



# PROFESSIONAL PHOTOGRAPHER LICENSE INFORMATION

ccl-propapp 2/23/15

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

## Who needs a Professional Photographer License?

"Professional Photography" means a business engaged in for profit by any person, firm or corporation, either as principal or agent, of taking, soliciting, coloring, finishing, processing, enlarging or selling finished still, motion picture or electronically recorded photographs.

Includes the taking of pictures, photographs or snapshots by any process whatsoever for offering for sale to any person a copy of the picture so taken for consideration in any form.

The passing out of written, printed typewritten or mimeographed matter or the giving of any information orally concerning the means by which a copy of the picture so taken may be obtained is deemed to be an offer to furnish a copy of the picture taken for consideration.

Includes the taking of pictures, photographs or snapshots by any process whatsoever on city streets or highways for offering for sale to any person a copy of the picture so taken for a consideration in any form.

## Exemptions

"Professional Photography" does not include the following:

- a. Any business in which the business of taking, soliciting, coloring, finishing, processing, enlarging or selling finished still, motion pictures or electronically recorded photographs is incidental to a part of any other type of business such as publishing or advertising.
- b. The development and processing of negatives taken by others.
- c. Coin-operated photo machines or the business of photography carried on solely for commercial purposes by commercial photographers

## License Period

License expires 2 years from date of issuance.  
License must be issued within 1 year of approval, or a waiver from the Licenses Committee is needed.

## Fee

\$100 for:

- Each separate place of business
- Conducting business on city streets or highways

## Forms Needed

- Business License Application (ccl-busapp)
- Professional Photographer License Supplemental Application (ccl-propapp)

## Eligibility Requirements

An individual applicant, all partners or the agent of a corporation or limited liability company(LLC) must be at least 18 years of age or older and a resident of the State of Wisconsin.

## Occupancy Permit

For those applicants who will be operating from a specified place of business, a permit must be obtained from the City of Milwaukee, Development Center, Permit Desk, 809 N. Broadway, 1<sup>st</sup> floor, (414) 286-8211.

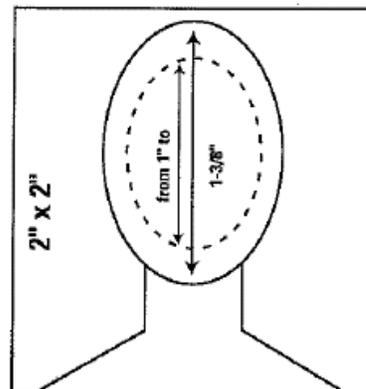
See <http://www.mkedcd.org/build/pdfs/occcert.pdf>

Permit must be in the name of the same legal entity as the license applicant.

An occupancy permit is not required for those operating on city streets or highways.

## Photograph for Street Photographers

For individual applicants (sole proprietors) who will be conducting business on city streets or highways, a recent full faced photograph in the size shown below must be submitted with the application.



\*\*A photograph is not needed for those operating out of the business address only.

## City of Milwaukee Ordinance Regulations

- Milwaukee City Ordinance 84-33
- Ordinances are available online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances).



# PROFESSIONAL PHOTOGRAPHER LICENSE SUPPLEMENTAL APPLICATION

ccl-propapp 11/4/14

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LEGAL ENTITY NAME:

PREMISES ADDRESS:

### TYPE OF PHOTOGRAPHY BUSINESS

Check one:

- This business will be conducted from the business address.
- This business will be conducted only on the city streets or highways.

### HOURS OF OPERATION

<i>Day of the Week</i>	<i>Hours (include a.m. or p.m.)</i>
<i>Monday</i>	
<i>Tuesday</i>	
<i>Wednesday</i>	
<i>Thursday</i>	
<i>Friday</i>	
<i>Saturday</i>	
<i>Sunday</i>	

**SUBMIT THIS FORM ALONG WITH THE "BUSINESS LICENSE APPLICATION"**

OFFICE USE ONLY:

INITIALS \_\_\_\_\_ FILED \_\_\_\_\_ APP# \_\_\_\_\_ GRANTED \_\_\_\_\_ ISSUED \_\_\_\_\_ LIC# \_\_\_\_\_