



Mobile Seller's License Information

ccl-msel 4/26/24

Office of the City Clerk License Division
200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license

Who needs a Mobile Seller's License?

Direct Sellers - Any person who sells goods or takes orders for later delivery of goods on any public way or door-to-door.

Transient Merchants – Any person who engages in the business of selling merchandise at any fixed place temporarily.

Exemptions

- Any person operating under the direct supervision of a licensed Mobile Seller
- Sales of art if sold by the artist
- Sales within any city-permitted street festival with the permission from the festival
- Sales of newspapers or fuel to regular customers on established routes
- Sales of goods at wholesale
- Sales by permanent merchants within the city conducting temporary sales
- Farmers or gardeners selling products of the farm or garden
- Sales of comic books or collectible toys
- Sales of tickets to entertainment or sporting events at or below face value
- Sales at Wisconsin Center District venues or Henry W Maier Festival Grounds
- Auctions or other sales pursuant to statute or by court order
- Food peddlers regulated under Chapter 68. This exemption does not apply to any food peddler vehicle licensed by another municipality or mobile or transient retail food establishment licensed by the state
- Sales by a licensed home improvement salesperson or registered alarm sales personnel

Forms Needed

- Individual Information Form
- Mobile Seller's License Supplemental Application (ccl-msel1)
- One 2 x 2 inch (from the bottom of the chin to the top of the head, including hair) clear colored full face photograph with the following requirements:
 - Taken in front of a plain white or off-white background; within the last 6 months to reflect your current appearance.

Fee

- \$130 per individual
- \$15 per nonprofit organization
- Waived for disabled veterans qualifying under Wis. Stats. 230.03(9m)

License Period

License expires 1 year from date of issuance.

Wisconsin Seller's Permit

Applicants must provide proof they hold a WI Seller's Permit before the license will be issued. Contact the Department of Revenue, 819 N. 6th St, Room 408, (414)227-4000

www.revenue.wi.gov/faqs/pcs/seller.html

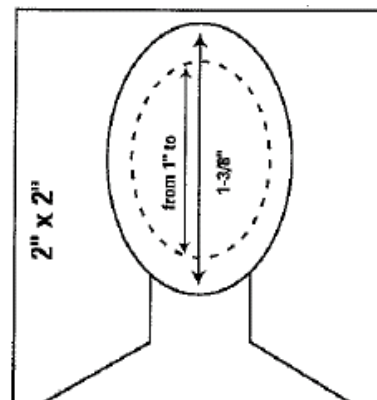
If using your employer's WI Seller's Permit, the "Permission for Mobile Seller to Use Seller's Permit" form must be submitted before your license can be issued. The form can be obtained from our website under "License Forms and Related Information" or by contacting our office.

Nonprofit Organizations

- A representative of the organization must complete the application.
- Proof of nonprofit status (such as a 501(c)(3) form) must be submitted with the application.
- Exemptions: Nonprofit Organizations are exempt from the photograph, fingerprinting, and Wisconsin Seller's Permit requirements.

Regulations

- See the Milwaukee Code of Ordinances Chapter 92-1, 101, 105-56, 105-57, 115-45
- Available at www.milwaukee.gov/ordinances





MOBILE SELLER'S LICENSE SUPPLEMENTAL APPLICATION

ccl-mse1 10/17/19

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200 E. Wells St. Room 105, Milwaukee, WI 53202
(414) 286-2238 www.milwaukee.gov/license license@milwaukee.gov

Print Name: _____

Are you working on behalf of a nonprofit organization?

No Yes If yes, list name of nonprofit organization: _____

Submit proof of nonprofit status with this application for reduced fee.

Are you a disabled veteran per s. 230.03(9m), Wis. Stats.?

No Yes If yes, written proof must be provided to waive fee.

Business Operations

Provide a brief description of:

- Items being sold: _____
- Any services offered: _____

Method of delivery of goods:

Obtained at time of purchase By mail Later delivery of goods
 Other: _____

Name and address of any person, firm or organization you represent: _____

Will you use a vehicle in the conduct of business?

No Yes If yes, describe: Make _____
Model _____
License Plate # _____

Out of State Residents Only

Local Address (include city, state, zip code): _____

Signature

I confirm that all information is true and correct. I understand I am required by law to inform the City Clerk of changes to this information within ten days.

Signature: _____