



## TRANSIENT MERCHANT LICENSE INFORMATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: LICENSE@MILWAUKEE.GOV  
WWW.MILWAUKEE.GOV/LICENSE

### Who Needs a Transient Merchant License?

A transient merchant means any person, partnership, corporation or limited liability company that engages in the business of purchasing or selling merchandise at any fixed place in the city temporarily and who does not intend to become a permanent merchant of the City of Milwaukee.

### License Period:

Event Specific; not to exceed 1 year

### License Premise:

License will be issued for a specific premise. If operating at multiple locations, a separate license is required for each location.

Issuance of the license does not grant licensee permission to be on the property. Licensee must obtain permission to operate on the property. All city ordinances and posted signs must be followed.

### Exemptions:

A Transient Merchant License is not required of any of the following:

- ▶ A person who delivers or sells newspapers.
- ▶ A merchant or merchant's employee who takes orders for or delivers goods at the houses of customers when the goods are held in stock at an established place of business in the city.
- ▶ A person who purchases or sells comic books or collectible toys.
- ▶ A farmer or truck gardener who sells or disposes of, or offers to sell or dispose of, the products of farm or garden occupied and cultivated by the farmer or truck gardener.
- ▶ A licensed food peddler.
- ▶ A registered auctioneer.
- ▶ An artist who offers for sale creations of art or craft, whether paintings, drawings, photographs, pottery, leather goods or similar works of art, provided that such creations may be sold only by the creating artist and only in locations deemed appropriate by Common Council resolution.
- ▶ Any member of a trade show or convention being held at the Wisconsin Center District.
- ▶ Any person, firm or corporation that is selling goods or taking orders on the Summerfest premises with the express written consent of the custodian of such premises.

### Seller's Permit Exception:

If you are engaged in giving out free phones for a government program, however, you are not an option as a provider for a paid plan when the program expires, a seller's permit is NOT required.

**Qualifications:** Applicants must be 18 years of age or older.

**Fee:** \$140

### Forms Needed:

- Business License Application (ccl-busapp)
- Transient Merchant License Supplemental Application (ccl-tmapp)
- Transient Merchant License Bond (ccl-tmbond)

### Bond/Deposit Requirement:

A surety bond of \$5,000 is required. See attached bond form. In lieu of a bond, an applicant may submit a certified check in the amount of \$5,000 with the application. The certified check shall be returned to the transient merchant 30 days after the completion of his or her business activity in the city.

### Background Investigation:

Fingerprinting is not required.

However, the application will be referred to the Milwaukee Police Department to complete a background investigation and investigation of the statements made in the application as soon as possible, but no later than 10 days following referral.

The City Clerk shall refuse to register the applicant if it is determined that:

- ▶ The application contains any material omission or inaccuracy.
- ▶ Complaint of material nature has been received against the applicant by authorities in another community where applicant conducted a similar business.
- ▶ Applicant was convicted of a crime or ordinance violation within the past 5 years, the nature of which is directly related to the applicant's fitness to buy or sell under the provisions of this section.



## TRANSIENT MERCHANT LICENSE SUPPLEMENTAL APPLICATION

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Legal Entity Name:	
Premises Address of Local Sale:  (If operating at multiple locations, a separate license is required for each location.)	Local Sale Phone #:
Check which statement applies: <input type="checkbox"/> I own the property <input type="checkbox"/> I lease the property <input type="checkbox"/> I have permission from the property owner  Issuance of the license does not grant licensee permission to be on the property. Licensee must obtain permission to operate on the property. All city ordinances and posted signs must be followed.	
Temporary Street Address (include city, state, zip code) of Applicant:	Temporary Phone #:
Nature of Business to be conducted:  Provide a brief description of the items to be bought, sold, disposed or contracted for, and proposed method of delivery of goods, if applicable:	
Date(s) of Sale:	
Will you use a vehicle in your business? <input type="checkbox"/> Yes <input type="checkbox"/> No	
Does your business utilize weighing or measuring devices? <input type="checkbox"/> No <input type="checkbox"/> Yes    If yes, you must also apply for a Weights & Measures License. (Applications also obtained from the License Division office.)	
Have you had a city of Milwaukee license denied or revoked in the past six months? <input type="checkbox"/> Yes <input type="checkbox"/> No  If yes, for what reason(s)?	
Last location where applicant conducted a similar business:	
Place where applicant can be contacted at least 7 days after leaving the city of Milwaukee:	
Do you have knowledge of the city ordinances currently regulating transient merchants? <input type="checkbox"/> Yes <input type="checkbox"/> No	
<b>REQUIRED SIGNATURE(S)</b>	
_____ Sole Proprietor, Partner, 20% or more Shareholder, or the Agent - only if there are no 20% or more shareholders	_____ Signature of additional partner or 20% or more shareholder

***SUBMIT THIS FORM ALONG WITH THE BUSINESS LICENSE APPLICATION  
& TRANSIENT MERCHANT LICENSE BOND***

Office Use Only:

Initials \_\_\_\_\_ Filed \_\_\_\_\_ App # \_\_\_\_\_ Issued \_\_\_\_\_ License # \_\_\_\_\_