



# **Common Council – City Clerk’s Office**

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## **Activities & Strategies**

**Preliminary Report**

**March, 2016**

Report by the City Clerk’s Office updating the Common Council on its activities relating to the Local Business Action Team’s recommendations and conveying its plan for further improving business services in Milwaukee.



## COMMON COUNCIL – CITY CLERK'S OFFICE

City of Milwaukee, Wisconsin  
March 2016

**Prepared by:**  
License Division  
City of Milwaukee  
Room 105, City Hall  
200 E. Wells Street  
Milwaukee, WI 53202  
[www.milwaukee.gov/](http://www.milwaukee.gov/)

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## II. Introduction

*The overarching goal of all of LBAT's activities was to find ways of making the City of Milwaukee an easier, more welcoming place to do business, thereby stimulating investment in the city, as well as the creation of jobs and additional tax base.*

LBAT Report, August 2015.

## A. Preface

As part of its ongoing efforts to improve opportunities for business to thrive in Milwaukee, the Common Council-City Clerk's Office has created the Red Tape Rescue program in the License Division. Inspired by the Local Business Action Team ("LBAT"), a temporary City of Milwaukee committee, the program's aim is to fulfill and continue efforts initiated by the LBAT regarding issues that impact the interaction between local business and City government.

The LBAT was established in June, 2014, for the purpose of evaluating and making recommendations to the Common Council, and held 8 regular meetings and 2 public forums over a period of 9 months, with the goal of finding ways to:

- Make the City an easier, more welcoming place to do business.
- Stimulate investment in the city.
- Create jobs and add to the tax base.

The LBAT discussed a variety of matters relating to its mission, including topics relating to improvements in City processes, small business development and public-private relations. A detailed presentation of these discussions can be found in the LBAT's August 2015 report on its activities, findings and recommendations.

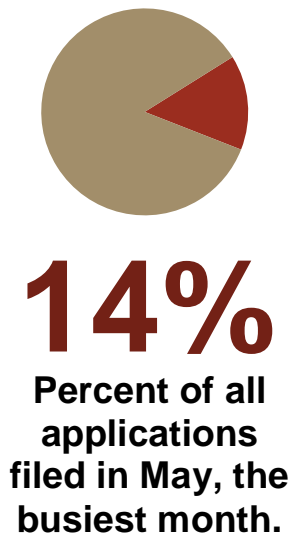
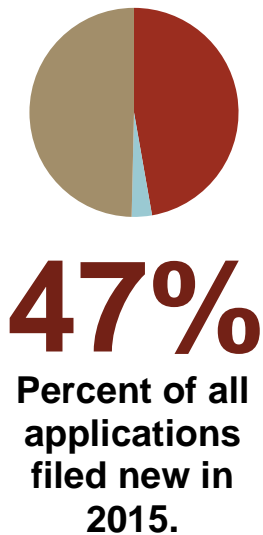
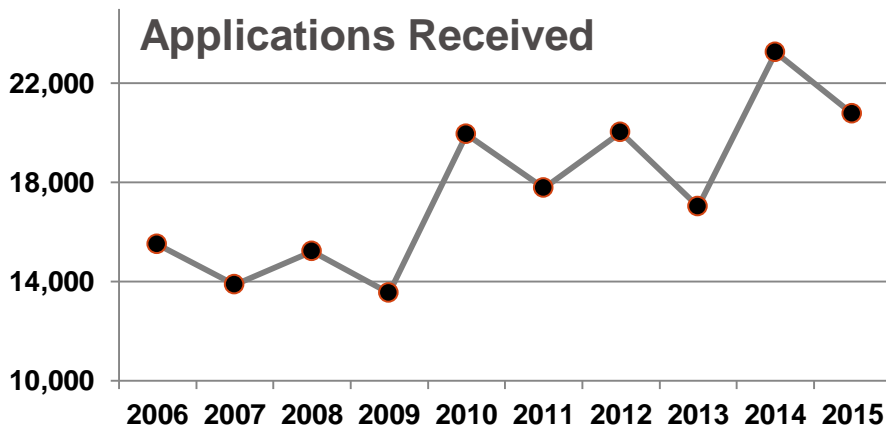
As part of its final recommendations, the LBAT made several recommendations to the License Division for process and service-delivery improvements. Each recommendation and its status are provided in Table 1 on page 10 and 11 of this report.

A brief discussion of the Red Tape Rescue programs follows, including information on goals, objectives, current efforts, planned initiatives and, where applicable, available statistics, metrics and timelines for completion.

## B. Background

The City of Milwaukee’s License Division is responsible for issuance of nearly 100 distinct license or permit types. In 2015 alone, over 20,000 license or permit applications were received, with the Class D Operator License type the most prevalent. Of the 20,000 applications, over 47% were new applications.

The overriding goal of the License Division is to connect Milwaukee businesses and residents to the resources and tools needed to be successful and self-sufficient in the community. Our 13 staff members are committed to fulfilling this goal.



# III. Status Update



## Completed

- Revised fingerprinting requirements.
- Elimination / consolidation of select licenses.
- Conditional Building Permits.
- Reconfiguration of License Division Space.
- Various process improvements.



