



License Information Sheet

Form
24HR-info

Extended Hours



\$300
License Fee



1 Year
License Term



s. 84-7
Code Reference
Milwaukee.gov/ordinances

Who Needs a License?



- Any convenience store, filling station, personal service establishment, recording studio, or restaurant open between the hours of 12 a.m. and 5 a.m.



- Premises holding a Class "B" alcohol beverage license open only during those hours which the Class "B" premises may be open
- Establishments located in General Mitchell International Airport

Getting Started

- ☐ Review the License Quick-Start Guide
- ☐ Submit all of the following:
 - ☐ A complete application at www.milwaukee.gov/lms
 - ☐ Payment

Application Guide



See the Application Guide for detailed instructions on submitting an application, licensing requirements, the approval process, and other important information.

Resources



Want to learn more?
Visit our website!

Milwaukee.gov/RedTapeRescue





Checklist

Easy As...

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1 Requirements

Before the License can be Issued:

- ☐ [Contact the Department of Neighborhood Services](#)

Who? Businesses located in the city of Milwaukee must obtain an [occupancy permit](#).

- ☐ [Department of Financial Institutions Registration](#)

Who? Corporations, LLCs, and nonprofits must submit proof of registration to the License Division.

- ☐ [WI Seller's Permit](#)

Who? All applicants must submit a Wisconsin Seller's Permit to the License Division at the time of application.

2 Approval

Background Investigation

After you submit a completed application, the Milwaukee Police Department completes a background check and sends a report to the License Division.

Licenses Committee

You may be asked to appear before the Common Council's Licenses Committee.

If asked to appear, you will receive written notice of the date and time of the meeting prior to the hearing.

The Committee makes a recommendation to the Common Council to either approve or deny the license.

Common Council

Applications recommended for approval by the Licenses Committee are typically granted at the Common Council meeting following the Committee hearing.

3 Important

Definitions

Convenience Store

Contains less than 5,000 square feet of retail space and has, as its primary business, the sale of basic food items and household products, or is a filling station that sells basic food items and household products.

Filling Station

Includes any establishment providing retail sale of fuel for motor vehicles, but not motor vehicle maintenance or repair.

Personal Service Establishment

Any business providing services of a recurring and personal nature to individuals, including barber shops, beauty salons, shoe repair shops, seamstresses, tailors, fortune tellers, tanning salons, and body piercing/tattoo establishments. This does not include massage establishments, portrait studios, dry cleaners, laundromats, photocopy centers, health clubs, or repair shops for household items.

Recording Studio

Any business containing a studio for the audio or video recording of musical performances, radio or television programs, or motion pictures, but not containing broadcasting studios for over-the-air, cable, or satellite delivery of regularly scheduled radio or television programs.

Restaurant

Includes fast-food, carry-out, and sit-down restaurants.