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Businesses Obtaining Liquor Licenses 176 Days Sooner

In the past, businesses that require liquor licenses have experienced many delays from the Michigan Liquor Control Commission (MLCC), ultimately delaying their ability to generate liquor sales. That has changed. The MLCC underwent the RPM process and streamlined the processing time for liquor licenses.

Faster Response: Liquor licenses are processed 64% faster, on average, allowing businesses to receive their liquor license 176 days sooner.

Reduction in Paper: The amount of paperwork filled out by the customer has been reduced by 63%.

Reduced Backlog: The MLCC's liquor license application backlog was reduced by 92%.

Customers Impacted: 3,447 businesses annually.

If you're a new business ready to open your doors to thirsty customers, the last thing you want is a delay in sales because you're still waiting to receive a liquor license.

That's why the MLCC implemented process improvements to ensure faster service to its customers. A process that once took 275 days to complete, now takes less than 100 days. The customer now fills out 63% less paperwork, allowing the MLCC to process liquor license applications 64% faster and provide the customer with their liquor license more than 175 days sooner.

The MLCC was also able to achieve a 92% reduction in its licensing backlog and save nearly \$8,000 annually in printing costs. These improvements impact more than 3,400 business customers each year.

So, what does receiving a liquor license more than 175 days sooner mean for Michigan businesses?



An image of the stacks of licensing paperwork processed by the MLCC before undergoing the RPM program. The amount of paperwork completed by the customer has been reduced by 63%.

According to Scott Ellis, Executive Director of the Michigan Licensed Beverage Association, it offers many benefits to both new businesses ready to open and those already in operation.

"One hundred seventy-six days is over five and a half months, so that makes a world of difference to Michigan businesses, many of which are seasonal," said Ellis. "For example, this allows businesses to be open for the entire summer or football season – the two biggest seasons for the hospitality industry – so, being part of them is a must."

Ellis noted that as a result of the process improvements, new businesses are now able to start generating profits, employ people and sell alcohol sooner. A new business can have a tremendous impact on local economy and surrounding job providers because it buys goods from other employers, adds to a municipality's tax base and attracts more people to an area.

Existing businesses will also benefit when licenses are transferred faster, because new owners can begin operations sooner. Also, an owner selling their business will be able to get their money from the sale of the business sooner and move on to their next venture.

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