



## DIRECT SELLER 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  
<http://www.milwaukee.gov/license>

**DEFINITION:** "Direct Seller" means any person who sells goods or takes sales orders for the later delivery of goods on any public way or other public premises, and includes peddlers or solicitors. "Direct Seller" does not include a food peddler, transient merchant, or permanent merchant conducting a temporary sidewalk sale.

**LICENSE PERIOD:** Annual, April 1 thru March 31.

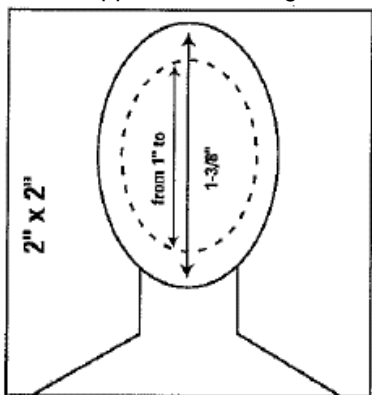
**ELIGIBILITY:** Must be 18 at the time of filing.

**APPLICATION:** Submit completed applications to the License Division. The application must include your full legal name and be notarized.

All commissioned notaries public, including attorneys, must impress their notary seal on the notarial certificates they issue. Applications submitted without the required seal will be returned.

**LICENSE FEE:** \$129 (must be submitted with the application). Make checks payable to: *City of Milwaukee*. A \$.50 fee will be charged for applications notarized by the License Division. Credit cards are also accepted online and in-person; cash is accepted from applicants filing in person only. When you provide a check as payment, you authorize us either to use information from your check to make a one-time electronic fund transfer from your account, or to process the payment as a check transaction.

**PHOTOS:** Submit (2) two recent passport size photographs with application; see figure below.



**POLICE DEPARTMENT:** All new applicants whose fingerprints are not on file with the Milwaukee Police Department must report between the hours of 8:00 AM and 6:00 PM (Monday thru Friday, excluding holidays) to the Police Administration Building, 951 N. James Lovell Street (7<sup>th</sup> St), Room 305 to be fingerprinted. Call (414)

935-7281 to determine whether previously taken fingerprints are still on file, or for information on how out-of-town applicants can comply with this requirement.

**STATE REQUIREMENT:** Applicants must obtain a Wisconsin Seller's Permit Number, and submit a copy of the seller's permit to the License Division, before their license can be issued. Apply at the State Office Building, 819 N. 6th Street, Room 408, (414) 227-4000.

**ISSUANCE:** It may take 2-4 weeks for a license to be issued.

**DISABILITY:** "Disabled" is defined as any veteran of the armed forces in the United States in any way who has a 25% disability or more, has a cardiac disability recognized by the United States veterans administration, and any person disabled to the extent of the loss of one arm or one leg or more, or who has been declared blind as defined under Title 16 of the Social Security Act. Proof of such disability shall be presented to the city clerk that shows that he or she satisfies these conditions.

**DENIAL/REVOCAION:** If the Common Council denies a license due to a police record, no applicant can reapply within 12 months of the date of denial.

**SALES ON PUBLIC RIGHT OF WAY/SPECIAL EVENTS:** It shall be unlawful for any person to sell, or offer to sell, any goods, merchandise, foodstuffs, tickets, or any other article of any kind on any public street or public sidewalk within 500 feet of the right of way for special events.

**Note:** No direct seller is permitted to sell or offer for sale any item while on a roadway, median or safety island, unless the roadway has been legally closed to traffic for a parade, festival, or other civic/special event.

**REFUND OF LICENSE FEE:** If an application is withdrawn or denied, you are eligible for a refund in the amount of \$79, provided the refund is requested no later than one year from the date of withdrawal or denial of the application. If a license is not issued, the refund must be requested no later than one year from the date of application, unless the license has been granted, in which case no later than one year from the date of granting of the license.

Ordinances regulating Direct Sellers are in ss. 95-1 & 105-56 to 59 of the Milwaukee code of Ordinances, and are available online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



**DIRECT SELLER LICENSE APPLICATION**  
 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

Applications submitted incomplete or without the required \$129 license fee, notarizations, or photographs will be returned. Make checks payable to: City of Milwaukee.

<b>Full Legal Name:</b>			
First Name	Middle Initial	Last Name	Suffix (Jr. Sr., etc.)
List any other names by which you have been known on official records:			
Address:			Apt. #
City		State	Zip Code
Home Phone #	( ) -	Date of Birth:	
Height:	Weight:	Hair Color:	Eye Color:
Wisconsin State Seller's Permit Number:			
ARE YOU DISABLED? Yes <input type="checkbox"/> NO <input type="checkbox"/> (If yes, written Proof must be provided)			
ARE YOU A 25% DISABLED VETERAN? Yes <input type="checkbox"/> NO <input type="checkbox"/> (If yes, written proof must be provided)			
NATURE OF BUSINESS AND GOODS, AND METHODS OF DELIVERY:			
_____			
_____			
Vehicle used in business:			
MAKE:	MODEL:	LICENSE #:	
NAME AND ADDRESS OF ANY PERSON, FIRM OR ORGANIZATION YOU REPRESENT:			
<b>Out of State Residents Only</b>	Local Address:		
	City:	Zip Code:	Phone Number:
	NAME THE LAST THREE CITIES IN WHICH YOU HAVE CONDUCTED BUSINESS:		
	1. _____		
2. _____			
3. _____			
WHERE CAN YOU BE REACHED WITHIN 7 DAYS OF LEAVING MILWAUKEE:			

**The undersigned agrees to inform the City Clerk within ten days of any substantial changes in the information supplied in this application.** The undersigned shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

**I have knowledge of the City Ordinances currently regulating the license applied for herein, and depose and say that I am the person named above and that all statements made in the foregoing application are true and correct.**

**I hereby appoint the City Clerk of the City of Milwaukee my agent to accept service of process in any civil action brought against me arising out of any sale or service performed by me in connection with my direct sales activities.**

\_\_\_\_\_  
(Signature of Applicant)

**SUBSCRIBED AND SWORN TO BEFORE ME THIS**

\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_

\_\_\_\_\_  
**Notary Public, State of Wisconsin**

**Notary Seal must be affixed.**

**My commission expires**\_\_\_\_\_

**Office Use Only:**

**Initials** \_\_\_\_\_ **Filed** \_\_\_\_\_ **License #** \_\_\_\_\_ **Granted** \_\_\_\_\_ **Issued** \_\_\_\_\_