

Urban Initiative Plan Fund

The UIP Development Fund will be used for development, promotion, and production of the 2012 Violence Stops

Here campaign & contest and other youth based initiatives through:

- Annual Contribution of (\$1/day)
- Zero-Cost Marketing
- Public Display of Your Support
- Onsite Campaign Promos
- Promotion of Product Premiums to local demographic



Become a member of the Responsible Retailer Initiative to support progress in the community and serve as an example of responsible retailing.



Responsible Retailer Inspections and Compliance



The RRI suggest all Liquor establishments within the City to be regularly inspected by CPD to determine whether the ABE is operating in compliance with state and local laws. RRI Coalition members or Your local aldermen will visit your establishment to help you identify possible compliance issues and avoid future problems.

The first inspection is an opportunity to assist and support you in operating your business safely and successfully. Specific recommendations about policies and operating practices will be offered to you at that time.

CITY OF CHICAGO Responsible Retailer Initiative

Helpful web sites:

- City of Chicago Cityofchicago.org
- Chicago Police Department CPD.org
- Dept. of Business Affairs & Consumer Protection
- cityofchicago.gov/bacp

Helpful phone numbers:

- City of Chicago: (312) 744.3000
- BACP: (312) 74-GO-BIZ/312.744.6249

Have a question?

- Ask a RRI Member at Mentor@RRI.cbs.us

The Responsible Retailer Initiative is brought to you by:



Alderman
JoAnn Thompson



Alderman
Pat Dowell



Alderman
Rod T. Sawyer

A COMMUNITY PARTNERSHIP

A Guide to Improve the Community Citizenry
of Area Liquor Establishments

"Action is the foundational key to all success"

- Pablo Picasso

About the Initiative

Aldermen presiding over wards on Chicago's South & West sides collaborated with local Liquor retailers and distributors to design and implement a Responsible Retailer Guide as a quick reference tool for area Liquor Retailers. The goal of the program is to stimulate improvement in these wards through better citizenry of area retailers.



The Initiative Offers Standards for:

- Aesthetic Improvements to your location
- Display of Signage in and around the store
- Improving the Beverage Selection and Customer Quality
- Security and Public Safety during and after store operating hours
- Recognition of your commitment for a safer community

To Actively Participate Follow These Steps

Re-examine Your Image in the Community

- Review your current policies regarding alcohol sales and service
- Take steps to ensure your role is positive
- Use the Responsible Retailer Program Information and Materials
- Learn about collaborating with the local alderman and community officials
- Learn about enforcement and common violations
- Learn how to effectively improve the appearance of your store
- Learn how to create standards for you and your employees
- Display the program's decal and poster
- Participate in mentoring by Responsible Retail Initiative Members and inspections by Chicago Police Department (CPD) and other Alcoholic Beverage Control agencies.
- Contact your local alderman's office to register
- Thoroughly consider recommendations specific to your business
- Attend Responsible Retailer (RRIT) Initiative Training
- Get support and advice to help limit your liability for you and your business
- Require your employees to complete the training
- Put Policies into Practice
- Be aware of local and state regulations and common violations
- Be smart about sales and service practices
- Be safe by limiting liability for you, your customers, and our community



The Responsible Retailer Initiative



The RRI Coalition found that hospitality, entertainment, recreation and related businesses are a significant part of the City's economy, and that alcoholic beverage sales are often important to the operation of these businesses. These Retailers must become more involved in the communities in which they serve. The standards suggested in this guide help liquor retailers support community improvement and ensure public health & safety. Implementation of this Guide is intended to reduce a unique and growing set of problems arising out of the operation of businesses engaged in the sale of alcoholic beverages on Chicago's south and west sides.

The City of Chicago regulates the retail sale of alcohol. Wholesalers and manufacturers of alcohol in Illinois are regulated by the State Liquor Control Commission.

Be a Good Neighbor: Demonstrate your willingness to work with your community and Contribute to the Urban Initiative Plan (UIP) fund. Support local events and cause-related projects. Attend Chicago Alternative Policing Strategy (CAPS) community meetings. Contact 311 to find out your beat, meeting dates and locations.

Conditions that Must be Followed by Every Liquor Retailer

- Maintain Compliance with the Business Affairs and Consumer Protection Act
- Prevent Nuisances: Discourage and correct objectionable conditions that constitute nuisances on-site and on adjacent sites
- Manage Litter and Graffiti: Maintain a litter-free area within 20 feet of the premise and remove any graffiti within 48 hours
- Mode of Alcoholic Beverage Sales: Drive-up or walk-up service windows are prohibited
- Signage: All signs required by the Dept. of Business Affairs and Consumer Protection Act will be posted as required by the BACP

Aesthetic Improvements

Conditions that must be followed:

No placement of alcohol related products near candy or other items children may frequent.

- Lighting
- Displays and Fixtures
- Product Assortment
- Have a process for minimizing Property and Public Litter

Suggested Requirements:

Security bars should be removed from doors and windows to "open up" the appearance of the store.

Beverage Selection & Customer Quality

Conditions that must be followed:

No consumption of alcoholic beverages on-site or in adjacent areas May not sell beer or malt beverage products in containers

Suggested Requirements:

- Eliminate single-serve signage
- Eliminate high-alcohol, low-end brands
- Eliminate cheap pricing
- Feature premium brands (beer, wine, spirits)

Signage & Product Displays

Conditions that must be followed:

Window Display Management The placement of a temporary sign on a window or the transparent portion of any door requires a directors permit and is allowed on the first floor only, and can not cover more than 40% of the window, nor be used for no more than 90 days each calendar year. Permanent signs require design review

Suggested Requirements:

Appropriate Display of Women

Security

Conditions that must be followed:

Must discourage loitering

- Maintenance Logs
- Policing Litter
- Police Contacts
- Loiterers
- Community Safety

Suggested Requirements:

- Regularly attend CAPS meeting