## In-Progress

- “Business Navigator” & “Clerk Notes”.
- Lexically score applications.
- Review / redesign / standardize license forms.
- Integrate license application process into LMS.
- Licensed premises training program.

**Table 1. Summary of Recommendations of the Local Business Action Team.**

<b>LBAT Recommendation</b>	<b>Action/Status</b>		<b>Next Steps</b>
Revise fingerprinting requirements.	Completed 9/22/2015 (CCFN 150634)	✓	N/A - Recommendation Completed
Eliminate professional photographer license requirement.	Completed 6/2/2015 (CCFN 150078)	✓	N/A - Recommendation Completed
Explore the effectiveness of full-time licensing staff at the Development Center.	Preliminary discussions initiated with DNS.	+	Awaiting LMS capability (information sharing). Staff currently on-call as needed.
Allow conditional building permits for certain construction.	Completed 11/24/2015 (CCFN 151067)	✓	N/A - Recommendation Completed
Lexically score all license & permit application forms, sheets & pamphlets.	"Best practices" testing of scoring procedure completed (see attached).	+	Forms to be scored, reviewed and revised by new Business Systems Specialist (hired Feb. 29).
Review, redesign and/or standardize license & permit application forms.	Approximately 20% of form review completed (RST, Temporary Food, etc.).	+	
Integrate the license application process into the LMS system.	Discussions with ITMD ongoing.	+	March 24 meeting scheduled with the LMS developer & ITMD.
Reduce the need for in-person license processes (application & approval).	Pilot "Business Navigator" app in development. Online renewals (food) expanding.	+	Anticipate version 'beta' of Navigator ready for launch and testing early May.
Increased opportunities for in-person feedback by increasing points of contact.	Dialogue with ITMD (LMS), DPW (extended hours) & DNR (LiveChat) initiated.	+	Meeting with Library (satellites). Ready to pilot extended hours initiative.



**Table 1. (Continued).**

<b>LBAT Recommendation</b>	<b>Action/Status</b>		<b>Next Steps</b>
Implement self-service licensing areas/resources.	Phase I complete: (reconfiguration of License Division space).	✓ +	Phase II: "Business Navigator." Phase III: Bi-lingual CSR-II.
Create tutorial videos, pamphlets, etc., regarding the license process.	Pilot "Business Navigator" and "Clerk Notes" modules in-development.	+	To be incorporated into "Business Navigator." Est. "beta" launch May 2.
Increase participation in business-community workshops.	Various & ongoing (tavern call-ins, RST meetings, MKE Business summit, etc.).	+	Ongoing. Presentation at May 2 Milwaukee Small Business Conference.
Quarterly/mandatory license training events	Discussions with City Attorney's Office complete.	+	Follow-up agenda-setting meeting scheduled with City Attorney's Office (March 23).
Creation of subscribed/social media information releases.	Preliminary discussion with ITMD regarding E-notify capabilities.	+	Submit materials to ITMD for development of new e-notify category.
Consolidation/standardization of license types.	RST: CCFN 141893 & 151458 (9/22/15 & 2/9/16). Food Peddler: CCFN 151387 (2/9/16)	+	Continuing to evaluate. (E.g. Closing home improvement salesperson loophole).
Establish inter-departmental workgroups regarding license processes improvements.	Ongoing analysis in weekly process improvement workgroups.	+	Process mapping meeting scheduled with DPW (selected topics).
Consolidation/standardization of code provisions (procedure).	CCFN151320 (1/19/2016).	+	Continuing to evaluate. (E.g. reordering of ch. 90, fee studies, etc.).

## IV. Red Tape Rescue

***The effectiveness of a public agency really ought to be measured, many people feel, not by the money it spends, the programs it administers, the services it delivers, the regulations it enforces or even the goals it achieves, but by whether the programs, services, regulations and goals have the desired effect on the right people.***

“Efficiency vs. Effectiveness”  
APWA Reporter, December 2006.

## A. Goals & Objectives

### 1. EFFICIENCY (“Doing Things Right”) *Increasing the time-to-value ratio of the licensing process.*



Objective 1a: Reduce the amount of time/effort to obtain a City license or permit.

*Example:* Inter-departmental process improvement workgroups.



Objective 1b: Increase the value of holding a City license or permit.

*Example:* License consolidation; removal of redundant processes.

### 2. EFFECTIVENESS (“Doing the Right Thing”) *Helping businesses & communities grow stronger, together.*



Objective 2a: Provide businesses with the tools to better navigate City licensing.

*Example:* The “Business Navigator.”



Objective 2b: Proactively address business-community topics or concerns.

*Example:* Licensed premises training program.

### 3. EVALUATION *Promoting long-term, sustained improvement.*



Objective 2a: Continually evaluate program goals, objectives and outcomes.

*Example:* Business/community workshops; customer surveys.



Objective 2b: Measure and report on program impact annually.

*Example:* Annual report to the Common Council.

