



*Commonwealth of Massachusetts
Department of the State Treasurer
Alcoholic Beverages Control Commission
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Dear Licensee

In 2012, the Massachusetts Alcoholic Beverages Control Commission (“ABCC”) procured electronic licensing (“eLicensing”) software. Since that time the agency has worked diligently to implement the system, which will streamline the application and renewal processes, and reduce application turnaround times. The system will assist the agency in meeting its goals for improved customer service, transparency of information for citizens, and an integrated administrative process. eLicensing provides a single portal for businesses and individuals to apply for and manage their licenses electronically.

On March 9th, 2015, the Commonwealth introduced the **ePLACE** portal and the first set of license types went “live.” In March of this year most of the remaining state license types went live and all state license applicants have completed all of their license transactions in the system.

The next release is expected on August 22nd, 2016. Several Local Licensing Authorities have volunteered to become “pilot” municipalities for our new system. You are receiving this communication because you hold one or more alcoholic beverages licenses within a municipality that will be participating in the pilot: Boston, Cambridge, Chelmsford, Dedham, Lawrence, New Bedford, Salem, and Somerville.

Once retail licenses become available in ePLACE, the ABCC will **NO LONGER** accept paper applications or paper checks for any retail alcoholic beverages license transactions from licensees within these communities. Further, we ask that you work closely with your local board, through regular feedback and intermittent surveys, to help us determine how we might improve the system.

The ABCC will be working in conjunction with your Local Licensing Authority to make the transition as seamless as possible. The roles of the ABCC and the local licensing authority will not be changing with this upgrade. All applications will continue to first be reviewed and approved by the Local Licensing Authority. As such, all applicants should continue to contact their Local Boards prior to applying for any alcoholic beverages license transactions to ensure compliance with all Local Board requirements and fees.

A week prior to the release, we will provide *User Guides* to assist with the registration process. There is no need for you to take any action until that point.

We are excited for the next release and hope that you find the new licensing process easier and more efficient. The ABCC will continue to update you as we move towards the release date, with more details in emails to follow. If you have any questions or concerns, please feel free to contact our Licensing Team.

Thank you for your attention.