

Dear Applicant:

Welcome to the City of Greeley liquor licensing process! This packet contains general liquor/beer licensing information that will assist in your application process. Reading through its’ contents in detail will very likely answer many of your questions.An appointment with the City Clerk’s Office is encouraged to review this packet before you begin the process. An appointment will be required at the time of actual submittal of your completed application packet and formal acceptance by the City Clerk’s Office for processing to allow adequate time for review.

While this packet contains information to assist you in the application process, you should also obtain legal counsel from an attorney familiar with alcohol laws and rules. The Greeley City Clerk’s Office cannot provide legal advice concerning the application process, alcohol laws or rules.

All forms must be typed or printed in black ink, accurate, complete in all aspects, and properly signed and dated. All applications must be submitted along with City application and license fees. You are responsible for submitting State fees directly to the Liquor Enforcement Division. This can be done online, in person or through the US mail. A list of fees can be found on the City’s website.

The City Clerk’s Office cannot accept or process an incomplete application. For new license applications (not including transfers) requesting a concurrent review ($100 additional in State fees), found on page 1 of the State Liquor License Application, provides for State review simultaneous to local review of a new license application. It means the State will concurrently review the application at the same time as the City Clerk’s Office. This usually reduces the amount of time it takes for the State to approve the license - applicants can expect to have their new licenses issued in within 16-18 days rather than 10-12 weeks from the date of the local public hearing and approval.

Should you need additional information or have any questions, please feel free to contact the City Clerk’s Office anytime at (970) 350-9743.

Good luck with your application process!

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# Application Guidelines

This application guideline is provided to give license applicants information on the process of applying for a liquor license in the City of Greeley. However, this guideline should not be considered legal advice and should not be substituted for legal consultation with an experienced liquor law attorney. The application contains several steps so be prepared to set aside at least 2-3 hours (or more) to complete the application. These steps may not occur exactly in order so it is best to read the entire guideline so you are prepared.

## Step 1. Choose the type of liquor license

There are two different categories of liquor licenses, on-premises and off-premises. On-premises licenses are issued to businesses that want to sell alcohol to patrons who will consume the alcohol on its premises. Examples include taverns, hotel & restaurants, beer & wine, lodging facility and entertainment facility. Brew pubs, distillery pubs and vintner’s restaurants also fit in the on-premises category.

Off-premises licenses are where customers purchase sealed containers of alcohol and consume the alcohol off the premises, such as their home or private party. Examples of off-premises include retail liquor store, liquor-licensed drugstore, or fermented malt beverage and wine retailers.

There are several different types of liquor licenses, and each come with its own set of allowances and rules. Below is a list of the most common liquor licenses and their allowances and rules:

**On Premises Licenses**

(Click on the license type for more information)

[Arts](#_Toc180150852)

[Beer and Wine](#_Toc180150853)

[Brew Pub](#_Toc180150854)

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[Lodging Facility](#_Toc180150861)

[Optional Premises](#_Toc180150862)

[Racetrack License](#_Toc180150863)

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**Off Premises Licenses**

(*Click on the license type for more information*)

[Fermented Malt Beverage and Wine](#_Toc180150866)

[Liquor-Licensed Drugstore](#_Toc180150867)

[Retail Liquor Store](#_Toc180150868)

# Arts

Business model – for a business that sells beer, wine and spirits in conjunction with a production or performances of an artistic or cultural nature.

Food requirements – none required

Legal hours of sales - 7 a.m. to 2 a.m. for on-premises sales.

Manager registration - must name a specific manager for the business (it can be the owner)

Takeout/Delivery – delivery only

# Beer and Wine

Business model - for a business that only sells beer and wine to its patrons for consumption on the premises.

Food requirements – must have sandwiches and light snacks available on the premises any time alcohol is being served or sold.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Other alcohol - cannot have any spirits on the premises

Manager registration - must name a specific manager for the business (it can be the owner)

# Brew Pub

Business model - for businesses that manufacturer its own beer up to 1,860,000 gallons per year.

Wholesale Privileges - can sells its own beer to wholesalers in Colorado (no limits).