## B. Planned Initiatives

### 1. BUSINESS NAVIGATOR



*Summary:* Currently under development with the help of ITMD and DCD, the Business Navigator is an application to help potential license applicants through the application process. By following a decision tree, applicants will be provided a comprehensive package of needed materials and available resources. Currently, the License Division is working to complete a 'beta' module, to include all food- and beverage-related licenses. Additional modules will be added over time.

*Timeline:*

- April 1: Estimated completion of preliminary ITMD work.
- April 4-15: Internal testing for bugs, inconsistencies, clarifications, etc.
- April 29: Estimated completion of further ITMD work; 'beta' module goes online.
- May 2: Official launch of 'beta' module at Milwaukee Small Business Conference.
- Ongoing: Process mapping, information gathering and tutorial development for additional modules.

### 2. CLERK'S NOTES

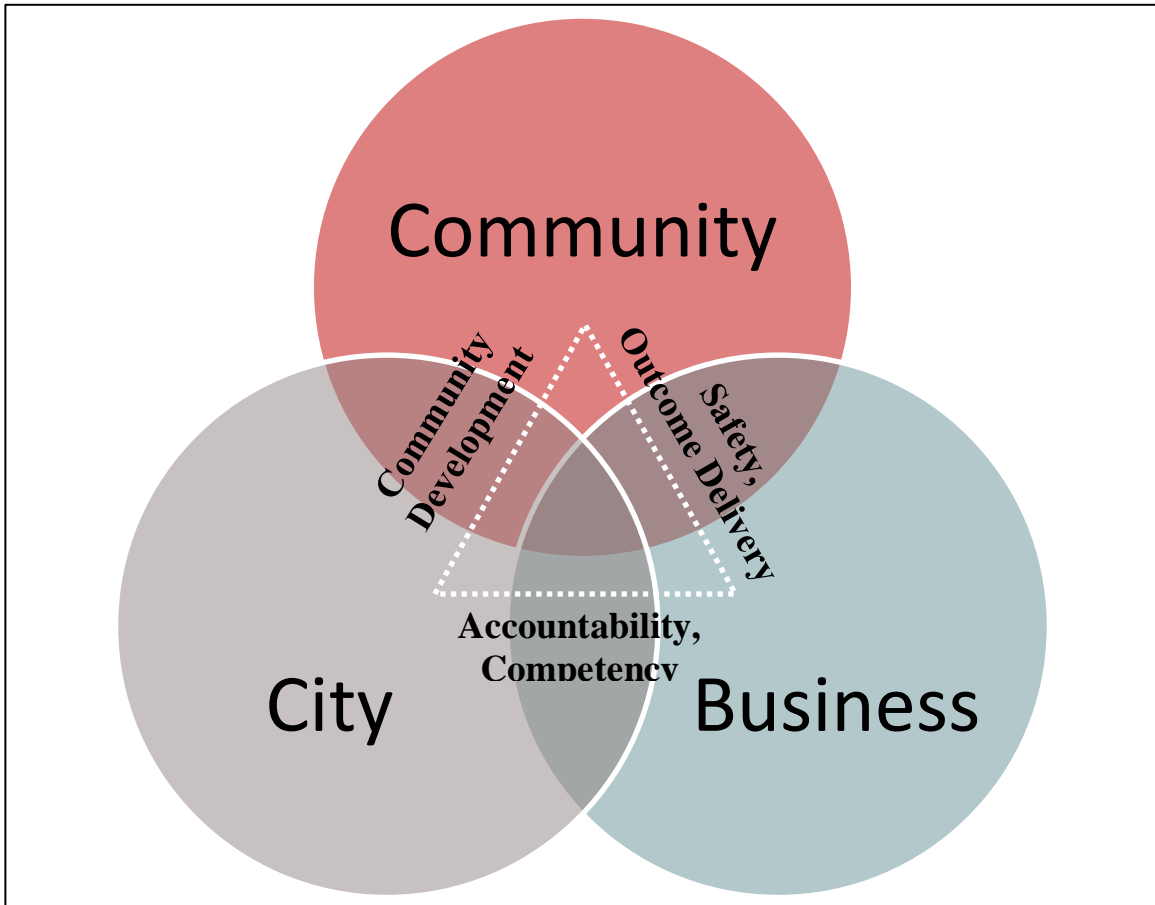


*Summary:* A series of short tutorial and educational videos, the Clerk's Notes initiative will provide license and permit applicants with the knowledge necessary for the licensing process without having to visit City Hall. Potential topics may include: insurance requirements, fingerprinting, occupancy and important terms to know.

*Timeline:* To be completed in conjunction with the Business Navigator. Brief instructional videos are already planned as part of the Business Navigator's 'beta' module (see below list). More in-depth topics will be explored as additional modules are added.

- March 21-April 1: Development of preliminary instructional videos.
- April 4-15: Public Information Division work on instructional videos.
- April 29: Estimated completion for ITMD-related work.

**Figure 1. The Red Tape Rescue program aims to make its impact at the nexus of business, community and City government.**



### 3. BUSINESS/COMMUNITY ENGAGEMENT

Various actions have been recommended by the LBAT and are currently underway in the License Division to improve community outreach and business engagement efforts. A brief overview of current and select planned initiatives is provided below.



