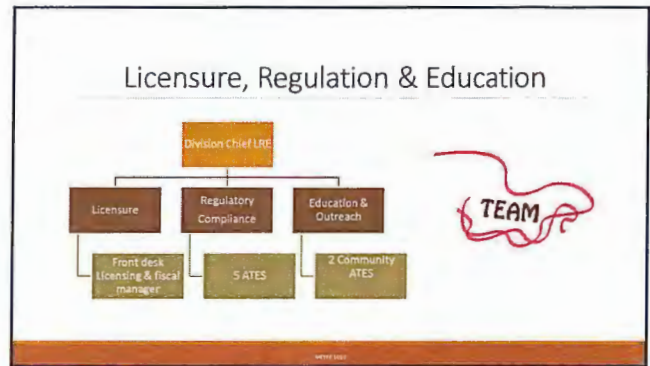


# Montgomery County DLC

LICENSURE, REGULATION & EDUCATION



## Under 21 Alcohol Compliance

Mystery shop incentive program

Partners – police, sheriff, park police, inspectors, UV  
 Strict Protocol  
 Rates– 50 % of sales not checking ID  
 Show cause hearings  
 ALERT

## Alcohol Law Education & Regulatory Training (ALERT)

## Licensure

- Annual alcohol license- approx. 1200
- How to apply brochure
  - Application review team
  - Pre licensing program
  - Prehearing meeting
  - Hearing paperwork and the pre licensing report
- Annual Renewals
- FYI Quarterly Program

## Concierge Governing

Responsible Hospitality Institute

- Montgomery County Community Outreach Office - HRP
- RHI's Sociable City Model
- Nighttime Economy Management
- Special Events
- Destination Marketing

**Outreach/ Education**

- Regular ALERT
- Offsite ALERT
- State certified DLC
- Store ALERT
- Community ALERT
- Spanish ALERT
- Roll Call training
- Coalition


**Training**

Knowledge  
useful abilities  
backbone of co  
quired for a tr  
today


**Regulatory Team - Compliance**

Alcohol/Tobacco compliance

- State Mandate – at least 2 routine inspections
- Alcohol sale compliance check program (county stat)
- Tobacco sale compliance check program
- Monitor all license extensions/temp modifications, tastings additional permits – updated license language
- Electronic fingerprint program
- Investigations-
  - police, comptroller's office, other agencies
  - Social media, DLC retail stores
- Ipads, Iforms, formstack



**Safety Alliance**

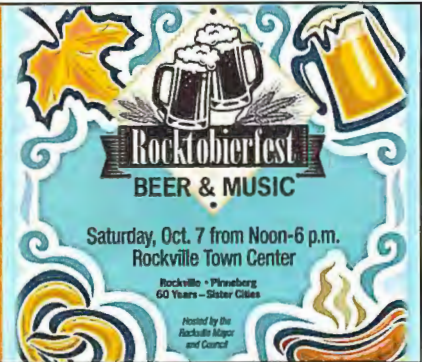


- Quarterly meetings
- Informational network made up of local regulatory and code compliance agencies
- Shared resources
- Assistance team to visit businesses licensed to sell/serve alcohol
- Legislative updates

**Event Licensing**

- Outreach Inspectors
- Per diem – One day
- Online submission
- Internal process and screening
- Multiple agencies and approvals
- BLC

**Festival licensing**



Rocktoberfest  
BEER & MUSIC

Saturday, Oct. 7 from Noon-6 p.m.  
Rockville Town Center

Rockville • Pivarsburg  
60 Years – Sister Cities

Hosted by the  
Rockville Mayor  
and Council


**Resources**



**Keeping it Safe**

**Resources**

'I take it personally'



**UNDERAGE DRINKING**  
A COLLECTIVE RESPONSIBILITY

And.....



- Cops in shops
- Bystander Training
- Trade practice training
- Mystery Shops
- Under 21 Alcohol Use Prevention
  - Middle/high school commercial challenge
  - Parent education with police
- Place of last drink (POLD)



### Partners



*Thank you!*

Kathie Durbin, Division Chief  
Licensure, Regulation & Education  
Montgomery County Department of Liquor Control