**Agency Summary**

**DEPARTMENT OF LIQUOR LICENSES AND CONTROL**

**John Cocca, Director**  
(602) 542-9020  
A.R.S. § 4-111 et seq.

**Plan Contact:**  
Jeffery Trillo, Assistant Director  
(602) 364-1952

**Mission:**  
To protect public safety and support economic growth through the responsible sale and consumption of liquor, and to efficiently license qualified applicants.

**Description:**  
The department licenses and regulates the production, distribution, and sale of alcoholic beverages throughout the State of Arizona.  
In instances involving allegations against licensees, the department investigates complaints, develops police reports, and enforces civil and criminal violations. State liquor laws are found in Arizona Revised Statutes, Title 4 with supporting rules in Arizona Administrative Code, Title 19.

The department maintains key partnerships in and outside government with emphasis on youth education and outreach addressing underage drinking.

**Goal 1**  
To realize the Governor’s vision of “Government at the speed of business” by offering agency services online

**Objective:**  
1. FY2018: Increase the number of online services  
   FY2019: Increase the number of online services  
   FY2020: Increase the number of online services

**Performance Measures**

<table>
<thead>
<tr>
<th>FY 2018</th>
<th>FY 2019</th>
<th>FY 2020</th>
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<tbody>
<tr>
<td>Actual</td>
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To increase the number of online services

|  | 0 | 73 | 0 |

**Goal 2**  
To accelerate agency performance

**Objective:**  
1. FY2018: NA  
   FY2019: Identify five (5) system enhancements and implement  
   FY2020: Identify five (5) system enhancements and implement

**Performance Measures**

<table>
<thead>
<tr>
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Number of licensing system enhancements implemented

|  | NA | 5 | 5 |

**Goal 3**  
To enrich technology tools and opportunities

**Objective:**  
1. FY2018: NA  
   FY2019: Grow customer e-license system use to 15% for those who are existing customers with an email address on record  
   FY2020: NA

**Performance Measures**

<table>
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<tbody>
<tr>
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Percent of customers who received professional development training

|  | NA | 30 | 30 |

**Program Summary**

**ADMINISTRATION**

**Jeffery Trillo, Assistant Director**  
(602) 364-1952  
A.R.S. § 4-111 et seq.

**Mission:**  
To ensure all divisions in the Department of Liquor Licenses and Control operate in a cost-effective and efficient manner, all operational activities conform to statutory requirements and other guidelines, and staffing is provided to the state liquor board.

**Description:**  
Daily departmental operations include communications, budget preparation, human resources, payroll, insurance, accounting for and distribution of revenues, accounts payable, accounts receivable, accounting for all authorized funds, purchasing, the operation of the department's automated and electronic data banks, records retention, and information flow. The program also provides personnel to staff the state liquor board, a separate quasi-judicial body appointed by the Governor. The division maintains relationships with governmental agencies as well as businesses dealing with spirituous liquor.

**Goal 1**  
To enrich technology tools and opportunities

**Objective:**  
1. FY2018: NA  
   FY2019: Grow customer e-license system use to 15% for those who are existing customers with an email address on record  
   FY2020: NA

**Goal 2**  
To accelerate agency performance

**Objective:**  
1. FY2018: NA  
   FY2019: Identify five continuous improvement wins (from anywhere across the department) and implement  
   FY2020: Seek outside professional development training for 30% of civilian staff

**Performance Measures**

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Number of continuous improvement wins implemented

|  | NA | 5 | 5 |

**Program Summary**

**INVESTIGATIONS**

**Michael Rosenberger, Deputy Director**  
(602) 542-9076  
A.R.S. § 4-111 et seq.

**Mission:**  
To investigate liquor law violations and maintain open lines of communication with licensees and the law enforcement community in order to obtain the maximum level of compliance with state statutes and rules.

**Description:**  
The Investigations Division conducts criminal and administrative liquor law related investigations in order to promote public safety and ensure that licensees are complying with A.R.S. Title 4 and departmental rules; provides training and support to local law enforcement agencies enhancing their ability to enforce liquor laws; conducts criminal background checks through fingerprint records of individuals associated with liquor licenses as required by law; liaisons with state and federal law enforcement agencies, as well as city, town, and tribal police departments, and sheriff's offices; conducts covert operations and collaborates with other law enforcement agencies to investigate Title 4 violations; conducts routine liquor inspections of licensed establishments; and maintains an investigative database accessible to police agencies. The Audit Unit conducts compliance audits of restaurant and hotel license-types as required by law. The Compliance Unit receives actionable reports of liquor law violations and resolves those cases through communication with licensees and issues formal compliance actions when appropriate.

**Goal 1**  
To accelerate agency performance

**Objective:**  
1. FY2018: NA  
   FY2019: Identify five continuous improvement wins (from anywhere across the department) and implement  
   FY2020: Identify five continuous improvement wins (from anywhere across the department) and implement

**Performance Measures**

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Number of continuous improvement wins implemented

|  | NA | 5 | 5 |

**Limitation:**

All dollars are presented in thousands (not FTE).
**Mission:**

To efficiently license capable, qualified, and reliable applicants and deliver exceptional customer service.

**Description:**

The Licensing Section, made up of customer service representatives and Records Unit staff, is responsible for issuing liquor licenses to qualified applicants. Customer service representatives assist licensees with the documents required by A.R.S. Title 4 to operate an Arizona liquor-licensed business or temporary event. Records Unit staff create forms and instructions, process payments, provide for the secure transfer of documents between local governments and the department, and ensure liquor license records are safe, legible, and readily accessible.

◆ **Goal 1**

To enrich technology tools and opportunities

Objective: 1 FY2018: NA
FY2019: Grow customer e-license system use to 15% for those who are existing customers with an email address on record
FY2020: NA

**Objective:**

FY2018: NA
FY2019: Increase the number of licensing services offered on-line from 3% to 60%
FY2020: NA

**Performance Measures**

<table>
<thead>
<tr>
<th>Objective</th>
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<td>Goal 1</td>
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**Program Summary**

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LICENSING

Jeffery Trillo, Assistant Director

(602) 364-1952

A.R.S. § 4-111 et seq.

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All dollars are presented in thousands (not FTE).