#### *Licensed Premises Training:*



The License Division is working with the City Attorney's Office on the implementation of a Licensed Premises Training program. The program is envisioned as a proactive and ongoing effort, but, in certain circumstances, may be used in lieu of or in addition to license suspension or revocation. The program will initially be available only for certain businesses, such as taverns, convenience stores/gas stations, scrap yards, restaurants, but may be expanded as time and resources allow. Major topics of discussion at

licensed premises training programs will include:

- Terms of licenses (requirements, limitations, common mistakes).
- Issues involving areas surrounding premises (“how to be a good neighbor”).
- Consequences of violations (fines, designations, License Committee actions).
- How to be proactive (security, relationship with public officials).
- Important contacts.

Preliminary discussions with the City Attorney’s Office have been completed, and the License Division is in the process of developing materials for its first training program, to be implemented in May.



*Multi-lingual Outreach:*

The License Division is in the process of hiring its first bi-lingual staff member, to begin work in late April or early May. The new Customer Services Representative II will act as the primary contact for customers, directing individuals to appropriate staff to more proactively and more efficiently address customer needs.



*Satellite Locations & Extended Hours:*

The License Division has initiated discussion with various City departments (including ITMD, the Library and DPW) regarding the implementation of scheduled satellite License Division locations and extended office hours during anticipated “peak” licenses renewal dates. It is anticipated that a ‘pilot’ launch of these initiatives will begin in May.



*E-Notify:*

The License Division has met with ITMD regarding E-notify capabilities and anticipates launching its first E-notify bulletin with the launch of the Business Navigator.



*Improved Archive Retrieval*

In an effort to make archived documents more easily accessible to the public, the City Clerk has committed to the digitization (in archival quality) of the Historic Preservation Commission’s records. The City Clerk is also exploring the feasibility of creating a “one-stop-shop” of centrally-located and digitally available resources relating to City Records, the Historic Preservation Commission and the LRB Library.





#### Customer Surveys:

There is a link on the License Division website to a customer service survey to help staff monitor customer satisfaction and solicit feedback for improvements to services.

#### 4. PROCESS IMPROVEMENT WORKGROUP



*Summary:* Each week, select License Division staff meet to discuss license processes and brainstorm improvements. Some of the workgroup's ideas have already been implemented (see the Appendix for a comprehensive list of action items identified by the workgroup and related achievements).

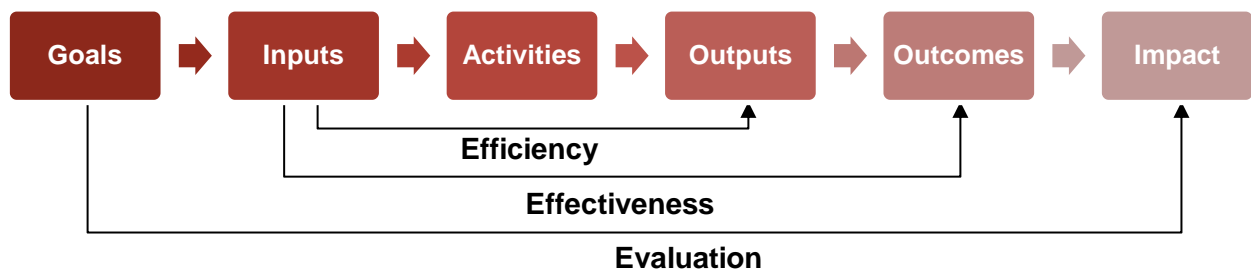


*Timeline:* Ongoing. The workgroup has currently identified the following improvements:

- Simplifying Home Improvement Contractor and Home Improvement Salesperson photograph requirements & closing certain loopholes.
- Consolidation of Phonograph and Amusement Machine Distributor license types.
- Standardization of residency requirements for Precious Metal and Gem Dealers, Pawnbrokers and Secondhand Dealers.
- Standardization of photograph requirements for applicants for all licenses issued by City Clerk to specify the submission of only one “headshot” photograph.

The workgroup also maintains a list of ongoing issues or concerns which may require additional research or follow-up. Currently, this list includes:

- Working with the City Attorney’s Office to review insurance and bonding requirements, and, in cooperation with a risk management consultant, determine which requirements are still needed and appropriate coverages.
- Exploring the feasibility of granting extended hours licenses in the same manner as and in conjunction with a “parent” license.
- Exploring the feasibility of allowing temporary deviations to plans of operation for businesses other than for alcohol, food and entertainment premises.



**Figure 3. Red Tape Rescue Dashboard**

Initiative	Aug 2015	Sep 2015	Oct 2015	Nov 2015	Dec 2015	Jan 2016	Feb 2016	Mar 2016	Apr 2016	May 2016	Jun 2016	Jul 2016	Aug 2016	Sep 2016	
Process Improvement Workgroup	[RST]			[Food Peddler]											
"Business Navigator"											[Testing - MKE Small Bus. Conf.]				
Licensed Premises Training															
"Clerk Notes"															
	LBAT Final Report							[Business Systems Specialist]							
										CSR II	[City Records extended hours]				

### C. Evaluation

The License Division is committed to the implementation and refinement of its Red Tape Rescue program. To this end, the License Division encourages the Common Council and City Departments to familiarize themselves with the program’s goals and objectives, and to work with the License Division and other groups to:

- Prioritize and implement specific initiatives.
- Consider the goals and objectives of the Red Tape Rescue program in departmental and other initiatives.
- Communicate planning and evaluative information back to the License Division for future improvements.

