



Summer 2025

A License Division staff member speaks with a resident about the Pivot Program at the Bronzeville Cultural & Arts Festival in August.

From the License Division Desk

As Summer comes to a close, the License Division is excited to announce our first-ever Pivot Workshop presented entirely in Spanish. In celebration of National Hispanic Heritage Month, the License Division, along with our partners in the Milwaukee Police Department, Department of Neighborhood Services, Department of Health, and Department of City Development will be presenting the workshop in Spanish on October 7th at the Mitchell Street Library, from 1pm-3pm. Learn more about the Pivot program on page 3 of this newsletter.

Also in this issue, you can read about changes to the Milwaukee Code of Ordinances impacting various license types, including: Food Peddler, Recycling, Salvaging, and Towing, Class C Wine, and Tattoo and Body-Piercing. If your business holds any of these licenses, be sure to review those changes on page 2 and contact the License Division at license@milwaukee.gov if you have any questions on how these changes impact your business.

Finally, a brief update that the License Division continues to make progress towards deploying business licenses to the online licensing platform, Accela. Stay tuned for an announcement regarding the go-live date.

Sincerely,
Jim Cooney
License Division Manager

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Licensing Notes

Updates to Tattooing and Body-Piercing regulations

Effective July 15, 2025, the Milwaukee Code of Ordinances is updated to accurately reflect state code references in the city's tattooing and body-piercing regulations. The changes codify the authority for the Milwaukee Health Department to act as an authorized agent of the Wisconsin Department of Safety and Professional Services. Additionally, the ordinance change codifies that temporary tattoo and body-piercing licenses expire at midnight on the last day of the temporary event.

Expansion of Downtown Type 1 Time Limited Food Peddler Vehicle

Effective August 7, 2025, the downtown type 1 time-limited food peddler vehicle zone's boundary has been expanded to include the area bounded by W. Vliet

Street, W. Juneau Avenue, W. Winnebago Street, and the Milwaukee River. Food peddler vehicles operating in the downtown type 1 zone may not sell in the area for more than 6 hours during a 12-hour period, and may not conduct any sales between 1:00am and 6:00am. For more information on this and other Food Peddler regulations, visit www.milwaukee.gov/FoodTrucks.

License Period for Nonconsensual Towing Businesses Reduced from Two to One Year

Effective August 19, 2025, the license period for Recycling, Salvaging, and Towing (RST) businesses engaged in non-consensual towing is reduced to one year. This change is due to the disproportionate accumulation of objections to RST business that are engaged in nonconsensual towing.

Candle-making Studios Added to Exempt Businesses for "Class C" Wine Licenses

Effective August 19, 2025, candle-making studios are included in the list of business exempt from the prohibition on the granting of a "Class C" wine license. Per Milwaukee Code of Ordinances Ch. 90-1-4.2 a candle-making studio is defined as a "business location primarily dedicated to offering candle-making workshops or lessons, where customer can engage in the hand-on creation of custom candles."

Who are we?

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 at any of our social media pages.



Not on our mailing list?

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Pivot Program

Pivot 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 2025 Pivot Workshops will include presentations from various City and State agencies, including the Milwaukee Departments of Health, Neighborhood Services, City Development, and Police.

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.

Spanish language Pivot Workshop

In celebration of National Hispanic Heritage Month, the License Division is hosting a Pivot Workshop presented entirely in Spanish! The workshop is on Tuesday, October 7th, from 1pm-3pm at the Mitchell Street Library in the Community Room. Register for free at PivotMKE.eventbrite.com.



Licensing Notes

Upcoming Licenses Committee Meetings:

- Tuesday, September 30
- Tuesday, October 21
- Tuesday, November 11

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!

- Tuesday, October 7 MPL- Mitchell Street Branch (Spanish)
- Tuesday, November 18 MPL- Zablocki Branch





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, July—September 2025

- [Evolution Beauty and Barbershop](#). 803 W Oklahoma Av., Loading Zone License. Nonrenewal. 7/15/2025.
- [Third Street Quick Mart](#). 3249 N 3rd St., Food Dealer License. 10 days suspension. 9/23/2025.
- [Flame 13 Restaurant and Bar](#). 2230 Martin L King Jr Dr., Class B Tavern, Public Entertainment Premises, and Food Dealer Licenses. Nonrenewal. 9/23/2025.
- [GAS DEPOT](#). 2707 W Burleigh St., Extended Hours Establishments, Filling Station, Food Dealer, and Weights & Measures Licenses. 10 days suspension. 9/23/2025
- [Club 69](#). 1663 S 11th St., Class B Tavern License. 90 days suspension. 9/23/2025.
- [Passion Nightclub](#). 1566-1570 S Muskego Av., Class B Tavern and Public Entertainment Premises Licenses. Revocation. 9/23/2025.

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 may 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 14 years of age or older, the License Division offers Municipal Identification Cards. These cards can be used to access services from the 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 good 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 establishment. 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.