

City of Milwaukee License Division

Quarterly Newsletter



Winter 2024

From the License Division Desk

Happy New Year to all residents, business owners, and operators of Milwaukee! We are pleased to share the winter 2024 License Division Newsletter. Inside, you can find information on recent changes to city ordinances that pertain to licensing, programs and services offered by the License Division, and disciplinary actions taken against businesses.

Much has occurred around City Hall in the last few months. Among the highlights was a visit from U.S. Deputy Secretary of Commerce Don Graves, who attended a roundtable discussion hosted by Common Council President José G. Pérez. The meeting was attended by non-profit and private sector leaders, and covered topics including the expansion of manufacturing and minority-owned businesses in Milwaukee.

In that spirit, the License Division is happy to share dates for the 2024 Pivot Workshops, which exists to help local business owners navigate the licensing process and learn from various City and State agencies on best practices to keep their businesses operating within the bounds of the law. Please see page 3 for more information about the 2024 Pivot Workshop dates, locations, and how to register.

As always, please visit our website or office at City Hall if you have any questions related to a business or operators license. Happy New Year, and thank you for reading the License Division Quarterly Newsletter!

Sincerely,

Jim Cooney License Division Manager

Common Council President José G. Pérez and U.S. Deputy Secretary of Commerce Don Graves speak with reporters following a roundtable discussions with local business owners and community leaders in November, 2023.

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We strive to make your experience at City Hall as quick and easy as possible.

If you have any questions or suggestions, please call 414-286-2238 or email license@milwaukee.gov



Briefs *New and important information you need to know.*

2024 Republican National Convention

Milwaukee is hosting the 2024 Republican National Convention this summer from July 15-18 at the Fiserv Forum. Throughout the weeks proceeding the convention, as well as the convention itself, we expect to see tens of thousands of delegates, members of the press, and other visitors ascend upon the city. This influx of guests presents a unique opportunity for local businesses to engage with customers, host events, and showcase their products and services.

Visit www.mke2024host.org/vendors* to see a list of current venues, and learn about how your business can serve as a vendor or venue for Convention attendees.

The License Division will continue to share information about the Convention as it becomes available.

**The MKE 2024 Host Committee is a non-partisan organization tasked with organizing community logistics and resources for the convention.*

Who are we?

The License Division is a branch of the Common Council-City Clerk's Office. We process applications for over 100 different licenses types and permits, and assist the Common Council in its deliberations regarding license matters.

The License Division can assist you with questions like: Do I need a license? What does my license allow? What is the status of my license?

More information is available on the License Division website at milwaukee.gov/license.

Tell us what you think!

We love getting feedback about this and other License Division content. Whether you have questions or suggestions, would like to contribute to a future newsletter or just feel like sending us a digital high-five, you can provide feedback using our [online survey](#) or at any of our social media pages.



Not on our mailing list?

SUBSCRIBE NOW

Municipal Identifications

A legally accepted form of personal identification is a critical resource for anyone seeking education, employment, health care, and other common services provided by the City of Milwaukee.* For residents who need legally accepted identification, the License Division issues Municipal ID cards. These IDs can be used to access services from the Department of Health, Public Works, and are accepted by a growing number of private businesses. In addition, the Milwaukee Police Department is required to accept the municipal ID card as a valid form of identification. Visit Milwaukee.gov/id to learn more and download a Municipal Identification Card application form.



**Note: the Municipal Identification is specific to the City of Milwaukee, and is not guaranteed to be accepted by other municipalities.*

Licensing Notes

Upcoming License Committee Meetings:

- February 13
- March 5
- March 26

For Applicants:

Some licenses may be approved by your local Council Member, but many require a Licenses Committee hearing. A hearing may be scheduled if there is a change to your license, an objection was filed or there was certain police activity involving your premises. Keep this in mind and plan ahead!

The Licenses Committee generally meets every three weeks, except for the month of August, when no meetings are scheduled. In general, expect to wait 6 to 8 weeks for your license to be granted and issued.