### Proposed Metrics

- ✓ Average time spent at City Hall.
- ✓ Percent of applications filed or renewed online.
- ✓ Number of license suspensions, revocations or non-renewals avoided.
- ✓ Average days to issue license or permit.



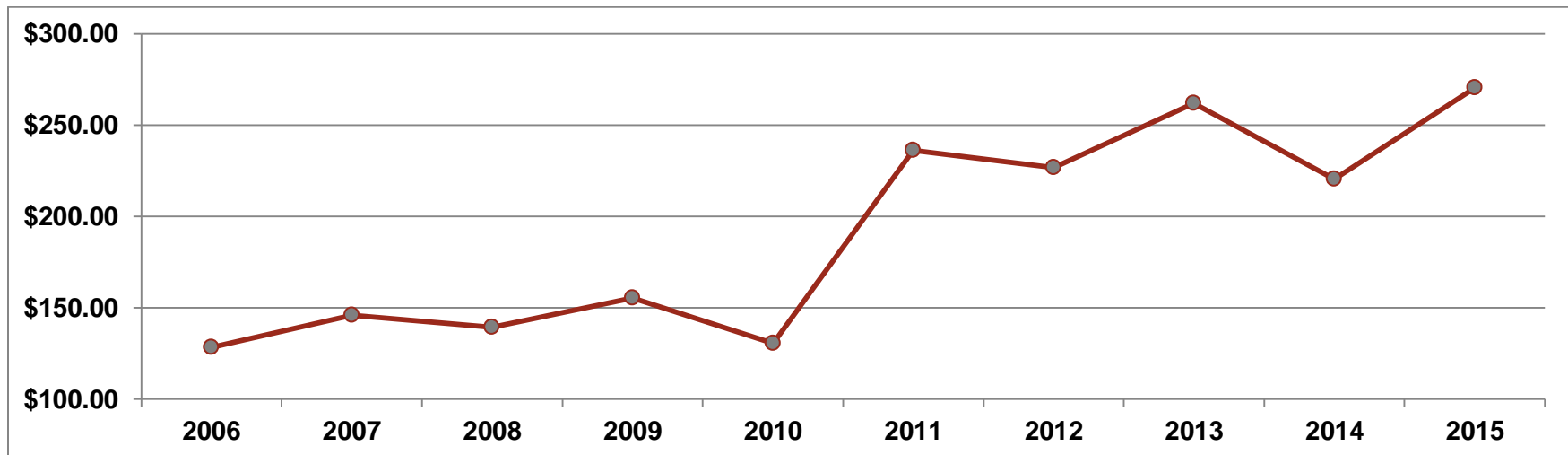
The License Division will monthly evaluate its own progress regarding internal efficiencies and effectiveness, and annually prepare a Red Tape Rescue report to the Common Council communicating the continuing relevance of the program's goals, measures and results.

Proposed metrics for the Red Tape Rescue program are identified in the sidebars on page 18 and 19. To evaluate the success of the program, baseline measurements will be recorded for one year, with ongoing goals set thereafter. For instance, the License Division will record/calculate the current average number of days to issue a license and then provide a benchmark ("reduce by 'X' days") in its next report.

### Proposed Metrics

- ✓ Business cost per license applied for or issued.
- ✓ Percent of applications returned due to insufficient information.
- ✓ Average customer satisfaction rating.
- ✓ Percent of licenses renewed on time.

**Figure 4. Example metric: Average fee paid per application, 2006-2015.**



# V. Conclusion

Improving the climate for entrepreneurial growth in Milwaukee is more than a one-time endeavor. Through its Red Tape Rescue program, the Licensing Division hopes to not only fulfill the recommendations of the Local Business Action Team, but also to continually improve business and customer services in the City of Milwaukee.

We anticipate that the initiatives identified here will serve as a framework for improvements yet to come. Through these and other efforts, we hope to achieve lasting success, including:

- Improving licensing efficiency and effectiveness by providing necessary tools and better information about licensing requirements and how to comply.
- Ensuring enforcement promotes compliance through education and flexibility.
- Correcting licensing issues by simplifying rules and compliance processes.
- Creating a customer service culture within City staff that appreciates the monetary value of time to local businesses.

