



Riverfront Liquor License District Criteria and Requirements

District Requirements

1. The district will be geographically defined to conform to the requirements of the Act and as shown on the map Exhibit A.
2. The primary business's focus of operation must be on a dining or cultural experience. Riverfront licenses shall be granted to businesses that substantially contribute to the cultural fabric and quality of life in Madison, and/or support the vitality of the tourist industry.
 - a. Dining Experience: A friendly, personalized service that has constantly great food, a memorable atmosphere, and efficient customer service.
 - b. Cultural Experience Venue: Designed for a performance in front of a live audience.
3. The applicant must demonstrate through their business plan, how they differentiate themselves from others already in the market, so not to oversaturate the market for a similar concept. Please submit data and market study materials, with your application.
4. Permits are not transferable, not portable within or without the district and any renewal is subject to compliance with the terms of these local rules and any agreement negotiated with the City of Madison. The permits shall not be pledged as collateral or subject to any lien, judgment, property settlement agreement, or third-party claim.
5. New or existing restaurant applicants receiving any licenses within the District will be required to sell a minimum of \$200,000 in gross food sales for the first two years, \$275,000 for the third year and beyond. The restaurant must be open a minimum of 240 days per year. (Including Holidays, Seasonal, and Shut Down)
6. New or existing primary business defined as a cultural experience venue within the City of Madison Riverfront Development District will have a minimum performance capacity of 125 people and must adhere to the state minimum food requirement under 905 IAC 1-20-1, under the authority of IC 7.1-3-20-9.
7. Cannot be a private club, bar, or adult entertainment venue. Must be a non-smoking facility.

8. The City Riverfront Initial Application fee is \$1,500 and an annual Renewal Fee of \$1000. There is no refund of the application or renewal fee if denied by the City or by the State. (An additional \$1,000 goes to the state for the initial and renewal application).
9. The applicant will comply with local application procedures as well as those required by the State of Indiana and the ATC.

Criteria and Factors

The Indiana state legislature enacted I.C. 7.1-3-20 et. seq. (Act). The Act permits the Indiana Alcohol and Tobacco Commission (ATC) to issue liquor licenses (one, two, or three-way) (Riverfront Licenses) in the MADISON RIVERFRONT REDEVELOPMENT DISTRICT.

The Economic Development Department will take applications and the Mayor of the City of Madison will make a recommendation to the Madison City Council for liquor licenses they believe will strengthen the economic vitality of the riverfront district and the entire community. Council will then consent or deny the application.

1. The City, through the implementation of the Act, this Policy and the Riverfront Development District, seeks to benefit the district and achieve the following:
 - a) Enhance Madison's regional appeal by encouraging the location and operation of a diverse mix of restaurants and cultural experience venues in the riverfront district.
 - b) Provide for growing the unique experiences, that encourage repeat visits by residents and visitors, to the district, but does not over-saturate the market.
 - c) Encourage the opening, location, or upgrade of a variety of distinctive and unique year-round restaurants in Madison to a degree that will lengthen the useful life of the downtown district into evening hours.
 - d) Support the growth in the Riverfront District, by collaborating with other businesses and non-profits in marketing, promotion, and other cultural growth efforts, encourage a healthy, safe, and fun atmosphere, and generally complement other redevelopment efforts. (Examples include - Memberships and/or sponsorships in nonprofits, support the district Madison Main Street, Madison Area Arts Alliance, M3, VMI, Festivals, and Chamber of Commerce, etc.)

The recommendation of the Economic Development Department will be based on the following general criteria:

1. The focus of the establishment is to be primarily a restaurant and/or cultural entertainment experience rather than alcohol consumption. The determination that the establishment experience differentiates itself and will not oversaturate the market.

2. The Applicant's plans to improve the facility in which they will operate and the consistency of such plans with the nature and architecture of the downtown area and company with all city historic and building codes.
3. The venue's ability to draw people to Madison and, specifically, the downtown area.
4. The number and nature of the jobs added to or retained in the Madison employment base.
5. Financial and ownership strength may best be demonstrated by a business plan and related documentation.
6. If an existing business, communicate your history of operation and reason for the need for a license.
7. The owner's participation in Madison, past, and present, and the likelihood of continued participation of the owner in the future while demonstrating a collaborative approach to supporting the riverfront district.
8. The expected timetable for work and business commencement.

