



IMPORTANT CONTACT INFORMATION

Common Council Members

(414) 286-2221

www.milwaukee.gov/council

License Division

(414) 286-2238

license@milwaukee.gov

www.milwaukee.gov/license

Milwaukee Police Department

(414) 935-7430

www.milwaukee.gov/police

Milwaukee Development Center

(414) 286-8211

www.milwaukee.gov/DCD

Department of Neighborhood Services

(414) 286-2268

www.milwaukee.gov/DNS

Health Department

(414) 286-3674

www.milwaukee.gov/health



MILWAUKEE LICENSE DIVISION

200 E. Wells St.
City Hall, Room 105
Milwaukee, WI 53202

ALCOHOL BEVERAGE LICENSING PROCESS FOR NEW APPLICANTS

PHASE 1: Application

- Complete application is filed with the License Division
- Application referred to:
 - Milwaukee Police Department (MPD)
 - Department of Neighborhood Services (DNS)
 - Health Department (HD)
 - Local Common Council Member (Alderman)
 - E-notify subscribers
- Notice of Public Interest Posted by Applicant
- Sworn Assurance Form Filed with License Division by Applicant
- Notice of Public Interest mailed to neighbors within 250 feet of premises
- Concentration Map of Area surrounding location prepared
- Applicants are fingerprinted by MPD
- MPD conducts interview & verifies proof of residency for agent, individual or partners
- Police Investigation Completed
- Application Certified for Scheduling

Time Frame: 4-5 weeks

PHASE 2: Review

- All applications require approval by the Licenses Committee and the full Common Council; Applications are scheduled within 3 regular committee cycles
- Neighborhood Survey may be conducted
- Neighborhood Meeting may be held
- Notice of Public Hearing for Licenses Committee Meeting sent to applicant, neighbors, and building owner
- Licenses Committee makes recommendation
- DNS and HD may place hold on issuance of license
- Recommendation referred to Common Council for final action

Time Frame: 1 – 14 weeks (depending on the Common Council's schedule)



PHASE 3: Issuance (If approved)

- Common Council approves application
- License Division issues license if the following are met:
 - Proof of Responsible Beverage Server Course or equivalent filed
 - Copy of State Seller's Permit or Clearance Slip filed
 - Proof of legal entity registration filed
 - Occupancy Permit issued (DNS must release holds)
 - Premises Inspected by HD (HD must release holds)
 - Other pertinent information that may from time to time be required
 - Payment of license fees

Time Frame: Up to 1 year