Prepared by: Andrew VanNatta, Business Systems Specialist

Edited by: Jason Schunk, License Division Manager

Last Updated: March 16, 2016

# VI. Attachments

## A. Process Improvement Workgroup Achievements

**Table 3. Policy-related achievements.**

Issue/Topic	Resolution
Contradictory code provisions relating to determining license periods for renewals filed late (i.e. remainder of period vs. from date of issuance).	Code updated to read that such licenses to be valid for the license period specified in ch. 81 - CCFN 151320 (1/19/2016).
Provisional renewal licenses do not expire after nonrenewal or suspension.	Code updated to include nonrenewal and suspension - CCFN 151320 (1/19/2016).
No code provisions in ch. 81 relating to Tattoo & Body Piercing license duration.	Added language in s. 81-121 consistent with state law - CCFN 151320 (1/19/2016).
Review Ch 85 provisions regarding outdated or incorrect state licenses seller's permits requirements.	Requirements updated by amending code to indicate "if required by the Wisconsin Department of Revenue" - CCFN 151320 (1/19/2016).
Update code to allow proration of new licenses to align with existing licenses (currently allow existing licenses to align with new licenses).	Code updated to allow proration - CCFN 151320 (1/19/2016).
Outdated code reference regarding change in operations (s. 108-5-4-b).	Code references updated - CCFN 151320 (1/19/2016).
Incorrect reference in code regarding licensed dwelling facilities.	Code updated - CCFN151320 (1/19/2016)

**Table 4. Procedural achievements.**

Issue/Topic	Resolution
Certain License Division standard operating procedures (SOPs) out-of-date.	Established SOPs for expectations of backup License Specialist when primary License Specialist is out.
Confusion regarding follow-up on applications when BOZA variances have been granted.	Process added to standard operating procedures.
Clarification regarding taxi changes of ownership and related fees.	Change of ownership entered as a license transfer with a new license period.
Finalize Change of Agent and New Applicant letters. New procedures & staff training required.	Letters finalized, written procedure created and training completed.
Confusion regarding certain home improvement contractor license requirements.	Information sheet updated to reflect that a business only doing concrete work does not need a home improvement contractors license.
Consider implementing a late fee for Temporary Bartenders (TBART)	Discussed and decided to send TBART information with alcohol applications to nonprofit organizations each year.
Clarification needed regarding application for provisional bartender licenses.	Businesses may apply for provisional bartender licenses at the same time as the regular license (licenses cannot be refunded in certain circumstances).
Clarification needed regarding in what instances City- and County-owned properties need licenses. (ex: parking structures)	City - No parking lot or weights & measures license required. County - Both required.
Confusion relating to public passenger vehicle (PPV) licensing exemptions.	Updated the PPV and driver information sheets. Moved exemptions from the driver info. sheet to the vehicle info. sheet.
Temporary Food & Seasonal Market License applications confusing.	Created a combined Application; made application easier to understand and reduced pages from 6 to 2.
Multiple applications sent to business renewing multiple licenses.	Created a combined renewal application for licenses that expire at the same time.

## B. Lexically Scoring

**Table 5. Outdated License Form vs. Revised (Lexically Scored) Form.**

<b>Metric</b>	<b>Old Form</b>	<b>Goal</b>	<b>Revised Form</b>
Words Per Sentence	15.0	15-20	10.6
Passive Sentences	29%	Less than 15%	3%
Reading Ease Score	44.9	Greater than 60	46.0
Grade Level	10.7	5-9	9.5



# Business License Application Information

Office of the City Clerk License Division  
200 E. Wells St. Room 305, Milwaukee, WI 53202  
(414) 286-2228 [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses)

ccl-businfo 3/16/16

## SUBMIT APPLICATION

### How are you filing?

Before you start completing the forms, decide if you are filing as a sole proprietor (one person), partnership (two or more persons), corporation, limited liability company (LLC) or nonprofit organization.

The name of the sole proprietor, all partners, corporation, limited liability company, or nonprofit organization is the Legal Entity Name. The Legal Entity Name on all permits, documents, certificates, etc. submitted to our office must be exactly the same as the Legal Entity Name in Section 1 of the Business License Application.

Submit the following:

- Business License Application (see instructions below)
- Business Plan of Operation
  - (a plan of operation is not required for home improvement or private alarm businesses)
- License Fee\*
- Supplemental Forms/Documents\*

\*This information is found on the Supplemental Information sheet for the specific license for which you are applying.

## Completing the Business License Application

### By Section:

#### If filing as a Sole Proprietor

- 1 – check sole proprietor, the legal entity name is your name, provide business name and contact information
- 2 – provide your name and contact information
- 3 – SKIP this section
- 4 – check your occupancy permit status and sign

#### If filing as a Partnership

- 1 – check partnership, the legal entity name is the partnership, provide business name and contact information
- 2 – provide name/contact information for one partner
- 3 – provide name/contact information for additional partner(s)
- 4 – check your occupancy permit status and all partners must sign

#### If filing as a Corporation or Limited Liability Company

- 1 – check LLC or Corporation, the legal entity name is the LLC or Corporation, provide business name and contact information
- 2 – provide name and contact information for the agent (also include percent of ownership interest if agent is also a shareholder)
- 3 – provide the name and contact information for all shareholders that own 20% or more ownership interest
- 4 – check your occupancy permit status and 2 shareholders (or agent if there are no 20% or more shareholders) must sign

## Payment Options

- Check payable to the City of Milwaukee.
- Credit card online after your application is processed and an invoice is created. An invoice number is needed to make an online payment.
- Cash in person only.

## REPORT FOR FINGERPRINTING

Everyone listed on the Business License Application - sole proprietor, all partners, agent, and all 20% or more shareholders must report for fingerprinting.

