# *Purpose: This form provides the University with essential information used to review alcohol licenses.*

*License information:*

* *The license fee is approximately $5,000 per annum and must be renewed with the State annually.*
* *The license is issued for a geographically defined space. It is venue specific.*
* *All licenses will be reviewed periodically by the Alcohol License Oversight*

*View the Administrative Policy here:* [*Alcoholic Beverage Sales and Service and Liquor Licensing*](http://policy.umn.edu/Policies/Operations/OPMisc/ALCOHOL.html)

# *Please route the completed form and obtain signatures from:*

|  |  |
| --- | --- |
| Department Head Name (print):       | Department Head Title:       |
| Department Head **Signature**:  | Date:       |
| Vice President, Provost, Chancellor or Sr. VP Name (print):       | Title:       |
| Vice President, Provost Chancellor or Sr. VP **Signature**:  | Date:       |
| Alcohol License Oversight Committee (see routing information at top right):       | Date:       |

**PART A – GENERAL INFORMATION**

|  |
| --- |
| Name of venue under review:       |
| Operations Contact Name:      (Person overseeing alcohol protocol in venue) |
| Operations Contact Phone (with area code):       | Operations Contact Email:       |
| Year Venue Originally Licensed:       |

Describe how your venue alcohol license has enhanced your business.

Does your venue sell/serve alcohol as part of daily operations/retail?

 [ ]  Yes [ ]  No

What was venue’s budgeted annual revenue from the sale of alcohol?

What was venue’s actual annual alcohol revenue for each of the last three years? (Indicate if sales or commission revenue)

How are you meeting your business expectations?

How are you missing your business expectations?

What was venue rental revenue increase directly attributable to alcohol events?

In addition to the cost of the annual license, what other costs were incurred by the University due to alcohol service?

Use the grid below to outline costs incurred:

|  |  |  |
| --- | --- | --- |
|  | Annual Operating Costs | Capital or one-time expense |
| License | Approx. $5,000 |       |
| Additional Staffing |       |       |
| Staff Training |       |       |
| Security |       |       |
| Alcohol, Beer, Wine and Spirits |       |       |
| Sales Tax |       |       |
| Additional Equipment  |       |       |
| Equipment Maintenance |       |       |
| Rentals (directly attributable to alcohol service) |       |       |
| Storage Space |       |       |
| Custodial (supplies, equipment, waste management) |       |       |
| Marketing and Advertising |       |       |
| Other |       |       |

How many customers/events were served alcohol? Use the grid below to provide such information:

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Retail Sales | Catering | Concessions | Total |
| Customers | Events | Customers | Events | Customers | Events | Customers | Events |
| Internal, University Events |       |       |       |       |       |       |       |       |
| External, Non-University Events |       |       |       |       |       |       |       |       |
| Total |       |       |       |       |       |       |       |       |

How many customer incidents or security incidents were attributable to the alcohol events?

**PART B – METRICS INFORMATION**

**INSTRUCTIONS:**

List the following information:

|  |  |
| --- | --- |
| Revenue per customer served |       |
| Total costs per customer served |       |
| Alcohol cost per customer served |       |
| Alcohol costs as a % of revenue |       |