

Business plan requirements for new alcohol applications

The Minneapolis Code of Ordinances, Chapters 259.30 and 362.130, requires applicants to describe in detail your business operations. Attach a typed report that includes all the following items. You may attach extra documents to your report.

1. Alcohol server training plan. Describe staff training that includes:

- Name of trainer
- Topics covered
- Ongoing training program
- Policy for carding and the use of electronic ID Scanners
- Reward and discipline policy for serving alcohol to minors and
- Self-audits

Our website has for more information about [Alcohol Service Resources](#).

2. Safety. Attach your [Police Safety Plan Review Form](#) to help prevent illegal behaviors and disorderly customers at your business, parking area, and neighborhood.

3. Noise. Attach your [Sound Management Plan](#) which details how you will manage sound from your business. A Sound Plan is not required for Off Sale Alcohol businesses.

4. Litter removal. You are required to clean litter within a 100 foot radius from your business. Describe your plans for litter, graffiti, and garbage. Include staff and hours assigned and plans during the warm weather months.

5. Entertainment. Describe the following:

- type of entertainment at your business
- days and hours of the entertainment and
- age group which the entertainment is directed

6. Team sponsorships. Tell us the types of teams you may sponsor: softball, broomball, soccer, rugby, football, or other competitive sports.

7. Hours of operation.

- Specify the hours for every day of the week
- Include both inside and outside hours

8. Food service.

- List the hours of full food service and reduced food service
- Include the staffing model of your kitchen

9. Charitable gambling activities. Identify the types of games, hours, gambling manager and name of charity

10. Applicant’s experience and background with liquor, restaurant or retail sales. Include a resume or summary of work experience.

11. Advertising. Attach a copy of all the sites you will advertise, such as social media, website, flyers, coupons, table tents, etc.

12. Promoters. If you plan to work with promoters, you must have a written signed contract that includes the following:

- Statement of truth in advertising
- Cancellation rights if contract is not followed
- Promoter contact information
- ☐ Submit a sample contract. Signed contracts must be made available to licensing official upon request.

Acknowledgement and agreement

I, (print name) _____, an authorized corporate officer, partner or owner, hereby acknowledge and agree to the following:

- ☐ The attached business plan is a true and correct; and
- ☐ Any material change in the business plan must be submitted to an approved by the Business Licenses Division before implementation; and
- ☐ Violation of this business plan may result in suspension, revocation, or refusal to renew my license or in a civil fine determined by the Minneapolis City Council.
- ☐ I have read and agree to the [Terms and Conditions](#) for electronic signatures.

By typing your name, you are electronically signing this application.

Signature of Applicant: _____ Title: _____ Date: _____