

# Aurora Liquor Informational Bulletin

This is the tenth edition of City of Aurora Liquor Licensee informational bulletin. Want to see prior editions? They are on the website at [auroragov.org/liq](http://auroragov.org/liq). If you know of others that would benefit from subscribing, please forward them this link:

<https://lp.constantcontactpages.com/su/kJWE3xN/liquor>

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### **Liquor Advisory Group**

The state liquor advisory group is wrapping up their recommendations to the governor for potential legislation to modernize the liquor code. You can find out more about the advisory group here:

<https://sbg.colorado.gov/liquor-advisory-group>

### **Partnering With Other Businesses**

Occasionally, as a business owner you may find a beneficial arrangement of working with a promoter, or having someone display their artwork, provide an arcade device, or provide an ATM in your place of business. Keep in mind that an individual cannot have a direct financial interest in the liquor licensed business without disclosing that as part of the liquor license. Also, your liquor license cannot be shared or used by anyone else.

We have seen cases of licensees allowing an unlicensed individual sell alcohol on their premises, this can lead to sanctions up to revocation. Also, you cannot lease out your kitchen to someone else when you are required to provide food as part of your licensed operation.

If you allow someone to place an amusement device or ATM or artwork in your business, make sure that they have a City of Aurora business license to protect not only you, but also their property and make sure their property is marked with their information. This is required for self service and amusement devices. Also, keep written records of the agreement as to why that property is there. Similarly if you work with recreation services such as a bar trivia business or paint and sip class or similar, make sure they also have a city of Aurora business license. They may be responsible for collecting the city sales tax on recreation services.

If a promoter wants to hold events at your business, have an idea as to the nature and the number of the clientele they will attract and consider

researching their background. If they are selling tickets to your business, you may be responsible for any taxes they fail to collect, and for any negative impacts they create via crowd or capacity issues at the event.

### **Admissions, Tickets, Cover Charges and Taxes**

The city of Aurora imposes sales taxes on admissions and recreation services. This means that if you charge a fee for entrance into your business, or to participate in an entertainment event, or for tickets to an event at your business, you must collect the city's 3.75% sales tax. On any ticketing platforms ensure the sales taxes are collected. You will be responsible for any taxes that should be collected to your place of business even if you have someone making those sales.

### **Keeping Clean and Updated**

Regardless of the type of business you own whether a liquor store or bar, it is important not just for your license, but also to attract customers by keeping a clean and attractive place. Take time to evaluate or seek feedback as to anything aesthetically that may turn off customers or demonstrate a lack of care. For example, if windows are cracked or covered, uncover them or replace them. If flooring is damaged or ceiling panels have leak stains, fix it. If bathroom fixtures are broken or damaged, replace them. If furniture is torn or paint is chipped, dress it up. The initial impression you get from customers matters and also it indicates to everyone what kind of business you are running and what kind of clientele you want to attract. Keeping a business clean is a requirement of a liquor license and a dilapidated business may be used as evidence of a lack of care by the licensee if there are other issues.

### **Quick Links: Applications, Outdoor Dining, Takeout Permits**

- [City application checklists and forms](#)
- [Guide for temporary outdoor restaurant and retail](#)
- [Takeout and delivery permits from the state \(DR8496\)](#)
- [City liquor licensing page and past newsletters](#)
- [Aurora South Metro Small Business Development Center](#)

### **Good Things To Know**

1. If you allow dancing by customers, a city cabaret license is required.
2. Report any disturbances to the Aurora Police Department. If it is not an emergency, the number is 303-627-3100.
3. Secure ATMs from view they are a common target for thieves.
4. For on premise retailers, you are limited to no more than \$2,000 in annual purchases from a retail liquor store.
5. Be mindful of noise, parking, and other customer impacts to your neighbors.

### **Other Aurora Newsletters**

The city also has several other newsletters that you may be interested in that you can sign up for at the following links:

[https://www.auroragov.org/city\\_hall/media\\_\\_\\_news\\_updates/newsletters](https://www.auroragov.org/city_hall/media___news_updates/newsletters)

and one specifically for businesses at  
<https://www.AuroraGov.org/BusinessEmails>.