Liquor License Reporting

Municipal Clerk User Guide for Bulk Filing

Liquor License Reporting

Contents

Important Changes

- The file layout has changed. We've eliminated license codes ALB, BLB, WA, and WAB.
- If you were using license code ALB, we broke it out into two license codes, AB and AL
- If you were using license code BLB, we broke it out into two license codes, BB and BL
- License codes WA and WAB were simply eliminated as these license types are no longer issued by municipalities
- We created a new license type, BW, for "Class B" liquor – wine only. This license type is available only for wineries.
- See pages 8-10 for the new file layout

Reporting Liquor License Holders

- This document provides the format and procedures for filing your annual liquor license report. The department does NOT provide technical support for producing the file.
- If you issue more than 50 licenses, we will send an email with a file of your current licenses in the required format. Rather than creating a new file, we recommend you use the file sent to you as a starting point for your annual report.
- If you don't understand the specifications, seek help from your IT support staff. You may use the online filing method if you cannot create and upload a bulk file.

Instructions for Updating Your CSV File

- You should use the CSV file we send you as a starting point for generating your updated annual report. The file contains all your current licenses reported for the most recent year.
- Open the file using Microsoft Excel. For your convenience in editing this file, we added several rows to guide you while you make your updates.
  1. Row 1 provides descriptors for the header fields in row 2
  2. Row 4 provides descriptors for the data in the license fields that follow
- The CSV format in Excel has a default column width that does not allow you to read the data in each field. Expand the column widths to more easily read and edit the information. Bear in mind that when you save and close this file the column widths will revert to the default width.
- Row 2 - Instructions for Header Fields
  1. Enter the FEIN for your municipality in Column D. For security reasons we removed the FEIN from your file before sending it.

2. Verify the Clerk Name, Work Phone and email address. These fields cannot be left blank.

- Rows 5 – End of File - Instructions for License Fields
  1. Verify that the licensee holds an active seller's permit.
     - The department-issued seller's permit numbers are 15 digits long and start with a '456' prefix
     - The legal name on the seller's permit must be the same as the name on the license application
     - **Exception:** Some licenses are issued to an LLC where the business operates as a sole proprietor or single-member LLC. In such cases, the seller's permit may be issued in the name of the sole proprietor or single member of the LLC. If an LLC furnishes a seller's permit that is not in the legal name of the LLC, call the department at (608) 261-5251. We can verify whether the seller's permit is valid.
  2. **Do not change the seller's permit number** unless the business gives you a current seller's permit with a different number.
  3. Verify the name of the agent for the business, if applicable.
  4. Verify the address.
  5. Review the status:
     - If a business is listed as inactive (i.e., there is a Yes in the 'Inactive' field, column I) and remains inactive, delete the row from your file
     - If a business is listed as inactive and has been reinstated, change the Yes to No in Column I
  6. Update the 'License Expiration Date' for each retail license that you issue. Except for the City of Milwaukee, this will always be June 30 of the following year.
  7. Verify the license type issued for each licensee. Each license type must have either a 1 (yes) or 0 (no) for each licensee.
     - If a business has multiple license types, do not create a separate record for the same business. Simply enter a 1 for each license type they hold.
  8. If you have a new license to add, enter the information at the end of your file.

IMPORTANT: When your license data has been updated and you are ready to upload the file, delete Rows 1, 3 and 4 and save as a CSV file.

Instructions for Creating a New CSV File

- CSV stands for Comma Separated Value and is sometimes called Comma delimited. If you choose not to use the file sent to you, a new CSV file can be created using Excel and many other programs. A CSV file is a plain text file with one record per line of text. Each record is composed of fields separated by a
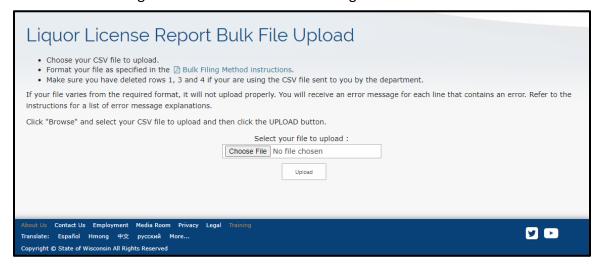
comma. If a field type is text containing a comma, surround the text with quotes (")

- Do not use a word processing application such as MS Word to produce this file. MS Excel has a 'Save As' option for the CSV format that can work for a properly structured spreadsheet.
- Be sure to select "CSV (Comma delimited)(*.CSV)" from the drop-down menu and **not** "CSV UTF-8 (Comma delimited)(*.CSV)", "CSV (Mcintosh)(*.CSV)", or "CSV (MS-DOS)(*.CSV)".
- The first record in the CSV file is a header record composed of the header fields as defined in the table at the end of this document. The fields must be in the order listed in the table. The second and all subsequent records are composed of license fields defined in the table at the end of this document.

