

**CITY OF BRANSON**  
**LIQUOR LICENSE RENEWAL APPLICATION PROCESS**  
**QUESTION AND ANSWERS**

**1. What is different about the city's annual liquor license renewal process?**

Every business that has an existing liquor license will have to complete a renewal application that has some similarities to the original license application. The Managing Officer on the liquor license must be an employee of the business who is actively involved in the day-to-day management of the Branson establishment. An agent for the business cannot be a Managing Officer. If the current Managing Officer is not an employee, a Change in Managing Officer Application must be submitted as soon as possible with a copy of a Missouri Highway Patrol background check. The Highway Patrol background check can be completed in one day by going to their website. The Change in Managing Officer application can be found on the city website.

**2. When are renewal applications due?**

Renewal applications need to be submitted to the City no later than **April 30** in order to have no interruption in the serving or selling of alcoholic products. The submission deadline for state renewal applications to the Division of Alcohol & Tobacco Control is May 1. The existing city liquor licenses as well as the state liquor license both expire on June 30.

**3. Have liquor licenses fees increased?**

No. City liquor license fees have not changed. The fee is still 1.5 times whatever the state charges on the state liquor license.

**4. Is it possible that a business with a current liquor license not be renewed by the City?**

Yes. Some examples of where a business might not have their license renewed are: history of liquor related complaints, unsatisfactory background checks, less than 85% of employees having completed a required alcohol education program, failure to maintain an appropriate sales ratio of food to alcohol related beverages (if required by the license type), and failure to pay city tourism taxes or state sales taxes. Packaged liquor license holders are required to have a minimum of \$5,000 in annual liquor sales as verified by sales tax filings with the Missouri Department of Revenue if first licensed before 2015. Package liquor license holders first licensed after January 1, 2015 are required to have a minimum of \$10,000 in verifiable annual liquor sales in order to have their license renewed.

**5. What kind of alcohol related training is required of employees?**

The managing officer, local manager, bar manager, all servers, bartenders, cashiers, and any other employee involved in the sale or serving of liquor are to participate in a city approved alcohol education program within 2 months of their hire date. Employees participating and not participating in a training program will have to be listed on the liquor application each year with the date of hire and training. Participation in a city approved “responsible alcohol selling” training class is also required every two years for the employee. The city hosts a training event every two months.

**6. What is the purpose of the training?**

The training should increase the ability to detect underage drinkers and intoxicated drinkers. The intent is to have more responsible sellers of intoxicating alcohol and to minimize the risks of selling to underage buyers and intoxicated users.

**7. Where can we get the training?**

The Community Partnership of the Ozarks schedules training sessions at City Hall (Council Chambers) every other month. Training sessions are about an hour and a half in length. Cost is \$5 per person at the door and registration can be made by employers by contacting Chris Davis at 417-888-2020. Checks should be made payable to Community Partnership of the Ozarks. An on-line approved training source developed by the University of Missouri called SMART is also an approved training option. An employer can register their employees for the online training by going to <http://wellness.missouri.edu/SMART/> or they can call 573-882-9335 if they need assistance in getting their employees enrolled on-line.

**8. What is expected of the Managing Officer named on the liquor license?**

The Managing Officer is a Missouri resident and is an employee at the licensed Branson establishment who makes sure the business is compliant with Missouri and Branson liquor laws and ordinances. This person makes sure employees are trained to inspect ID’s, to identify intoxicated drinkers, and to be educated in appropriate liquor laws. The Managing Officer is expected to spend a significant amount of time in a day-to-day management role at the licensed Branson location and is an upstanding citizen of the community (i.e. registered voter, pays their taxes, and has no felony convictions).

**9. What is involved in obtaining a caterer’s license in order to serve alcoholic beverages for a special event?**

A caterer will need to provide the city a copy of the contract or agreement between the caterer and the sponsor of the function, occasion, or event along with the agreement between the caterer and the person controlling the premises where the event is to take place. In addition the caterer needs to describe the specific location where alcoholic beverages will be served at the facility that the catering will take place. If attendees at the event will be charged for alcoholic beverages, the organization that will pay the state sales and city tourism taxes must be identified on the application. The new application can be found on Branson's website.

**10. If I get a renewed state liquor license, can I sell liquor before getting the city liquor license?**

No. A copy of the state liquor license needs to be brought to City Hall and all requirements for the City license must be met before the city will issue a city license. City requirements include among other things to be current in payment on all city, county, and state taxes and city services.

**11. Are liquor licenses transferrable?**

No. If there is any change in license type, ownership, or managing officer a new application must be submitted to the city. If a business decides to move its location, a new license application has to be submitted to the city and the state. Liquor licenses are not transferable – the new owner must reapply for a license. The city should be notified immediately upon a sale of a business or a change in ownership so that the new owner can obtain his license in a timely manner.

**12. How can I get additional information on the city liquor licensing process and related forms?**

Questions about the liquor licensing process can be directed to Matthew Henry at 417-337-8592. The city's liquor ordinances, liquor license application form, renewal liquor license application, caterer's application, and related information can be found on the city's web page at [www.bransonmo.gov](http://www.bransonmo.gov) under the Finance Department tab.

**13. Who do I contact at the state level if I have questions about the state licensing and renewal process?**

The Division of Alcohol and Tobacco Control agent currently assigned to Branson is Geoffrey Evans, and can be reached at 417-370-6664 or by email at [Geoffrey.Evans@dps.mo.gov](mailto:Geoffrey.Evans@dps.mo.gov). The mailing address for the local Division of Alcohol and Tobacco Control office is: 505 B East Walnut Springfield, MO 65806.