Application Procedure

The application process is as follows:

1. The applicant will complete a Riverfront License application and submit it to the Economic Development Department.
2. With the application the following information must be submitted:
 - a. Proof of the ownership's entity (**State of Indiana – Secretary of State Request**)
 - i. Primary contact information
 - ii. Names and Percentage of ownership if not a sole proprietor
 - iii. Property address and Parcel ID Number (can be found online or through the planning office)
 - b. Business plan for the business or how it will contribute to the cultural fabric and quality of life of Madison and support the growth of the Riverfront District.
 - i. Property size in acres or square feet
 - ii. A detailed site plan that includes the size, floor plan, and layout of the venue and exterior dining areas (identifying seat count)
 - iii. Description of operations (hours, menus, schedule, etc.)
 - iv. Number of jobs and nature of jobs to be added to the community and salary range
 - v. A statement of the Owner's day-to-day involvement in the operations of the business
 - vi. A statement on how you plan to collaborate and support the growth of the Riverfront District while encouraging a healthy, safe, and fun atmosphere, which generally complements other redevelopment efforts.

- vii. Submit a Plan for any improvements including a timetable for completion. (Building permits may be needed under separate application with the Planning Department)
 - viii. The plan should include financial and owner strength for the financing of the venture. (Letter from bank, or another form of financial information) (financial information is confidential and deliberative)
 - c. Proof of insurance.
 - i. Business Liability
 - d. Signed and dated by applicant and property owner(s)
 - e. One hard copy of the application, including a \$1,500 application fee
 - f. Completed Application from the Indiana ATC
- 3. The Economic Development Office will schedule a meeting with the applicant and the Mayor to go over the application and business plan. The applicant or their representative is required to attend. The Mayors' action will be in the form of a recommendation or rejection to Common Council for their consent at a public meeting. The City has 60 days to perform due diligence and present it to the city council.
- 4. If the application is approved the Mayor and the Common Council of the City of Madison will give the applicant a signed letter with the conditions of eligibility to that effect.
- 5. Once the action has been taken by the Mayor and the Common Council of the City of Madison the applicant will have 6 months to obtain a license from the state ATC. Should for any reason the applicant does not obtain a license from the state, that applicant may reapply to the Department. It is understood that the ATC will not take action on this one, two or three-way Riverfront District Liquor Licenses without this letter of recommendation

Renewal Application Procedure

The renewal application process is as follows:

2. Submit the renewal application with fees to the Economic Development Department 90 days before the expiration of the license.
3. With the application the following information must be submitted:
 - a. Proof of the ownership entity
 - i. Primary contact information
 - ii. Names and Percentage of ownership if not a sole proprietor
 - iii. Property address and Parcel ID Number (can be found online or through the planning office)
 - b. Updated business statement for the coming year and how the business will continue to contribute to the cultural fabric and quality of life of Madison and the tourism industry (hours of operation, menus, improvements, etc.)
 - i. Number of jobs and nature of jobs added to the community in the past year
 - ii. Demonstrated efforts of collaboration in the market and support of the broader Riverfront District.
 - c. A one-year (calendar year from renewal) Point of Sale Report (Income statement or another official report) of the business that shows revenue from food and alcohol sales separately. (financial information is confidential and deliberative)
 - d. Dates of operation for the past year.
 - e. Proof of insurance.
 - i. Business Liability
 - ii. Workers Compensation
 - f. Signed and dated by the applicant and all business owners
 - g. Copy of existing state lakefront liquor license and state license number
 - a. One hard copy including a \$1,000 renewal application fee
4. The Economic Development Department and the Mayor will review the application and make a recommendation to the Common Council to renew or not based on the criteria, compliance, and performance of the last year. The Mayors' action will be in the form of rejection or continuance to Common Council for their consent at a public meeting. If a meeting is needed with the applicant, the applicant acknowledges their requirement to attend. The city has up to 60 days to complete this renewal process.