

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

**1. What is involved in getting a liquor license in Branson?**

An applicant must submit a liquor license application for review and approval by the City of Branson. Some types of liquor licenses are restricted in the number of licenses that can be issued and may not be available to the applicant. Background checks will have to be done on all managing officers, LLC members, partners, owners, and major stockholders after an application is submitted to determine if they are in good standing (do not have a felony conviction). If the city approves the application, a Letter of Intent is provided to the applicant that they submit with their liquor license application to the state Division of Alcohol & Tobacco Control. Once the applicant has obtained a state liquor license, they bring the liquor license to City Hall where the city will issue a City Liquor License if the applicant is current on all taxes and provided city services. The applicant has 90 calendar days from the application date to obtain a liquor license or else their city application becomes void.

**2. Does it cost anything to apply for a city liquor license?**

The business will have to pay \$250 to submit an application and an additional \$50 for each secondary license such as a Sunday license or a tasting license.

**3. What does it cost for the actual city liquor license?**

The fee is still 1.5 times whatever the State of Missouri charges. The amount of the state fee is printed on the state liquor license. Branson's fee is paid at the time the applicant brings the state issued liquor license to City Hall for copying. Taney County also requires a liquor license with its cost matching what is paid for the state liquor licenses.

**4. Are application fees and liquor license fees refundable?**

No.

**5. Can an applicant apply with the state Division of Liquor Control at the same time as applying with the City?**

Yes. However, the City liquor license will not be issued until the City of Branson is provided with copies of the State liquor licenses. It is strongly recommended that the applicant begin the process with the City to make sure all zoning requirements are met and the type of liquor license is available.

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

The designated Managing Officer, local site 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 training participation. Employees are expected to have “responsible alcohol selling” training every two years. The business is to maintain a local record of training for each employee required to have the alcohol selling training.

**7. 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.

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

The Community Partnership of the Ozarks holds training sessions in Branson every other month at City Hall. Cost is \$5 per person paid on the day of attendance. Advance seat reservation can be made by contacting Chris Davis at 417-888-2020 but is not required. An on-line approved training class is the State of Missouri Alcohol Responsibility Training (SMART) program which is coordinated through the Wellness Resource Center at the University of Missouri. An employer can register their employees for the training by going to <http://wellness.missouri.edu/SMART/>. If the employer needs assistance in enrolling employees in the SMART program or has additional questions, they can contact the program administrator at 573-882-9335.

**9. How do I get a background check on the appropriate individuals in our business?**

The applicant can print the results of an on-line background check conducted by the Missouri Highway Patrol which can also be used in conjunction with the state application to the Missouri Division of Alcohol & Tobacco Control. Go to the Missouri Highway Patrol web-site. Click on “Programs/Services” and then “Background Checks”. The person requesting the background check will be able to immediately print out the results of the background check. The city will need a copy of the document. The cost of the background check was \$11 at the end of 2014 and is paid by credit card.

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

The Managing Officer is an employee of the business who is involved in the day-to-day management of the Branson establishment and who is responsible for the business and its

employee's compliance with Missouri and Branson liquor laws and related 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 be an upstanding citizen of the community (i.e. registered voter, pays taxes timely, have no felony convictions, and no alcohol license related infractions).

**11. What has changed for caterers who serve alcoholic beverages at a catered 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.

**12. If I get a 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.

**13. 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 moves its location, a new license application has to be submitted and approved by the city and the state. Liquor licenses are not transferable. The city should be notified immediately upon a sale of a business or a change in ownership.

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

Questions about the city liquor licensing process can be directed to Matthew Henry at 417-337-8592 or by email at [mhenry@bransonmo.gov](mailto:mhenry@bransonmo.gov). 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).

**15. Who do I contact at the state level if I have questions about the state licensing 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.

**16. How late can a minor be in an establishment that sells Liquor by the Drink?**

Individuals under the age of 21 cannot be in Liquor by the Drink establishments after midnight unless they are accompanied by a parent or legal guardian. This includes holidays and special events.

**17. What is the minimum distance a liquor selling establishment can be located to a church or school?**

300 feet. The measurement is from building to building. Existing liquor license holders are exempted from this requirement.