Retail Sales Privileges - can sell its own beer to retail licenses up to 300,000 gallons per year.

Restaurant/food - can have a restaurant on the premises that sells beer, wine and spirits (purchased from a wholesaler) to its patrons for consumption on the premises.

Food requirements – **if alcohol is served on the premises,** the brew pub must have at least fifteen percent of the gross on-premises food and drink income of the business of the licensed premises is from the sale of food, which is defined as a quantity of foodstuffs of such nature as is ordinarily consumed by an individual at regular intervals for the purpose of sustenance**. If no alcohol is sold for consumption on the premises**, there is no food requirement.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – none required

# Campus Liquor Complex

Business model – this is a designation of a specific H&R license as a campus liquor complex. The type of licenses follows all requirements as an H&R.

Multiple locations – may indicate multiple related facilities within the campus with its own premises area.

# Club

Business model – only issued to a non-profit organization (that meets specific requirements) to sell beer, wine and spirits **to its members and guests only** – may not provide alcohol to the general public.

Food requirements: None

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration - must name a specific manager for the business (it can be the owner or officer of the club).

# Distillery Pub

Business model - for businesses that manufacturers its own distilled spirits up to 875,000 liters per year.

Wholesale Privileges - can sells its own spirits to wholesalers in Colorado (no limits).

Retail Sales Privileges - can sell its own spirits to retail licenses up to 2,700 liters per year.

Restaurant/food - can have a restaurant on the premises that sells beer, wine and spirits (purchased from a wholesaler) to its patrons for consumption on the premises.

Food requirements – the distillery pub must have at least fifteen percent of the gross on-premises food and drink income of the business of the licensed premises is from the sale of food, which is defined as a quantity of foodstuffs of such nature as is ordinarily consumed by an individual at regular intervals for the purpose of sustenance**.**

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – none required

# Entertainment Facility

Business model – for a business that provides sports or entertainment activities on its licensed premises and where the sale of alcohol (beer, wine and spirits) is incidental (or secondary) to its business.

Food requirements – must have sandwiches and light snacks available on the premises anytime alcohol is being served.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – must declare a manager for the licensed premises. A notification for any changes to the manager must be made within 30 days of the changes.

# Fermented Malt Beverage (On-Premises)

Business model – for a business that only provides for the consumption of fermented malt beverage (beer) for consumption on the licensed premises.

Food requirement – none required.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout.

Takeout/Delivery – only takeout is allowed (no delivery) with an approved permit.

Manager registration – must declare a manager for the licensed premises. A notification for any changes to the manager must be made within 30 days of the changes.

# Hotel & Restaurant (H&R)

Business model – for a business that is either a hotel, restaurant that sells beer, wine and spirits to its patrons.

Food requirements – must have a full kitchen to provide full meals to its patrons. The income from meals must be at least 25% of the gross income from the sales from food and beverage.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – must declare a manager for the licensed premises. A notification for any changes to the manager must be made within 30 days of the changes.

Optional premises permits – may have multiple optional premises permit for outdoor recreation within the boundaries of the property that can be activated and de-activated (usually used for ski resorts and golf courses).

Mini bars – may have mini bars in sleeping rooms.

# Lodging Facility

Business model – for a lodging facility that provides alcohol beverages to customers for consumption on the licensed premises.

Food requirements – must have sandwiches and light snacks available on the premises anytime alcohol is being served.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – must declare a manager for the licensed premises. A notification for any changes to the manager must be made within 30 days of the changes.

Sleeping rooms – cannot be a part of the licensed premises; room service, delivery to rooms and mini bars **are not** permitted.

# Optional Premises

Business model – for an outdoor sports or recreation facility that sells beer, wine and spirits on the licensed premises.

Food requirements – none.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales.

Takeout/Delivery – delivery is only permitted.

Manager registration – none required.

Optional premises permits – may have multiple optional premises permit for outdoor recreation within the boundaries of the property that can be activated and de-activated (usually used for ski resorts and golf courses).

# Racetrack License

Business model – a premises where race meets or simulcast races with parimutuel wagering are held and has beer, wine and spirits for consumption on the licensed premises.

