

Aurora Liquor Informational Bulletin

This is the eleventh edition of City of Aurora Liquor Licensee informational bulletin. Want to see prior editions? They are on the website at 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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Enforcement Focus : Overserving

This newsletter has a theme because preventing impacts from over service of alcohol is critically important to the community and to your success as a business. Whether you are an on-premise liquor license operator or off-premise retailer, overserving is a common factor that we see related to violence in and around bars, liquor stores, convenience stores, and causes of deadly DUI crashes, and sexual violence.

As we enter the St. Patrick's Day weekend it is important that people are able to have a good time without devastating consequences. In addition to the ethical obligations of licensees not to overserve, there can be civil and criminal consequences including lawsuits and license revocations.

A business that overserves also changes the customer base that patronizes the business making it less attractive for those wanting to feel safe. We have a heavy focus around preventing overserving through education, and disciplinary action when it happens. All new Aurora Police Officers receive training that when a negative event involving an intoxicated person happens, to try and determine if that person was overserved at a licensed establishment.

Education Opportunities: Responsible Vendor

Most licensees are probably aware of the responsible vendor training program. If you are not having all of your service employees receive this training, we highly recommend having them attend the course and refresh it every 2 years. Licensees are responsible for the actions of their employees and the training is a good value in the long run. It will help to demonstrate that you took steps to be a responsible vendor and evidence that your business took steps to prevent negative outcomes. A list of state certified responsible vendors can be found at this link:

<https://sbg.colorado.gov/approved-responsible-vendors-training>

Have a plan and policies in place to make sure employees are comfortable

declining to serve an intoxicated person and being able to de-escalate the situation. Role play with employees in training. With an intoxicated patron, de-escalate by reminding the patron it is the law that you cannot serve them and that you can lose your job or your business and that the City is cracking down on over service. Also, pay attention to how much someone has been served and maintain good records. If someone is drinking a lot of alcohol in a short period of time, slow that down before it catches up later.

Alcohol Addiction

Colorado liquor law prohibits service to a "known habitual drunkard". If you have knowledge that an individual suffering from alcohol addiction routinely purchases alcohol from your business, it is illegal to sell to that person even if they are not currently intoxicated. We have seen circumstances where individuals with alcohol addiction loiter in the area and have negative impacts to the surrounding area's residents and businesses. We have taken an increased aggressive approach to addressing liquor and convenience stores that become hubs for this activity and other criminal activities such as minors loitering for procuring. Be cognizant of your neighborhood and your impacts to it and consider community involvement. If you are concerned about crime in your area, take a look at the role your business does or does not play. Make sure to have clear windows for visibility and a feeling of surveillance. Immediately remove trash and graffiti.

Liquor licensees are responsible for activity that is offensive the citizens of the neighborhood from their sales. Off premise retailers should consider limiting availability of cheap small bottles of alcohol and single serve beer cans. Consider requiring all individuals to show identification to provide you time to observe level of intoxication. If you see individuals in the area of your store that are consuming publicly, discontinue service to them. If you have a regular patron that gets overly intoxicated every time they come to your business, consider refusing alcohol service.

Warm Weather : Patios and Festivals

Warm weather is coming. That means more outdoor patio time. Make sure to submit any modification of premises early for new patios. Some new patios may require a building permit or site plan modifications. Also, if you plan on holding an Alcohol Beverage Festival, note that the lead times for permits have increased significantly through 2023 changes in state law. The state is requiring 30 days to review after local review and approval. So we will be unable to accept any festival permit applications less than 45 days in advance and that is assuming they don't have problems. So get them in at least 60 days in advance of your event.

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](#)

1. Report any disturbances to the Aurora Police Department. If it is not an emergency, the number is 303-627-3100.
2. If you have concerns regarding loitering, consider having an outdoor speaker to talk through.
3. Sandwiches and light snacks are required to be available by all on-premise licensees anytime liquor is services. Snacks only do not satisfy.
4. Sales of single cigarettes are prohibited.
5. Marijuana consumption on a licensed premise is illegal.

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

and one specifically for businesses at

<https://www.AuroraGov.org/BusinessEmails>.

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