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Pennsylvania Liquor Control Board Launches PLCB+, New Online Licensing Platform

Electronic processes replace cumbersome paper license applications, renewals and validations

Harrisburg – The Pennsylvania Liquor Control Board (PLCB) is modernizing licensing operations with PLCB+, a new online platform through which licensing and permitting business can be conducted securely, quickly and simply over the Internet.

“Just as tax agencies and private companies are increasingly requiring electronic submissions, the PLCB, too, is moving toward a paperless licensing process to achieve greater efficiency and enable better customer service,” said Board Chairman Tim Holden. “PLCB+ provides robust functionality and 24/7 access, replacing a 15-year-old online licensing system with limited capabilities and even older paper processes.”

PLCB+ is a single gateway for businesses and individuals to apply for and manage beverage alcohol licenses and permits. Through PLCB+, licensees can renew and validate an existing license, apply for a new license, apply to transfer a license, update license account information, and pay application and license fees online. Payments for fines issued by the Office of Administrative Law Judge can also be remitted through PLCB+. Additionally, PLCB+ provides an easy online process for submitting tavern gaming license applications, applications to extend the size of a licensed establishment, change of officer applications and special permit applications for wine auctions and non-profit special occasions.

PLCB+ replaces multiple, archaic legacy systems, transforms nearly 70 paper processes into electronic submissions and streamlines administrative and investigative processes required before a license can be issued. The system is anticipated to reduce processing time and provide enhanced customer service by giving licensees 24/7 access to the system and real-time status updates.

The first phase of PLCB+ implementation was transitioning the agency’s brand registration process onto the electronic platform for more than 400 suppliers registering more than 9,000 malt and brewed beverage brands. The brand registration implementation, which occurred in October 2015, was tremendously successful, and that process is now completely paperless.

Licensees must first register for PLCB+ using the account access code provided by the PLCB. Licensees that have not provided email addresses to the PLCB or did not receive a PLCB+ access code are encouraged to email ra-lblicensingmod@pa.gov or call 844.707.5475 to gain access to the new system.

“We understand and are sensitive to the fact that some licensees may initially be uncomfortable with an Internet-based licensing platform,” said Holden. “Our licensing staff will work with

licensees on a case-by-case basis to ease the learning curve and facilitate electronic licensing submissions for those who have difficulty accessing or using PLCB+.”

The public can also use PLCB+ to review the status of licenses and license applications, as well as to submit protests and petitions to intervene related to license applicants. Alcohol education programs and materials will be incorporated into PLCB+ later this year.

PLCB+ was developed and implemented through a contract with e-government software provider Computronix. The new system uses the latest version of award-winning POSSE ABC (Alcohol Beverage Control) software, which is utilized by a number of state and provincial agencies throughout the U.S. and Canada.

The PLCB regulates the distribution of beverage alcohol in Pennsylvania, operates more than 600 wine and spirits stores statewide and licenses more than 20,000 beverage alcohol producers and retailers. The PLCB also works to reduce and prevent dangerous and underage drinking through partnerships with schools, community groups and licensees. Taxes and store profits – totaling more than \$14.5 billion since the agency’s inception – are returned to Pennsylvania’s General Fund, and the PLCB also provides financial support for the Pennsylvania State Police Bureau of Liquor Control Enforcement, the Department of Drug and Alcohol Programs, other state agencies, and local municipalities across the state. For more information about the PLCB, visit www.lcb.state.pa.us.

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