application.

The Lease or Offer to Purchase must:

1. Have the same legal entity names as those applying for the license.
2. Reflect the same address as the premises address on this application.
3. Note: Offer to purchase contingent on obtaining the license is acceptable.



Signature of Individual/Partner/Officer

Date: _____

Signature of Partner/Officer

Date: _____

All changes or amendments to this business plan must be submitted to the Clerk's Office. All changes are subject to approval by the Village Board. Submitting false information with this application or failure to operate according to this plan may result in suspension or revocation of your license.