Uploading Your File

- Once you create your CSV file you can submit it using our file transfer web application. The following link will open the application: https://www.revenue.wi.gov/Pages/Apps/dorliqlicrep-upload.aspx
- You should get a screen that looks something like this:

- Click the 'Choose File' button to open a File dialog window
- Select your file from this window. Once back on the upload screen, click the 'Upload' button to send your file. A results page displays showing if the file was successfully transmitted.
- If there are errors in your file you will receive an error message for each line that contains an error. Correct the errors, save your file and resubmit until you are successful. If you cannot successfully submit your file, send it to the department at DORLiquorLicense@wisconsin.gov. We will assist you in troubleshooting your file.

Error Messages

MESSAGE	EXPLANATION
Row 1 - County Name is NULL or is longer than 75 characters	The County Name field cannot be left blank and must be alphabetic characters only
Row 1 – Municipality Type is NULL or is incorrect	The Municipality Type cannot be left blank. The correct format is T, V or C for Town, Village or City
Row 1 – Municipality Name is NULL or is longer than 75 characters	The Municipality Name cannot be left blank and is limited to 75 alphabetic characters
Row 1 – FEIN cannot be NULL and should be in the correct format = xx-xxxxxxx	You must enter your FEIN in the CSV file in the format specified, xx-xxxxxxx
Row 1 – Clerk Name is NULL or is longer than 50 characters	Clerk Name cannot be left blank
Row 1 – Clerk Phone is NULL or is longer than 50 characters	You must provide a clerk phone number. This field cannot be left blank
Row 1 – Email is NULL or is longer than 150 characters	You must provide a valid email address for the person who generated the report
LICENSE RECORD FIELDS	
Business Name cannot be NULL or longer than 145 characters	Business Name must be entered but it cannot be longer than 145 characters. Alpha-numeric characters or the following special characters may be used : -&#@:>:_()!\ / ' < >? " $ *É é Ã ñ
Legal Name cannot be NULL or longer than 145 characters	Legal Name must be entered but it cannot be longer than 145 characters. Alpha-numeric characters or the following special characters may be used: -&#@:>:_()!\ / ' < >? " $ *É é Ã ñ
Agent Name if provided should be alphabetic only and cannot be longer than 145 characters	Agent Name may use alpha-numeric characters and the following special characters: - . , ( ) ' &
Business Address cannot be NULL or longer than 95 characters	Business Address must be provided but it cannot be longer than 95 characters. Alpha-numeric characters or the following special characters may be used: & # @ . ; _ ()!/ \ - ' , < > ? " $ *
Business City cannot be NULL or longer than 95 characters	Business City must be entered with alphabetic characters only
Business State is incorrect. Address, City, Zip License County, State should be of the business location	The address of the business you are entering should be for the operating business in your municipality, not the address of an out-of-state parent company
Business Zip cannot be NULL or longer than 10 characters	Business Zip must be provided and may be in 5-digit or hyphenated 9-digit formats
Business County cannot be NULL or longer than 50 characters	You must provide the business county. Limit is 50 alphabetic characters
Inactive column cannot be NULL, should be either Yes or No	Every business must have an entry in this column. If a business is inactive with no license issued enter a Yes. If a business is active enter No
Exempt column cannot be NULL, should be either Yes or No	This column cannot be left blank. Enter Yes if the business is exempt from sales and use tax or No if they are not exempt

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Seller's Permit format should always be 456-XXXXXXXXXX-XX	Seller's permits begin with a 456 prefix. You must confirm the current seller's permit number with the business. If the business is exempt (Yes in the 'Exempt' column) the seller's permit is 000-0000000000-00
Expiration Date is required for an active business and the format should be mm/dd/20yy	You must update license expiration dates using the required format
License Type AB cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type AC cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type AL cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type BB cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type BL cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type BW cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not
License Type CW cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not

Common Definition of Data

HEADER FIELDS	
FIELD NAME	**DESCRIPTION**
County Name	This should contain one of the 72 county names exactly as listed in the **Formatted County Names** on page 11 11 characters maximum

