

Celella, Jessica

From: Schunk, Jason
Sent: Monday, March 02, 2015 8:01 AM
To: Owczarski, Jim; Pfaff, Richard
Cc: Celella, Jessica
Subject: Fwd: Suggestions
Attachments: image001.png; image002.jpg

First one!

Sent from my iPhone

Begin forwarded message:

From: License <LICENSE@milwaukee.gov>
Date: March 2, 2015 at 7:59:16 AM CST
To: "Schunk, Jason" <LICMGR@milwaukee.gov>
Subject: FW: Suggestions



Jonathan Koberstein
License Specialist III
City Clerk's Office – License Division
City Hall Rm 105
200 E Wells St
Milwaukee, WI 53202
(414)286-2238 Office
(414)286-3057 Fax

From:
Sent: Saturday, February 28, 2015 11:18 AM
To: License
Subject: Suggestions

Hi!

I'd love to see the City of Milwaukee revisit two licensing laws in particular.

1. Photography. Right now "professional" photographers are required to have a license. "Amateur" photographers don't need a license, yet they shoot with the same equipment. Videographers don't need a license, even though they shoot with the same equipment and get paid for it.

The license requirement is antiquated, unenforced, and probably unenforceable. It's also an affront to free speech, as many professional bloggers and media take pictures of events in Milwaukee. It's become a \$100 tax on one-person businesses and a reason for photographers to list their office/studio outside the city limits.

My brief research into photography license requirements in Wisconsin could find no other municipalities with a professional photographer license requirement.

2. Amusement Machine Distributor. My business considered adding per-day rental of amusement machines like classic PacMan, Centipede, and traditional photo booths as a service, popular with weddings and other parties. \$850/year is prohibitively expensive for this. Our analysis was that there was simply not enough profit to make an additional \$850 per year investment. The fee is obviously designed for renters to semi-permanent installations like taverns and arcades. For temporary and one-night events like weddings, it is simply too much.

The amusement machines category has changed significantly in the last decade and needs to be revisited. Currently, one-night rentals of arcade machines are only available from out-of-city vendors. These vendors are almost certainly not paying Milwaukee's licensing fee. If the licensing fee were brought in-line with other city licensing fees, my company could afford to compete with these companies from other cities and states.

Whatever changes the city makes, I hope it is with the goal of simplifying the requirements and lowering the bar to entry for small businesses.

I am, unfortunately, unable to attend the upcoming Milwaukee small business licensing meetings. I appreciate you taking the time to collect opinions and ideas.

Thank you,

From:
Sent: Saturday, March 07, 2015 2:23 PM
To: License
Subject: Written Listening session contribution
Importance: High
Sensitivity: Confidential

Hello there

I am unable to attend the sessions but want to provide feedback.

1. Umbrella/Commissary license & occupancy permits: incubator kitchens which covers all tenants using the space (should be priced depending on number of tenants, i.e. 1-5 pay less than 5-10 etc)
2. Multi-Permit packages to reduce individual license costs. i.e. 1-3 permits costs regular price, 3-5 save 10%, 5-10 save 20% 10+ save 30% (or something to that effect)
3. Transferable kitchen license for tenants who must share a kitchen and need to move to a different location.
4. Tiered pricing: Reduced fees for startups/business revenue <\$50k annual, under 2 yrs old with under 5 employees pay less (or something to that effect)
5. Permit/licensing Fee reductions/Waivers for disadvantaged businesses locating in targeted BIDs and/or zip codes depending on length of time at that location
6. Reduced renewal fees
7. Online renewal & payment options for established businesses

If I think of something more I will amend/update.

