



Fall 2025

A MPD officer shares information with entrepreneurs at the first ever Spanish language Pivot Workshop. Read more about the program on page 3.

From the License Division Desk

Fall saw the License Division host the first-ever Pivot workshop presented entirely in Spanish. The workshop, held at the Mitchell Street Library, was well attended by Spanish-speaking entrepreneurs. We thank all the city departments that presented, as well as the community members who helped promote the event among Spanish-speaking entrepreneurs. We will continue to explore ways to support Spanish-speaking entrepreneurs in 2026, including through the Pivot Program.

Speaking of 2026, the new year brings into effect new rules for event spaces. Effective January 1, 2026, all event venues available for public rental that all alcohol beverages on the premises must hold either a Class B Tavern License from the City of Milwaukee, or a No-Sale Event Venue Permit from the Wisconsin Department of Revenue. Learn more about the differences between the license and permit on page 2, so your business can make an informed decision.

Also in this issue are resources for residents who are dealing with problem businesses in their neighborhoods, information on Municipal Identification Cards, and registration information for the 2026 Pivot Program.

As always, thank you for reading the License Division's quarterly newsletter. Please contact us if you have any questions.

Sincerely,

Jim Cooney

License Division Manager

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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



Licensing Notes

Dealing with Problem Businesses Brochures

Living near a business can be a benefit for residents, but it can also bring issues. Fortunately, there are steps residents can take to address issues with businesses. The License Division recently published a series of brochures that outline the steps residents can take to address problematic behavior. Read the “So You’ve Got a Problem Tavern (or Business)?” brochure for recommendations on addressing issues with a problem business in your neighborhood.

Act 73 and Event Venues

Effective January 1, 2026, public places available for rental as event venues that wish to serve alcohol beverages must hold either a Class B Tavern License or a No-Sale Event Permit.

What is the License Division?

The License Division is a branch of the Common Council-City Clerk’s Office. We process applications for dozens of different types of licenses 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 any of our social media pages.



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Use the table below to understand the differences between these options:

Class B Tavern License	No-Sale Event Venue Permit
• Approved by the Milwaukee Common Council. • Allows for the sale and service of alcohol on the premises, including hard liquor, beer, and wine. • No limit on the number or frequency of events. • The licensee can charge an admission fee or cover charge.	• Issued by the Wisconsin Department of Revenue. • Allows for the service, but not sale, of beer and wine, and no service of hard liquor. • The venue cannot be rented out more than 6 days per calendar year and no more than one day a month. • The permittee cannot charge an admission fee or cover charge.

Visit www.milwaukee.gov/licensespermits to download a Class B Tavern License application, and visit www.revenue.wi.gov/Pages/FAQS/alc-event-venue.aspx for information on the No-Sale Event Venue Permit.

Additionally, to align with this change, the definition of a Public Entertainment Premises in the Milwaukee Code of Ordinances has been updated. For a full definition, see MCO Ch. 108-3.7.



Pivot Program

Pivot Program

Have you been struggling to make sense of licensing regulations? The License Division's Pivot Program 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! Below are the 2026 dates and venues:

2026 Pivot Workshops (English):

- Wednesday, March 11, 1pm-3pm, Beulah Brinton Community Center, 2555 S. Bay St.
- Tuesday, June 16, 1pm-3pm, location TBA.
- Thursday, September 17, 1pm-3pm, location TBA
- Thursday, December 10, 1pm-3pm, location TBA

2026 Pivot Workshops (Spanish):

- Thursday, April 23, 1pm-3pm, Mitchell Street Library, 906 W Historic Mitchell St.
- Thursday, October 15, 1pm-3pm, location TBA

Pivot workshop presentations include representatives from the Milwaukee Departments of Health, Neighborhood Services, Administration, City Development, and Police.

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

Licensing Notes

Upcoming Licenses Committee Meetings:

- Tuesday, December 2
- Tuesday, January 6
- Tuesday, January 27

For Applicants:

Some licenses may be approved by your local Alderperson, 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 Council is in recess. 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!





