ORDINANCE #1765

Exhibit 4.3.3A

To be completed by applicants

For the licensing of an establishment that sells alcoholic beverages

Select what type of license you are seeking:

- ☐ **LP – Liquor Package Retail**
- ☐ **LD – Liquor Drink**

Briefly describe your business model.

Ownership: The City of Danville places great value on business owners who are invested in the Danville community; examples: sponsorships, civic service, property investments, or any other engagement in the Danville community. Please list your owners, principals, investors with name & address. List local affiliations, if any.

Economic Impact: Describe your anticipated economic impact on the community: number of jobs, payroll, property investment and revenues to the city, etc.

Site Description: What is the address of your proposed location? The City of Danville is interested in serving all geographic areas of the city. Therefore, the City wishes not to cluster all licenses in one area. Describe your proposed location. Include a sketch or plat of your proposed site, including streets, lot size and adjacent property owners or businesses; ownership or lease arrangements; proximity to schools, churches or government buildings. Include a safety plan and how you will mitigate any traffic congestion. Does this application reflect compliance with the local zoning ordinance?

Aesthetics: The City of Danville is inherently committed to protecting the character and beauty of our community. What do you envision the site and building will look like? What or how does your design contribute to the existing character of the neighborhood?

Check all that apply: The City of Danville wholeheartedly supports the revitalization of downtown as well as the reuse of existing buildings.

- ☐ New Construction – OR -
- ☐ Existing building/non historic - OR -
- ☐ Existing Building/historic (listed on the National Register or in an historic district)

- ☐ Downtown – Old Wilderness to Fifth St. & Broadway to Figg Alley
- ☐ East Danville – Lexington Ave, Stanford Road
- ☐ West Danville – Perryville Road & Bypass/Man-O-War area
- ☐ Central Danville – Hustonville Road District (Figg Alley to Baughman)
- ☐ South Danville - Bypass from Railroad tracks to Gose Pike
- ☐ North Danville – Burgin Road, Maple Avenue

Capital: The City of Danville values businesses that demonstrate their ability to financially support and sustain their viability. What is your plan for capitalizing your business and how will you sustain this long term? Evidence should include proof of equity investment from applicant &/or investors; proof by letter of financing approval or letter of credit if a lender is required; List any bankruptcies and lawsuits in which you or your partners are named or engaged.

Experience: Include your business, retail and educational experience to demonstrate your ability to successfully operate a LP or LD establishment. Define your specific business objectives and goals and how your experience will help achieve them. List your retail experience, number of years in business, or educational background. Include any training or experience that would demonstrate your ability to operate a licensed business.

Business Plan: Consideration will be given to applicants who submit a complete business plan. Assistance on forming a business plan is available from the Chamber of Commerce at (859) 236-2361.