### Where?

Milwaukee Police Department  
Police Administration Building  
951 N. James Lovell Street (7th St) Room 305

### When?

8:00 AM and 6:00 PM (Monday thru Friday, excluding holidays)

### Previously printed?

Call (414) 935-7281 to check if your prints are still on file.

### Out of Town Resident?

Call (414) 935-7281 for instructions.

### Exemptions:

If the license you are applying for is exempt from the fingerprinting requirement, it will be stated on the Supplemental Information sheet for that license.

## CONTACT THE DISTRICT ALDERPERSON

You may wish to contact the district alderperson where your business will be located at (414) 286-2221 to discuss your plans.

## CONTACT NEIGHBORHOOD SERVICES

Businesses located in the City of Milwaukee must obtain an Occupancy Permit. An inspection may be required.

Development Center, Permit Desk

809 N. Broadway, 1st floor

(414) 286-8211

<http://city.milwaukee.gov/build>

## SUBMIT WI SELLER'S PERMIT

You must provide proof that you hold a WI Seller's Permit.

WI Department of Revenue

(414) 227-4000

819 N. 6th St, Rm 408

[www.dor.state.wi.us/](http://www.dor.state.wi.us/)

### Exemptions:

If the license you are applying for is exempt from the seller's permit requirement, it will be stated on the Supplemental Information sheet for that license.

## REGISTER WITH DFI

Corporation, limited liability company, and nonprofit applicants must provide proof of registration with the Department of Financial Institutions (DFI).

Division of Corporate & Consumer Services

(608) 261-7577

<http://www.wdfi.org/>



**SUPPLEMENTAL INFORMATION SHEET**

For any additional requirements and/or exemptions, see the Supplemental Information sheet for the specific license type for which you are applying.

**LICENSE COMMITTEE APPROVAL**

Most licenses require approval from the Licenses Committee. If you need to appear at the Licenses Committee meeting, you receive a notice in the mail.

**COMMON COUNCIL APPROVAL**

Licenses are then granted by the Common Council after recommendation of the Licenses Committee. Allow 6-8 weeks for processing. There are no meetings in August.

After all requirements are met, the license will be issued. Post the license in a clearly visible place at your business.

**ADDITIONAL INFORMATION****Forms**

Forms can be obtained at [www.milwaukee.gov/license](http://www.milwaukee.gov/license) or by contacting our office.

**Changes During the License Year**

- If any information provided in your application changes, file a written notice of the change with the License Division within 10 days of the change.
- Some changes can be reported by using the Changes of Fact, Written Notice form (ccl-chgfact). If the change you are reporting is not listed on this form, contact our office for information on how to report your change.

**ID/Authorized Representative**

- Bring picture ID with you to the License Division.
- If you wish someone other than those persons listed on the application to be designated to pick up your licenses/permits, you must complete an Authorized Representative Statement which may be obtained at [www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses).

**Refunds**

- If an application is withdrawn or denied, you are eligible for a partial refund of the license fee, provided the refund is requested no later than one year from the date of withdrawal or denial of the application.
- If a license is not issued, the refund must be requested no later than one year from the date of application, unless the license has been granted, in which case no later than one year from the date of granting of the license.
- To request a refund, complete the Request for Duplicate License or Withdrawal of Application and/or Fee Refund form (ccl-dupref).

**Pending Applications**

If an application is still pending over a year from the date of application, the filing of a new application will be required if/when an applicant wishes to continue pursuing the license.

**Ordinances Regarding Public Utilities**

Licensees must be in compliance with the provisions of the Milwaukee Code of Ordinances 85-31 and 115-39 regarding the accessibility and operation of public utilities on licensed premises. This includes a message visible to the public stating that 911 may be called in an emergency without charge.

Complete ordinances can be viewed at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)



# Business License Application Information

Office of the City Clerk License Division

ccl-businfo 3/16/16

200 E. Wells St. Room 100, Milwaukee, WI 53202

(414) 286-2388

[license@milwaukee.gov](mailto:license@milwaukee.gov)

[www.milwaukee.gov/licenses](http://www.milwaukee.gov/licenses)

# REVISED FORM

## 1. SUBMIT APPLICATION

### Before you start

Decide if you will file as a sole proprietor (one person), partnership (two or more persons), corporation, limited liability company (LLC), or nonprofit organization.

To complete your application, you will need all of the following:

1. A License Application (see checklist, below).
2. A Plan of Operation (not required for home improvement or private alarm businesses).
3. The license fee.
4. Any other documents listed on the Supplemental Information Sheet for your license.

## Completing the Business License Application

### If you are filing as a Sole Proprietor:

1. Check 'sole proprietor' (the legal entity name\* is your name). Provide your business name and contact information.
2. Provide your name and contact information.
3. SKIP section 3 of the application.
4. Check your occupancy permit status and sign.

### If you are filing as a Partnership:

1. Check 'partnership' (the legal entity name\* is the partnership). Provide your business name and contact information
2. Provide the name and contact information of one partner.
3. Provide name and contact information of additional partner(s).
4. Check your occupancy permit status. ALL partners must sign.