Food requirements – must serve food anytime alcohol is being served.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales.

Takeout/Delivery – delivery is only permitted.

Manager registration - must name a specific manager for the business.

# Tavern License

Business model – an establishment whose principal business is the sale of beer, wine and spirits for consumption on the licensed premises.

Food requirements – must have sandwiches and light snacks available on the premises any time alcohol is being served or sold.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – must declare a manager for the licensed premises. A notification for any changes to the manager must be made within 30 days of the changes.

Undue concentration – subject to undue concentration allowing the licensing authority to deny the license based on the total number of tavern licenses within a specific area.

# Vintner’s Restaurant

Business model - for businesses that manufacturers its own vinous liquor up to 925,000 gallons per year.

Wholesale Privileges - can sells its own vinous liquor to wholesalers in Colorado (no limits).

Retail Sales Privileges - can sell its own spirits to retail licenses up to 50,000 gallons per year.

Restaurant/food - can have a restaurant on the premises that sells beer, wine and spirits (purchased from a wholesaler) to its patrons for consumption on the premises.

Food requirements – **if alcohol is served on the premises,** the vintner’s restaurant must have at least fifteen percent of the gross on-premises food and drink income of the business of the licensed premises is from the sale of food, which is defined as a quantity of foodstuffs of such nature as is ordinarily consumed by an individual at regular intervals for the purpose of sustenance**. If no alcohol is sold for consumption on the premises**, there is no food requirement.

Legal hours of sales – 7 a.m. to 2 a.m. for on-premises sales and 7 a.m. to midnight for takeout and/or delivery sales.

Takeout/Delivery - is permitted to sell alcohol for takeout and/or delivery with an approved permit.

Manager registration – none required

**Off Premises Licenses**

# Fermented Malt Beverage and Wine

Business model – an entity that sells beer and wine for consumption off the licensed premises, including grocery and convenience stores.

Food requirements – must derive at least 20% of its gross annual revenues from total sales from the sale of food items for consumption off the premises.

Legal hour of sales – 8 a.m. to midnight – 365 days of the year

Delivery – is permitted to delivery with an approved permit.

Manager registration – none required,

Tastings – can conduct consumer tastings with an approved permit from the local licensing authority.

# Liquor-Licensed Drugstore

Business model – an entity that sells beer, wine and spirits for consumption off the licensed premises.

Food requirements – none.

Legal hour of sales – 8 a.m. to midnight, 365 days of the year.

Pharmacy – must have a licensed pharmacist on the premises at least 50% of the time alcohol is sold.

Storage – must store all alcohol within its licensed premises and cannot have a retail storage permit.

Tastings – can conduct consumer tastings with an approved permit from the local licensing authority.

# Retail Liquor Store

Business model – an entity that sells beer, wine and spirits for consumption off the licensed premises.

Food/sales requirements – proceeds from non-alcohol products cannot exceed 20%. This does not include lottery products, cigarettes/tobacco products, ice, soft drinks, mixers and nonfood items related to the consumption of alcohol beverages.

Legal hour of sales – 8 a.m. to midnight, 365 days of the year.

Tastings – can conduct consumer tastings with an approved permit from the local licensing authority. May also conduct educational classes with tastings in compliance with liquor rules (new in 2025),

## Step 2. Complete the license application

Completing an application takes time so expect to put aside 2-3 hours (or more). Prior to completing the application, it is suggested to have pertinent documents available for reference. These documents include the following (but are not limited to):

* Colorado Secretary of State Business documents
  + Articles of Incorporation
  + Certificate of Good Standing
  + Certificate of Foreign Entity
* Lease
* Financial documents concerning the purchase and operation of the business
* Personal information for everyone required to be disclosed
* Diagram of the premises

In completing the application, the following are potential issues that could delay the application process (but are not limited to):

* All pertinent information and check boxes are not completed
* The name of the applicant does not exactly match the company or dba from the Colorado Secretary of State’s Office
* The Certificate of Good standing is more than 2 months old
* The name of the applicant does not exactly match the name of the lease
* The term of the lease is not at least a year
* Does not have a named manager (for on-premises only)
* The diagram is not complete (i.e., does not have a bold red line documenting the boundaries of the licensed premises, is not contiguous, does not have labels for the kitchen, storage or service area).
* Not all people are disclosed that have a 10% or more financial interest
* Not all company officers are disclosed
* Financial information is incomplete

Step 3. Request a meeting with the Greeley City Clerk’s Office

Once you have completed the application, request a meeting with the Greeley City’s Clerks Office. All applicants are required to meet with the City Clerk’s Office upon the submittal of a new liquor license or transfer of a liquor license application.