Directory

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 Members

- Ald. JoCasta Zamarripa, Chair
- Ald. Andrea M. Pratt, Vice-Chair
- Ald. Mark Chambers
- Ald. Peter Burgelis
- Ald. Alex Brower

MPD License Investigation Unit

(414) 935-7430

Department of Neighborhood Services

(414) 286-2268

Health Department

(414) 286-3674

Disciplinary Actions, October—November 2025

- [El Pastorcito Mixe](#). 4101 W Greenfield Av., Food Peddler License. 10 days suspension. 10/14/2025.
- [Little Caesars #314](#). 9230 Capitol Dr., Food Dealer License. 32 days suspension held in abeyance. 11/4/2025.
- [ELMNT LOUNGE](#). 618 N Water St., Class B Tavern, Public Entertainment Premises, Food Dealer and Sidewalk Dining Licenses. Revocation. 11/4/2025

Avoid disciplinary actions by following these simple best practices:

- Employ [Crime Prevention Through Environmental Design](#) practices, such as natural surveillance, lighting, and maintaining a clean and organized business.
- Communicate with your local Community Liaison Officer and Alderperson by sharing challenges and successes your business encounters.
- Maintain a clean and orderly premises and train employees in regular cleaning of the premises.
- Listen to your neighbors and treat their concerns seriously and with respect. Share your contact information with neighbors so they can easily reach you if issues arise.
- Be cooperative with police, and act on feedback from police and inspectors.
- Understand what your license permits you to do on the business premises.
- Show up in-person or virtually if you are scheduled to appear before the Licenses Committee. If you or your lawyer are not present, your application will be held.

Municipal Identification Card

A legally accepted form of personal identification is a critical resource for anyone seeking education, employment, health care, and other services provided by City of Milwaukee. For Milwaukee residents 16 years of age or older, the License Division offers Municipal Identification Cards. These cards can be used to access services from any City of Milwaukee Department, including the Milwaukee Police Department. Additionally, a growing number of private businesses accept the Municipal ID Card as a valid form of ID for customers seeking their services (see below for more information).



The License Division now accepts digital versions of documents as proof of residency, such as utility or cell phone bills, provided applicants show the documents in the native environment. Visit Milwaukee.gov/id to learn more and download a Municipal Identification Card application.

Your Municipal Identification is Accepted Here!

Among the most common questions asked by Municipal ID applicants is “Where can I use my Municipal ID Card?” Now there is an answer! By visiting www.milwaukee.gov/id users can access a list of municipal departments, private businesses, and organizations that accept the Municipal ID as a valid form of identification for their customers.

To use the tool, simply select the desired service from the provided dropdown list (such as housing or education), and the list will update to display local institutions that provide that service or product and will accept your identification. With a simple click, you can access their contact information or review any stipulations for using the Municipal ID Card at their establishments. If your business accepts the Municipal ID Card, consider completing a brief questionnaire at <https://forms.office.com/g/G1taYLxQd2>. License Division staff will review your submission and add your business to the list.



Your Municipal ID is Accepted Here!

Do you use a Municipal Identification card as a form of ID? If so, you can use your Municipal ID at the businesses and organizations below. The Municipal Identification Card is a City-issued ID card for Milwaukee residents aged 14 years or older. If your business accepts the ID as a valid form of identification, please complete the online form to add your name to the list.

Keywords Business/Organization Categories clear all

- select -

Bani Foods Inc. 2719 N. Blaine Pl. Milwaukee, WI 53210 Call Us Email Us	City of Milwaukee - Health Department 841 N Broadway Milwaukee WI 53202 Call Us Visit Our Website
City of Milwaukee - License Division 200 E Wells St. Room 105 Milwaukee, WI 53202 Call Us Email Us Visit Our Website	City of Milwaukee - Office of Community Wellness & Safety Northwest Health Center 7603 W Hill Road Milwaukee, WI 53218 Call Us Email Us Visit Our Website

Thank you for reading the License Division Newsletter. Contact us at license@milwaukee.gov if you have any questions about the content of the newsletter or licensing matters.