Municipality Type	A single character code indicating if the filing municipality is a Town, Village or City. The codes are:
	
	        T – Town
	        V – Village
	        C – City
	
	1 character maximum

Municipality Name	The full name of the reporting municipality 50 characters maximum
Municipality FEIN	The FEIN of the reporting municipality. This number must be on file with the department prior to filing 9 digits maximum
Clerk Name	The full name of the municipal clerk that generated the report 50 characters maximum
Clerk Phone	The phone number of the municipal clerk that generated the report 12 characters maximum. Numeric and only the following characters: ( ) -
Clerk Email Address	The email address of the municipal clerk that generated the report 50 characters maximum. Alphanumeric and only the following special characters: @ . _ -

LICENSE FIELDS	
FIELD NAME	**DESCRIPTION**
Business Name	The common name of the business or Doing Business As (DBA) name 50 characters maximum
Entity Name	The legal name of the business as displayed on their seller's permit or license 50 characters maximum
Agent Name	The name of the business agent 50 characters maximum
Business Address	The street address of the business location 50 characters maximum
City	The city of the business location 50 characters maximum
State	The state of the business location 2 characters long (will always be WI)
Zip	The zip code of the business location 5 or 9 digits. Do not include the dash
County	The county in which the business is located
Inactive	A business reported last year as active that no longer holds a valid license 3 characters maximum. Allowed values are yes/no
Exempt	If the license holder is exempt from sales and use tax and thus does not have a seller's permit to report 3 characters maximum (yes = exempt, no = not exempt)
State Seller's Permit	A number listed on the businesses' seller's permit issued by the department 15 characters maximum, formatted as 456########### **This number must begin with a 456 prefix**
License Expiration	The expiration date of the license 10 characters in mm/dd/yyyy format
AB	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed

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AC	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
AL	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
BB	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
BL	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
BW	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
CW	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed

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Formatted county names

ADAMS	ASHLAND	BARRON
BAYFIELD	BROWN	BUFFALO
BURNETT	CALUMET	CHIPPEWA
CLARK	COLUMBIA	CRAWFORD
DANE	DODGE	DOOR
DOUGLAS	DUNN	EAU CLAIRE
FLORENCE	FOND DU LAC	FOREST
GRANT	GREEN	GREEN LAKE
IOWA	IRON	JACKSON
JEFFERSON	JUNEAU	KENOSHA
KEWAUNEE	LA CROSSE	LAFAYETTE
LANGLADE	LINCOLN	MANITOWOC
MARATHON	MARINETTE	MARQUETTE
MENOMINEE	MILWAUKEE	MONROE
OCONTO	ONEIDA	OUTAGAMIE
OZAUKEE	PEPIN	PIERCE
POLK	PORTAGE	PRICE
RACINE	RICHLAND	ROCK
RUSK	SAUK	SAWYER
SHAWANO	SHEBOYGAN	ST CROIX
TAYLOR	TREMPEALEAU	VERNON
VILAS	WALWORTH	WASHBURN
WASHINGTON	WAUKESHA	WAUPACA
WAUSHARA	WINNEBAGO	WOOD

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License Types

LICENSE CODES	
CODE	**DESCRIPTION**
AB	Class "A" beer (off-sale), (convenience/grocery stores)
AC	"Class A" liquor – Cider Only (convenience/grocery stores)
AL	"Class A" liquor (off-sale), (convenience/grocery stores)
BB	Class "B" beer (on/off sales) or in combination with "Class C" wine
BL	"Class B" liquor
BW	"Class B" liquor- wine only (for wineries only)
CW	"Class C" wine (on-sale), (restaurants that qualify)

Allowable Single and Combinations of License Types

Allowable Single License Types	Allowable License Type Combinations
Class "A" – Beer (AB)	Class "A" – Beer (AB) and "Class A" – Cider only (AC)
"Class A" – Liquor (AL)	Class "A" – Beer (AB) and "Class A" – Liquor (AL)
Class "B" – Beer (BB)	Class "B" – Beer (BB) and "Class B" – Liquor (BL)
"Class B" – Wine only (BW)	Class "B" – Beer (BB) and "Class C" – Wine (CW)
"Class C" – Wine (CW)	Class "B" – Beer (BB) and "Class B" – Wine only (BW)

Contact Information

Email: DORLiquorLicense@wisconsin.gov
Phone: 608-261-5251 or 608-264-0344
Fax: 608-266-6226