

**The City of Aspen**

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THE CITY OF ASPEN

**Formula Business Questionnaire**

In 2017, the City of Aspen adopted standards regulating Formula Businesses. Those regulations apply to specific uses in specific areas of Aspen. As part of the Business License review process, the Community Development Department will determine whether your proposed business meets the definition of Formula Business based on your responses below. For more information about Formula Business regulations, refer to Section [26.104.110.C](#) of the City of Aspen Land Use Code. You may also contact the Planner of the Day at 970.429.2764 or [planneroftheday@gmail.com](mailto:planneroftheday@gmail.com).

1. Is your business a:
  - ☐ Restaurant
  - ☐ Retail
  - ☐ Entertainment
  - ☐ Bar
  
2. Does your business have 11 or more locations or franchises in operation or under construction in the United States?
  - ☐ Yes
  - ☐ No
  
3. Please check all the following features of your business that apply:
  - ☐ At least 50% of the merchandise is sourced from a single distributor bearing uniform markings;
  - ☐ A common menu or set of services priced and performed in a consistent manner between locations;
  - ☐ The business uses a trademark to distinguish its goods or services from others;
  - ☐ The business uses a service mark to distinguish its services from others;
  - ☐ A standardized building décor or color scheme;
  - ☐ Uniform apparel for employees;
  - ☐ Standardized signs between locations or franchises;