### If filing as a Corporation or Limited Liability Company

1. Check 'LLC' or 'Corporation' (the legal entity name\* is the LLC or Corporation). Provide your business name and contact information.
2. Provide the name and contact information of the agent (also include the agent's percent of ownership interest if the agent is a shareholder).
3. Provide the name and contact information of all shareholders with 20% or more ownership interest
4. Check your occupancy permit status. Two shareholders must sign. If no shareholder has 20% or more ownership interest, the agent must sign.

\*The legal entity name on all documents submitted to our office must be the same.

## PAYMENT OPTIONS

- Checks: Please make checks payable to 'City of Milwaukee'.
- Credit card: You may pay by credit card online after your application is processed. An invoice number is required to make an online payment.
- Cash: In-person only.

## 2. REPORT FOR FINGERPRINTING

Every person listed on the Business License Application must report for fingerprinting.

### Where?

Milwaukee Police Department  
Police Administration Building  
951 N. James Lovell Street (7th St) Room 305

### When?

8:00 AM and 6:00 PM, M-F (except holidays).

### Previously printed?

Call (414) 935-7281 to see if your prints are on file.

### Out of Town Applicant?

Call (414) 935-7281 for instructions.

### Exemptions:

Certain licenses do not require fingerprinting. Check the Supplemental Information Sheet to see if your license is exempt.

## 3. CONTACT THE DISTRICT ALDERPERSON

You may wish to contact the alderperson for the district where your business will be located to discuss your plans. Call (414) 286-2221.

## 4. OBTAIN AN OCCUPANCY PERMIT

Businesses located in the City of Milwaukee must obtain an Occupancy Permit. An inspection may be required. For more information, contact the Development Center's Permit Desk:

809 N. Broadway, 1st floor  
(414) 286-8211  
<http://city.milwaukee.gov/build>

## 5. SUBMIT PROOF OF WI SELLER'S PERMIT

You must provide proof to the License Division that you hold a Wisconsin Seller's Permit. For details, contact:

WI Department of Revenue  
819 N. 6th St, Rm 408  
(414) 227-4000  
[www.dor.state.wi.us/](http://www.dor.state.wi.us/)

### Exemptions:

Certain licenses do not require State Seller's Permits. Check the Supplemental Information Sheet to see if your license is exempt.

## 6. REGISTER WITH THE DFI

Corporations, limited liability companies and nonprofits must provide proof of registration with the Department of Financial Institutions (DFI). For details, contact:

Division of Corporate & Consumer Services  
(608) 261-7577  
<http://www.wdfi.org/>

## 7. CHECK FOR ADDITIONAL REQUIREMENTS

Some license types have additional requirements not listed here. Be sure to check the Supplemental Information Sheet for your specific license type for additional requirements. Supplemental Information Sheets are located on the License Division website:

[www.city.milwaukee.gov/cityclerk/license/LicensesPermits](http://www.city.milwaukee.gov/cityclerk/license/LicensesPermits)

## 7. LICENSE COMMITTEE APPROVAL

Most licenses require approval from the Licenses Committee. If you need to appear at a Licenses Committee meeting, you will be mailed a notice.

## 8. COMMON COUNCIL APPROVAL

If the Licenses Committee recommends approval of your license, your application will be sent to the Common Council for granting. Please note that there are no Common Council meetings in August.

We will issue the license in 6-8 weeks upon completion of all license requirements. Please post the license in a clearly visible place at your business.

## ADDITIONAL INFORMATION

### Forms

Forms can be obtained at [www.milwaukee.gov/license](http://www.milwaukee.gov/license) or by contacting our office.

### Picking up Your License

A picture ID is required to pick up your license at the License Division. If someone other than those persons listed on the application will be picking up the license, you must complete an Authorized Representative Statement form.

### Changes During the License Year

If any information provided in your application changes, you must report the change to the License Division within 10 days of the change. Some changes can be reported by using the "Changes of Fact, Written Notice" form. If you do not see the change listed on this form, contact our office for information on how to report it.

### Pending Applications

If you have not completed all steps within a year of the date you filed your application, you must file a new application when you wish to continue pursuing the license.

### Refunds

If an application is withdrawn, denied or not issued, you are eligible for a partial refund of the license fee. You must request the refund no later than one year from the date of withdrawal, denial or application. To request a refund, complete the Request for Duplicate License, Application Withdrawal and/or Fee Refund form located on our website.

### Ordinances Regarding Public Utilities

Licenseses must comply with the Milwaukee Code (sections 85-31 and 115-39) regarding the accessibility and operation of public utilities on licensed premises. Premises must post a message visible to the public stating that 911 may be called in an emergency without charge. Complete ordinances are located at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances).

### Questions? Concerns?

Unsure of which license(s) you need? Check out our "Business Navigator" for a step-by-step guide.

<http://itmdapps.milwaukee.gov/BusinessNavigator/>

How are we doing? Take our survey and let us know!

[www.city.milwaukee.gov/cityclerk/license/LicenseSurvey](http://www.city.milwaukee.gov/cityclerk/license/LicenseSurvey)