For Community Members:

Your voice matters! Your appearance at committee meetings is helpful for committee members ruling on a business license

If you cannot attend a hearing, but would like to communicate your support or objection to a pending license, email the license division.

Upcoming Pivot Workshops

Do you operate a tavern, restaurant, liquor store, or convenience store? Register for a free Pivot Workshop online at PivotMKE.eventbrite.com!

Session 1

Thursday, February 8

1 p.m. to 3 p.m.

Mitchell Street Library

906 W Historic Mitchell St. (Community Room)

Session 2

Thursday, May 16

1 p.m. to 3 p.m.

Northcott Neighborhood House

2460 N 6th St

Session 3

Tuesday, August 20

1 p.m. to 3 p.m.

Washington Park Library

2121 N Sherman Blvd. (Finney Community Room)

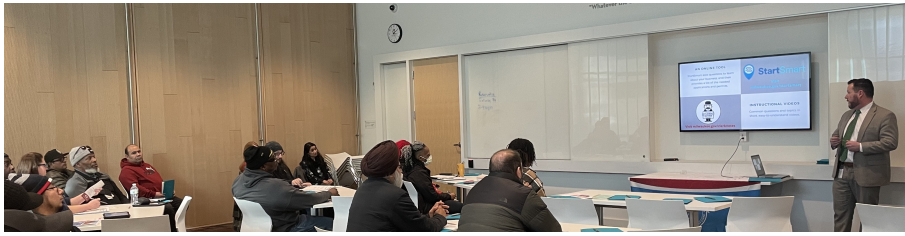
Session 4

Thursday, November 21

1 p.m. to 3 p.m.

Villard Square Library

5190 N 35th St (Community Room)



Pivot Program

Feature Program

Have you been struggling to make sense of licensing regulations? The License Division's Pivot Program - now in its seventh year - is just what you need to cut through the red tape and get your business operating successfully. We can help you with:

- Questions about getting a license or permit
- Better understanding rules and regulations
- Implementing best-practices
- Resolving business or neighborhood problems

If you've never been to a Pivot workshop, now's a great time to check it out!

The 2024 Pivot Workshops will include presentations from various City and State agencies, including the Milwaukee Departments of Health, Neighborhood Services, City Development, Police, and the Wisconsin Department of Revenue.

You (and up to three employees or colleagues of the same business) can join us for these presentations and roundtable discussions. **Best of all, the program is completely free!** Just let us know you'll be attending by visiting PivotMKE.eventbrite.com.

Note: While Pivot workshops are conducted in English, there are radio interpretation services available. The License Division hopes to provide Spanish facilitated workshops during 2024.

For additional resources to help you and your business navigate licensing and business best practices, please visit <https://city.milwaukee.gov/cityclerk/license/Red-Tape-Rescue> where you can access other tools, including the StartSmart Online Tool and the City Clerk Notes with instructional videos. Both of these resources are available in English and Spanish.



Directory

City Clerk's Office License Division

City Hall Room 105
200 E. Wells Street
Milwaukee, WI 53202

Monday-Friday, 8:15AM-4:30PM

Phone: (414) 286-2238

Email: license@milwaukee.gov

Common Council

(414) 286-2221

Licenses Committee

- Ald. Milele A. Coggs (Chair)
- Ald. Mark A. Borkowski (Vice Chair)
- Ald. Jonathan Brostoff
- Ald. Mark Chambers, Jr.
- Ald. Andrea M. Pratt

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Wisconsin Department of Revenue, Alcohol and Tobacco Enforcement Unit