To request an appointment, you can [click here](https://greeleygov.com/government/cc/liquor-licensing) to go to the Greeley City Clerk’s Office website. Appointments are held Mondays and Thursdays from 1 – 4 p.m., and Tuesdays and Wednesdays from 9 a.m. to 12 p.m. noon.

You can [click here](#_Appendix) to learn more about the expected timeline of obtaining a liquor license. This is also found in the appendix of this guideline.

## Step 4. Greeley City Clerks Processing

The acceptance of your application takes up to 2-3 days after your meeting.

The Greeley City Clerk’s Office will then submit the application to other City Departments for review. This is referred to as the Administrative Review Team (ART). This process takes a minimum of 10 days.

The Greeley City Clerk’s Office is responsible for providing notice with the Greeley Tribune and to notify all residents and businesses within 500 feet of the pending application.

**Step 5. Preliminary Notice**

The Greeley City Clerk’s Office will provide you with a preliminary notice of your hearing date. This date could change based on several reasons.

Step 6. Fingerprints

Fingerprints for required persons on the liquor license must be submitted to the Greeley City Clerk’s Office within 2 weeks prior to the date of the hearing.

Fingerprinting must be done by the following approved Colorado Bureau of Investigations’ vendor:

Indentogo

Appointment Scheduling Website: <https://www.identogo.com/>

You may also call for an appointment at (844) 539-5539 (toll free)

Fingerprints are submitted electronically to CBI from Indentogo. The Liquor Enforcement Division and the City of Greeley are no longer accepting physical paper fingerprint cards as part of your liquor license-related application packet.

You will need to provide the following service and account codes to Indentogo to complete this process:

Service Code: 25YQ6K

Account Code: CONCJ6253

What you should take with you to your appointment with Indentogo includes:

ü $10 vendor service fee per person being printed/transmitted, money order or certified funds

* $38.50 fingerprinting fee per person being printed/transmitted, money order or certified funds
* Driver’s license, ID card, permanent resident card, alien registration receipt card, etc.

## Step 7. Petitions

After the acceptance, the Greeley City Clerk’s Office will provide you with a packet for neighborhood petitioning. The packet will include a sample petition and a map of the area where petitioning can occur. You will be provided a form called the Acceptance of Boundaries. You must complete this form and return it to the Greeley City Clerk’s Office. The packet will provide details of this process.

Colorado law states the applicant must prove that the needs and desires of the neighborhood are not being met with the current number of similar licenses (commonly known as “needs and desires”). In short, do the residences and businesses in the area surrounding your business approve of your business obtaining a liquor license.

The applicant can provide proof of needs and desires in a variety of ways to include 1) petitions, 2) remonstrance letters, or 3) other evidence you submit. The most common method is to obtain signatures from residents and business owners/managers who are at least 21 years old through a petitioning process. You can do this yourself or you can contract with a professional company to provide this service. You can get a list of professional companies that provide this service from the Greeley City Clerk’s Office.

Any petitioning cannot be started until you receive the boundary map where petitioning can be conducted.

The results of the needs and desires must be submitted no later than 7 days prior to the date of the hearing. The results must also include affidavits from each person who conducted the petitioning (this form must be notarized).

## Step 8. Notice Posting

The Greely City Clerk’s Office will provide the applicant a poster that is commonly referred to as the “Notice Poster.” The notice poster has specific information about the hearing for the liquor license and must be posted on the proposed licensed premises in a location where the public is able to see. The notice poster must be posted for a minimum of 10 days prior the date of the hearing. It is suggested to post the notice poster within a day or two after you receive it. It is your responsibility to ensure the notice poster remains in place until after the hearing. It is suggested to check the notice poster on a regular basis to ensure it is in place.

