
Fwd: Retail Liquor License

From Eric Green <mayor@alpinewy.gov>

Date Tue 2/3/2026 2:15 PM

To Office <office@alpinewy.gov>

Sent from my iPhone

Begin forwarded message:

From: Riley Hovorka <rileyhovorka@gmail.com>

Date: February 3, 2026 at 1:38:01 PM MST

To: Eric Green <mayor@alpinewy.gov>, Jeremy Larsen <jlarsen@alpinewy.gov>, Andrea Burchard <aburchard@alpinewy.gov>, Amy Wierda <awierda@alpinewy.gov>, Shay Scaffide <sscaffide@alpinewy.gov>

Cc: Monica Chenault <clerk@alpinewy.gov>

Subject: Retail Liquor License

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Good afternoon Mayor and Council,

A retail liquor license is the only license type that allows on-premise ("open container") liquor sales, off-premise ("package") liquor sales, and entertainment as a percent of total revenue. It is the most prestigious, highly sought after liquor license type in the state of Wyoming. These businesses have potential to generate significant sales tax revenue, if/when the license is used to its fullest potential.

These licenses allow for off-site sales through issuance of 24-hour catering permits, which allow these entities to serve alcohol at community events like concerts, rodeos, and sports games. Retail license holders significantly influence the way communities look, feel, and function by providing a venue for friends, families, and neighbors to come together and celebrate. They are transformative for small towns like ours.

With great privilege comes great responsibility. Retail liquor license holders have a responsibility to serve and sell alcohol responsibly. The applicant you select should express a commitment to community well-being and have a plan in place to deter or mitigate unwanted effects. They should also express a willingness to work with local law

enforcement to report underage drinking, drunk driving, and other nefarious activity.

I highly recommend issuing the license to a business that intends to use it for on-premise **and** off-premise consumption, is open/accessible to the general public, is willing to "sponsor" alcohol at local events, and demonstrates a commitment to community well-being. This will ensure the license is used to its fullest potential. If there is no such applicant at this time, I strongly encourage you to retain the license until the right opportunity presents itself. The Town of Alpine is *not* required to issue this license now, or ever.

I look forward to hearing the presentations.

Sincerely,

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Riley Hovorka

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