(608) 266-2772

Disciplinary Actions, July—December, 2023

- [I Shop Supermarket](#), 2643 W Atkinson Av. Class A Malt, Class A Liquor, Food Dealer. 15 days suspension, Tuesday, July 31, 2023.
- [Welcome Mart](#), 350 N Plankinton Av, Extended Hours Establishment. Nonrenewal, Tuesday, October 10, 2023.
- [Little Cancun Sports](#), 3040 S Delaware Av. Class B Tavern, Public Entertainment Premises, Food Dealer. 15 days suspension, Tuesday, October 10, 2023.
- [Teutonia Gas and Food](#), 4295 N Teutonia Av. Extended Hours, Filling Station, Food Dealer, Weights and Measures. Revocation, Tuesday, October 10, 2023.
- [Hex Nightclub](#), 715-17 S 5th St. Class B Tavern, Public Entertainment Premises, Food Dealer. Nonrenewal, Tuesday, October 31, 2023.
- [Makk'n'Cheese/Blind Tiger](#), 2242 S Kinnickinnic Av. Class B Tavern, Public Entertainment Premises, Food Dealer. Nonrenewal, Tuesday, October 31, 2023.
- [Suburban Motel](#), 4600 S 27th St. Hotel/Motel. 15 days suspension, Tuesday, October 31, 2023.
- [Citgo](#), 4928 W Villard Av. Extended Hours Establishment, Filling Station, Food Dealer, Weights & Measures. 10 days suspension, Tuesday, October 31, 2023.
- [Brandon, Thayer](#), Class D Operator. Nonrenewal, Tuesday, November 21, 2023.
- [Dollar General Store #14272](#), 1300 E Locust St. Food Dealer. 20 days suspension, Tuesday, November 21, 2023.
- [Taco Bell #31507](#), 6269 S 27th St., Extended Hours Establishment, Food Dealer. 30 days suspension (Extended Hours Establishment), 10 days suspension (Food Dealer), Tuesday, November 21, 2023.
- [Buckshots Bar](#), 3219 S 13th St., Class B Tavern, Public Entertainment Premises, Food Dealer. 60 days suspension, Tuesday, November 21, 2023.

For information regarding a license suspension, non-renewal, or revocation – and for access to all Common Council files, agendas, minutes, meeting videos, and information on City of Milwaukee boards, commissions, and committees – visit the City's [Legistar Research Center \(Legistar\)](#)

Ask the License Division !

Licensing can be complicated and raise many questions for current and aspiring businesses owners, operators, and residents alike. Below are some questions we have received recently that are emblematic of many questions asked of License Specialists in the License Division. If you have a question that you would like to see answered in a future issue of the License Division newsletter, email us at license@milwaukee.gov!

Dear License Division,

I operate a bar in downtown, and St. Patrick's Day is one of our biggest days of business. This year, we want to open up our parking lot as an outdoor space for patrons to enjoy the holiday and host a couple of bands for entertainment. Do I need to obtain any special permits or licenses in order to make that space available for use?

*Slainté,
Pints with Paddy*



Dear Pints with Paddy,

Great question – and one that we get a lot related to holidays and major events! Given that you already hold a Class B Tavern license, you [will need to apply for a Temporary Change of Plan Permit \(TCOP\) and a Temporary Public Entertainment Premise Permit \(TPEP\)](#).

Together, a TCOP and TPEP allows you to temporarily change the operation of your business (such as allowing customers to consume alcohol in your parking lot or having a band play at your event). It is best practice to submit your application 2-3 months in advance in order to ensure enough time for processing and approval, but late applications can be accepted. Good luck with your event plans!

Sincerely,
The License Division Team

Dear License Division,

I am seeking to fulfill my life-long dream of opening a taco truck in Milwaukee this summer. I understand that I will need a Food Peddler Permit, but I am a bit unsure about the requirements of where I need to prepare my food. Can I use my home kitchen to prepare food? Please let me know.

*Sincerely,
Taco Truckin'*



Dear Taco Truckin',

First off, congratulations on following your dream of opening a food truck! Mobile food peddlers are an increasingly common form of food dealing and we have many resources to help you and your business stay within the bounds of the law.

To answer your question, no, you cannot prepare food in your own kitchen for sale. Food peddlers are required to use a base facility to prepare and store their food products. For more information about food bases and shared kitchens, [check out this announcement from the Milwaukee Health Department](#). Good luck on your new venture!

Sincerely,
The License Division Team