



# PUBLIC ENTERTAINMENT PREMISES LICENSE INFORMATION

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](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

## Who needs a Public Entertainment Premises License?

License required for those conducting or operating public entertainment.

Public Entertainment means any entertainment of any nature or description to which the public generally may gain admission, either with or without the payment of a fee. Any entertainment operated commercially for gain by membership, season ticket, invitation or other system open or offered to the public generally shall be deemed to constitute a public entertainment. This definition includes dances, shows, and exhibitions provided for a fee including plays, skits, musical revues, children's theater, dance productions, musical concerts, opera and production or provision of signs or sounds or visual or auditory sensations which are designed to or may divert, entertain or otherwise appeal to members of the public who are admitted to the place of entertainment, which is produced by means, including radio, phonograph, jukebox, television, video reproduction, tape recorder, piano, orchestra or band or any other musical instrument, slide or movie projector, spotlights, or interruptible or flashing light devices and decoration. This term includes a carnival, motion picture house or theater, and when offered to the public for a fee, bowling, billiard or amusement machines as defined in s. 107-13.

## Forms Needed

- Business License Application (ccl-busapp)
- Public Entertainment Premises Supplemental Application (ccl-pep1)
- Business License Plan of Operation (ccl-busplan)\*
- Alcohol Beverage & Public Entertainment Premises Supplemental Application (ccl-alcpeplan)\*
- Detailed Floor Plan\*

\*These forms are not required if you currently hold an Alcohol Beverage Establishment license and no changes are being made.

You must, however, submit the following form:

- Plan of Operation Confirmation Statement (ccl-planconf)

## Fee

Based on the maximum capacity of the premises as established by the Common Council:

Capacity	Fee
25 or fewer persons, or premises without a capacity:	\$150
26-79 persons:	\$250
80-99 persons:	\$375
100-149 persons:	\$500
150-179 persons:	\$700
180-299 persons:	\$1000
300-499 persons:	\$1500
500 or more persons:	\$2000

## License Period

License expires 1 year from date of issuance.

## Approval Process

New applications or changes to licenses that are filed without any other license applications will be considered by the Licenses Committee and Common Council within 60 days of date of application. There are no regular meetings in the month of August. Therefore, if the 60 days expires in August, the application will be considered at the next meeting.

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

## Residency Requirement

No Public Entertainment Premises License shall be granted to any person who is not a resident of the state of Wisconsin. This applies to the individual applicant, all partners, or the agent of a corporation or LLC.

## Exemptions

No public entertainment license shall be required for the following:

- A theater or motion picture house at which the only person or organization providing motion pictures or theater performances is the person or organization that owns the premises.
- Organizations formed exclusively for the purpose of ballet performance and instruction and which have received tax-exempt status from the United States Internal Revenue Service.
- Billiard tables provided on the premises of bona fide clubs or social organizations not operating for private profit which provide other membership privileges and activities, even though there is a charge for playing billiards.
- Any public show or exhibitions conducted exclusively by charitable, nonprofit, educational or religious organizations on their own premises.
- Any dance studio, which means a room, place or space in which dancing classes are held and dancing instruction is given for hire.
- In the case of a premises without Recorded background music which is incidental to operation of the establishment located on the premises and is either:
  - In case of a licensed alcohol beverage premises, operated by the licensee, manager or bartender.
  - an alcohol beverage license, operated by a regular employee of the establishment.
- The showing of motion pictures by a nonprofit organization or land owned by the City or Milwaukee County, provided motion pictures are not shown more than twice monthly at a single location.

## Temporary Public Entertainment Premises License

If you wish to obtain a temporary license for 4 or less days (except for a carnival which can be up to 14 days), contact the License Division for a Temporary Public Entertainment Premises License.

## Disqualification Period after Denial

Whenever an application for any entertainment license is denied, no other application by the same applicant for the same or any other entertainment license at the same premises shall be recommended for approval by the Licensing Committee for a period of 12 months following the date of denial.

## Disqualification Period after Withdrawal

Whenever an application for any entertainment license is withdrawn after commencement of a Licenses Committee hearing on an application, no other application by the same applicant for the same or any other entertainment license at the same premises shall be recommended for approval by the Licenses Committee for a period of 6 months following the withdrawal date.

## Regulations

- Milwaukee Code of Ordinances Chapter 108
- Available online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



# PUBLIC ENTERTAINMENT PREMISES LICENSE SUPPLEMENTAL APPLICATION

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<b>PREMISES ADDRESS:</b>			
<b>TYPES OF ENTERTAINMENT (CHECK ALL THAT APPLY)</b>			
<input type="checkbox"/> Instrumental Musicians	<input type="checkbox"/> Battle of the Bands	<input type="checkbox"/> Dancing by Performers	<input type="checkbox"/> Amusement Machines How many? _____
<input type="checkbox"/> Bands	<input type="checkbox"/> Comedy Acts	<input type="checkbox"/> Adult Entertainment/ Strippers/Erotic Dance	<input type="checkbox"/> Concerts Approx. # per year? _____
<input type="checkbox"/> Bowling Alley How many? _____	<input type="checkbox"/> Disc Jockey	<input type="checkbox"/> Wrestling	<input type="checkbox"/> Theatrical Performances Approx. # per year? _____
<input type="checkbox"/> Pool Tables How many? _____	<input type="checkbox"/> Magic Shows	<input type="checkbox"/> Patron Contests	<input type="checkbox"/> Jukebox
<input type="checkbox"/> Motion Pictures (movies by admission) - How many? _____	<input type="checkbox"/> Poetry Readings	<input type="checkbox"/> Patrons Dancing	<input type="checkbox"/> Karaoke
<input type="checkbox"/> Other: _____			
<i>Entertainment Outdoor Closing Hours: 10:00pm Sunday-Thursdays; 12:00am Friday &amp; Saturday; unless a different time, either earlier or later, is established by the Common Council in its approval of the licensee's plan of operation.</i>			
<b>PROMOTERS/SOUND AMPLIFICATION</b>			
Will promoters ever be used for any of the entertainment? <input type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
At any time will sound amplification be used? <input type="checkbox"/> No <input type="checkbox"/> Yes If Yes, Describe:			
<b>LEGAL CAPACITY OF PREMISES</b>			
_____ (Call the Development Center at 414-286-8211 with questions.) Legal capacity determines the fee for your Public Entertainment Premises License. If you would like to request the license be approved with a lower capacity than that listed above, indicate the lower capacity here: _____. If approved, this lower capacity will print on your license and override the capacity listed on your Occupancy Permit.			
<b>ACKNOWLEDGEMENT/SIGNATURE</b>			
I understand that after the license has been issued, a change to the plan of operation will require a written request to change and approval from the Common Council. I agree to inform the City Clerk within 10 days of any substantial changes in the information supplied in this application. I understand that I 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 shall 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 public entertainment, and understand that the license may be subject to suspension, non-renewal or revocation, if I violate any rule, law or regulation of the city of Milwaukee and State of Wisconsin.			
_____ Signature of Sole Proprietor, Partner or 20% or More Shareholder (If no 20% or more Shareholder, Corporate Officer - print name/title and sign)			

**Office Use Only:**

Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ App: \_\_\_\_\_

Only PEP?  No  Yes If Yes,  Queue to MPD and  Email Mgrs/Team Lead (must be heard w/in 60 days)