In addition to the poster, you will be provided with an affidavit of posting (this form must be notarized). This form and photographs of the notice poster must be submitted no later than 10 days prior to the date of the hearing.

## Step 9. Formal Notice

The Greeley’s City Clerk’s Office will send you a formal notice of the date and time of the hearing that will be held via livestreaming using the Zoom program. The hearings are not in person.

Step 10. Clerk’s Report of Findings

The Friday prior to the date of the hearing, the Greeley City Clerk’s Office will provide you the Report of Findings. Make sure to read this report carefully to ensure any unresolved issues can be addressed.

Step 11. Hearing

The hearing is conducted by the Hearings Officer, who is an individual appointed by the Greeley City Council and is charged with considering all liquor-related matters. Hearings are usually scheduled for the 3rd Friday of the month at 1:00 p.m.

During the hearing, the Greeley City Clerk’s Office will present the Report of Findings (already provided to the applicant). This report will review the status of the application, notice posting, petitions and information from other City Departments.

The applicant, manager or representative can respond to any issues or concerns presented during the hearing. The applicant should then be prepared to provide the following information (but is not limited to):

* Past experience of the applicant and/or the proposed manager in charge of day-to-day operations
* Financial ownership of license
* Description of the business model
* Number of expected employees
* Entertainment (live, DJ, etc.)
* Days and hours of operation
* Training for staff
* Security plans
* Policies and procedures concerning the safe and legal sale of alcohol including policies on checking identification, sale to minors or visibly intoxicated persons
* Evidence regarding the reasonable requirements and the desires of the inhabitants of the neighborhood for the proposed license location. This is providing through testimony from the applicant or company that conducted the petitioning.

The Hearing Officer may also ask questions of the applicant beyond the information above that is related to the application.

The Greeley City Attorney’s Office is the entity that represents the City of Greeley for all liquor license issues and can present evidence at the hearing. They also may or may not have questions for the applicant.

At the end of the hearing, the Hearing Officer has 4 options: (1) approve the license, (2) approve the license with conditions, (3) deny the license, (4) continue the matter to a future hearing.

Step 12. Approval

If your license is approved, the Greeley City Clerk’s Office will communicate any conditions the Hearing Officer has put on the license in order to resolve them.

The Greeley City Clerk’s Office will send the approval to the Liquor Enforcement Division for State approval.

Once the State approves the license, the Greeley City Clerk’s Office will send notification to the applicant. The applicant is responsible for ensuring all building codes and other requirements are completed. The applicant must contact the Greeley Police Department to schedule a final inspection.

Once the inspection is completed and approved, the Greeley City Clerk’s Office will issue the State and City Liquor Licenses to the applicant (via email, USPS or the applicant can pick them up from the Greeley City Clerk’s Office in person).

# **Appendix**

**City of Greeley Liquor License Timeline**

* Acceptance of Liquor License Application (2-3 days processing)
* Entry to Administrative Review Team (ART) process (10 days processing minimum). Review findings will be provided by email to applicant. Issues such as incomplete lease agreements, incomplete Individual History Reports, failure to submit fingerprints, or inaccurate business documents can delay this process.
* ART approval completed
* Petition and Hearing Notice provided – (Notice must be posted 10 days before hearing). Additional instructions w ill be provided.
* Liquor License Hearing notification – (a final Clerk’s Report of Findings will be provided, as well as an agenda). The applicant is encouraged to be prepared to address any remaining issues at the hearing for the Authority to consider. Be prepared to explain why you should be issued a license.
* Post hearing notification – you will receive an email confirming the Authority’s decision, or continuation.
* Obtain Certificate of Occupancy and Business License (2-3 days after construction is complete)
* Final inspection from Liquor Enforcement (1-2 days after Certificate of Occupancy)
* City and State Licenses, Notice posters issued (upon notification from Greeley Police Department Liquor Enforcement)