



Request for Unlimited Transfer Full-Service Retail Outlet

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

Who needs a permit?

Any Full-Service Retail Outlet that intends on selling products at an event not held on the production premises, including fixed full-service retail premises.

The permit is issued by the State of Wisconsin, while approval for permit issuance is granted by the City of Milwaukee.

Permit Period

The permit period covers all events at the specified location. Separate applications and permits are required for events at other locations.

Fee

\$10

Payment Options:

- Check made payable to: City of Milwaukee.
- Online with a credit card after application is filed and invoice is generated. Invoice number is required.
- Cash in person only.

Approval

The district alderperson for the location for which the permit is requested will approve or deny the application.

Denied applications may be appealed if filed prior to the filing deadline. Applications filed after the deadline may not be appealed. See page 2 for filing deadlines.

Posting of Permit

Filing of a Transfer Approval does not allow you to hold the event. The permit must be approved by the City of Milwaukee and the permit must be issued by the State of Wisconsin - Department of Revenue. The permit issued by the Department of Revenue should be posted in a visible spot during the event.

Regulations

Milwaukee Code of Ordinances
Ch.90-1-33

Additional Permits Needed

Tents/Stages/Temporary Construction

If you will be putting up any tents 600 sq. ft. or larger or any other temporary construction such as a stage, additional permits must be obtained from the Department of Neighborhood Services. Contact the Permit Desk at (414) 286-8210, 809 N. Broadway 1st floor.

Public Property

If an extension of your premises encroaches upon public property, you must obtain a Special Event Permit from the Department of Public Works. Contact the Special Event Permit Office at (414) 286-3329, 841 N. Broadway, Rm 516
<https://city.milwaukee.gov/dpw/SpecialEvents>.

Temporary Public Entertainment Premises

If you will be providing entertainment at the event included in this application, you will need to submit and obtain a Temporary Public Entertainment Premises License from the City of Milwaukee License Division. The License information and application is found at
<https://city.milwaukee.gov/ImageLibrary/Groups/cclLicenses/Applications/ccl-tpep2024-UPDATE1.pdf>

Temporary Event Food

If you/hired vendors will be serving food at the event included in this application, you or your vendor(s) will need to submit and obtain a Temporary Event Food License from the City of Milwaukee License Division. The License information and application is found at
<https://city.milwaukee.gov/ImageLibrary/Groups/cclLicenses/Applications/ccl-foodtemp1.pdf>

Temporary Noise Variance Permit

If your participation in the event will cause an elevated noise level beyond what City Ordinance permits, you will need to obtain a Temporary Noise Variance Permit from the City of Milwaukee Department of Neighborhood Services. The information and application is found at
https://city.milwaukee.gov/DNS/Inspections_Sections/Env.

Table 1. Filing Deadlines

(A)			(B)	(C)
If you want an Unlimited Transfer Full-Service Retail Outlet permit between the dates below:			Then your permit application must be filed on or before:	In order for an appeal of denial to be scheduled on the agenda for the Licenses Committee meeting held on:
12/17/23	and	01/31/24	10/12/23	11/2/23
02/01/24	and	02/09/24	11/17/23	01/03/24
02/10/23	and	03/01/24	12/07/23	01/23/24
03/02/24	and	03/22/24	01/08/24	02/13/24
03/23/24	and	04/12/24	01/22/24	03/05/24
04/13/24	and	05/24/24	02/12/24	03/26/24
05/25/24	and	06/14/24	03/21/24	05/07/24
06/15/24	and	07/05/24	04/12/24	05/29/24
07/06/24	and	08/02/24	05/02/24	06/18/24
08/03/24	and	09/27/24	05/24/24	07/09/24
09/28/24	and	10/18/24	07/08/24	09/06/24
10/19/24	and	11/09/24	08/15/24	10/01/24
11/10/24	and	11/29/24	09/05/24	10/22/24
11/30/24	and	12/20/24	09/26/24	11/12/24
12/21/24	and	1/31/25	10/17/24	12/03/24

[!] The dates in Column C do not apply to applications filed after the deadline.



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Date of Request:	Aldermanic District #:
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Section 1 Licensee Information

Licensee (Name of Sole Proprietor, All Partners, or Agent of Corporation or LLC):

Corporation or LLC Name: (if applicable)	Contact Phone #
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Business/Trade Name:

Business Address:

Email Address:

Section 2 Additional Permits Required

Respond to the below questions about additional license(s) or permits required for the event.

Will you be serving food as part of the event? No Yes (if yes, see page 1 for information on Temporary Event Food License)

Will you be providing entertainment as part of the event? No Yes (If yes, see page 1 for information on Temporary Public Entertainment Premises License)

Is your participation in the event expected to require a Noise Variance Permit? No Yes (If yes, see page 1 for information on Temporary Noise Variance Permit)

Check all that apply for the area(s) on the premises where the event will take place. At least one box must be checked.

<input type="checkbox"/> I own	<input type="checkbox"/> I have permission from a special event organization
<input type="checkbox"/> I lease	<input type="checkbox"/> I have a special event permit

Will you be putting up any tents that are 600 sq. ft. or larger? No Yes

Will you be putting up any temporary construction, such as a stage? No Yes

If you answered "yes" to either/both questions, contact Neighborhood Services (see information sheet for details)

Section 3 Acknowledgements & Signature

Check the boxes to acknowledge your understanding:

APPLICANTS FILING AFTER THE FILING DEADLINE:

I am filing this application after the filing deadline established for the date(s) of the event for which the approval is being sought, and

I affirm my understanding that any decision made by the local alderperson is final and not subject to appeal; and

I understand that there is a possibility that approval may not be granted due to the untimely filing of my application.

ALL APPLICANTS:

I understand that the filing of an application does not constitute authorization to hold any event, that the event for which approval is sought cannot be held unless and until approval has been granted, and that the approval cannot be issued unless and until the fee has been paid and the application has been processed.

I understand the permit must be posted in a conspicuous place in the premises for the duration of the event.

Signature of Agent or Owner

Office Use Only

Filed:	Initials:	App#	Late-cc mgr: <input type="checkbox"/> No <input type="checkbox"/> Yes: Initials:
<input type="checkbox"/> Food Temp Ext: Q/ UnQHD	DNS: <input type="checkbox"/> Approved: _____		<input type="checkbox"/> Print current lic/attach w/ app in LIRA
Paid:	CC: <input type="checkbox"/> Approved <input type="checkbox"/> Denied _____	Issued:	Lic #: _____ Initials: _____