



Office of the City Clerk

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City Clerk

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**FOR IMMEDIATE RELEASE**  
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## **New alcohol beverage license applicants: please make an appointment**

The License Division has begun handling new alcohol beverage license applicants by appointment only.

Effective Monday, June 18, the License Division changed its procedures so that individuals coming in for new alcohol beverage licenses must first make an appointment to meet with staff at the division's office in room 105 at City Hall, 200 E. Wells St.

Deputy City Clerk Rebecca Grill, who also is manager of the License Division, said the change was made to make the application process more efficient for all involved. "Allowing people to come in without an appointment meant that, in many cases, important issues could not be addressed and key questions could also not be answered because applicants were not adequately prepared and/or did not have proper documentation," Ms. Grill said. "And at times, that system caused frustration for everyone involved."

"Making the change to an appointment only system means a more efficient use of time for the applicants, and for our staff members," she said.

Those seeking to renew an existing alcohol beverage license do not need to make an appointment.

Please go to **[www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses)** for more information about the License Division.

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