



License Information Sheet

Form
PEP-info

Public Entertainment Premises



Varies

License Fee
See back for details



1 Year

License Term



Ch. 108

Code Reference
Milwaukee.gov/ordinances

Who Needs a License?



Yes

- Any business operating any entertainment for commercial gain by membership, season ticket, invitation, or other system, or offered to the public generally
- Includes dances, plays, skits, concerts, and poetry reading.



No

- Public shows/exhibitions conducted exclusively by educational, charitable, nonprofit, or religious organizations on their premises
- Recorded background music incidental to operation of the establishment
- See s. 108-5-2 of the Milwaukee Code for additional exceptions

Getting Started

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

Quick-Start Guide



See our [Quick-Start 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...

Form PEP-info Jan 2026

1 Requirements

To Complete Your Application for Review:

☐ **Residency**

Who? The sole proprietor, all partners, and any agent must be a resident of the State of Wisconsin

Current Alcohol Licensees:

If you currently hold an Alcohol Beverage Establishment License and no changes are being made to your plan of operation, you must submit the following:

☐ **Plan of Operation Confirmation Statement (Form PLANCONF)**

New Alcohol License Applicants:

If you do not currently hold an Alcohol Beverage Establishment License, and will be offering alcohol beverages, you must submit the following:

- ☐ **A complete application for an alcohol beverage business license.**
- ☐ **Floor Plan (Form FLR)**

2 Approval

Background Investigation

After everyone reports for fingerprinting, the Milwaukee Police Department completes a background check and sends a report to the License Division

Scheduling

New applications filed without any other license applications will be considered by the Licenses Committee within 60 days of date of application.

If the application is filed with other license applications (food, alcohol, etc.), it will be processed and considered at the same time as those applications.

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

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.

Temporary License

For events lasting 4 or fewer days, you may wish to apply for a Temporary Public Entertainment Premises License.

Fees

License fees are based on the maximum capacity of the premises, as established by the Common Council:

25 or fewer persons	\$175
26-79 persons	\$290
80-99 persons	\$430
100-149 persons	\$575
150-179 persons	\$805
180-299 persons	\$1,150
300-499 persons	\$1,725
500+ persons	\$2,300

Large
Print



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