



www.bransonmo.gov

CITY OF BRANSON
110 W. Maddux
Branson, MO 65616
417-334-3345
Public Information Department
jadams@bransonmo.gov

News Release

December 24, 2008

Contact: Carl Garrett, supervisor of licensing and tax compliance, 334-3345 ex. 318

New city liquor ordinance becomes law Jan 1

The city of Branson's new liquor ordinance approved by the Board of Aldermen two months ago becomes law January 1. The ordinance is designed to keep streets safer from intoxicated drivers and to further prevent underage drinking.

The biggest changes in the ordinance deal with the liquor license application process, providing education programs for employees that sell and serve alcohol and prohibiting minors in liquor-serving establishments after midnight. Any new liquor license applicant after January 1 must adhere immediately to the new process in order to obtain a license, but existing liquor license holders have between now and June 30 to become compliant.

Letters from the Branson Finance Department have been sent to the more than 100 current liquor license holders explaining the renewal process under the new liquor ordinance. The city recommends liquor license holders begin the renewal process on or before March 1 to meet the June deadline.

The Board of Aldermen also created a position in the finance department with the responsibility of reviewing and approving city liquor license applications. This position is filled by Carl Garrett with the title of Supervisor of Licensing and Tax Compliance. He is available to assist in the process and answer questions about the new liquor ordinance.

In applying for a new first time license, an applicant must submit a liquor license application for review and approval by the city. Law enforcement background checks will have to be done on all officers, partners, owners and major stockholders. Once the application is approved by the city, a Letter of Intent is provided the applicant that must be submitted with a state liquor license application to the Missouri Division of Liquor Control within 90 days.

Once the applicant has obtained a state liquor license, the city will issue its license provided the applicant is current on all taxes and has utility services in place for the business.

Costs for a Branson liquor license have not changed. However, new applicants will pay \$250 to submit an application and an additional \$50 for a secondary license such as a Sunday license. As in the past, the actual city license cost remains 1½ times the cost of a state license.

Additional information including the new city liquor application, renewal application, application instructions, application checklists, and the complete new liquor ordinance is available on the city of Branson website, www.bransonmo.gov.

Under the new ordinance, liquor license holders are now required to provide alcohol education programs to all their employees who serve or sell alcohol within three months of the employees' hiring. The intent is to have more responsible sellers of alcohol to minimize the risks of selling to underage and intoxicated buyers. For a list of companies and organizations that provide this training, click on to the city of Branson's website www.bransonmo.gov.

Another new provision states that individuals under the age of 21 cannot be in a liquor-by-the-drink establishment after midnight unless accompanied by a parent or legal guardian.