

Common Council - City Clerk's Office

# Red Tape Rescue

2016 Annual Report

April 2017





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

# What is **Red Tape Rescue**?

As part of its ongoing efforts to improve opportunities for business to thrive in Milwaukee, the **Common Council-City Clerk's Office** created the **Red Tape Rescue** program. 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 to improve interaction between local business and City government.

Concerning the **License Division**, specifically, our goal is to connect Milwaukee businesses and residents to the resources needed to be successful and self-sufficient. In accordance with the goals of the LBAT, we desire to:

- Make the City an easier, more welcoming place to do business through improvements to City rules and processes.
- Stimulate investment in the city, particularly through public-private partnerships and inter-departmental collaboration.
- Create jobs and add to the tax base, with a particular emphasis on small and local businesses.

This report is an annual update on activities of the License Division relating to the Red Tape Rescue program.

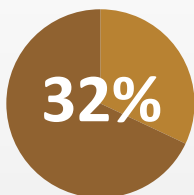


## 2016 License Applications

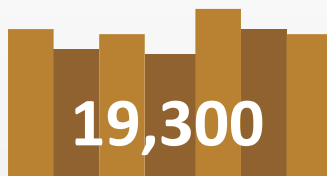
# Overview

## License Division

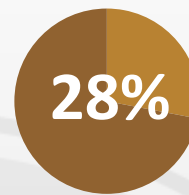
The License Division's "front-line" staff consists of 5 License Specialists, 2 License Specialist Leads, a License Coordinator and - new in 2016 - one bi-lingual Customer Service Representative. Our Business Systems Specialist coordinates Red Tape Rescue initiatives and our Manager and Assistant Manager oversee near- and long-term operations.



Percent of applications filed "new" in 2016



Number of applications received each year



Percent of all applications filed in May & October

All Others  
47.9%

Class B Tavern  
5.0%

Weight/Measure  
6.2%

PPV Driver  
6.4%

Retail Food  
6.7%

Restaurant  
7.9%

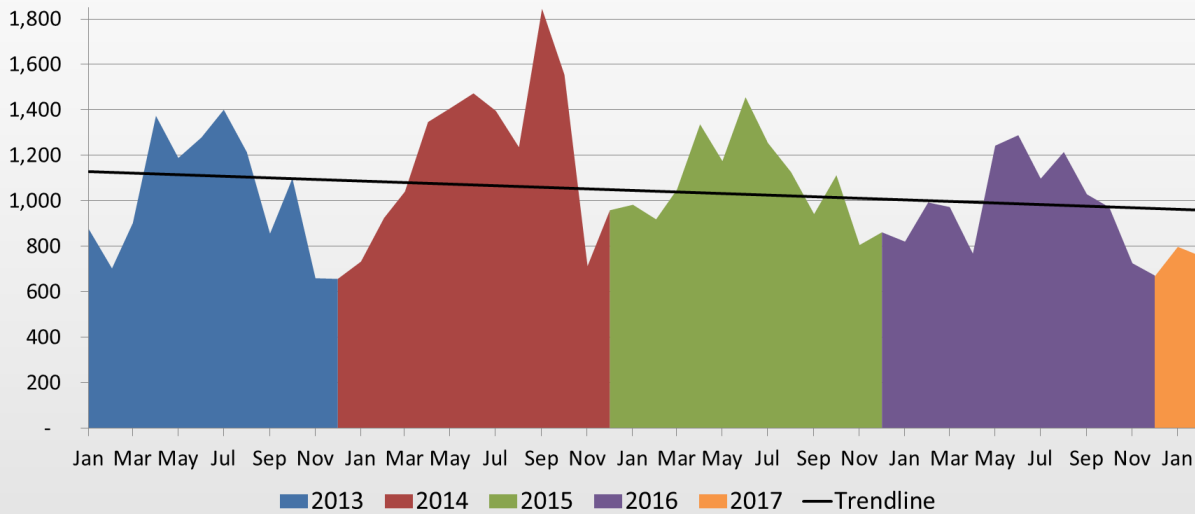
Bartender  
19.9%



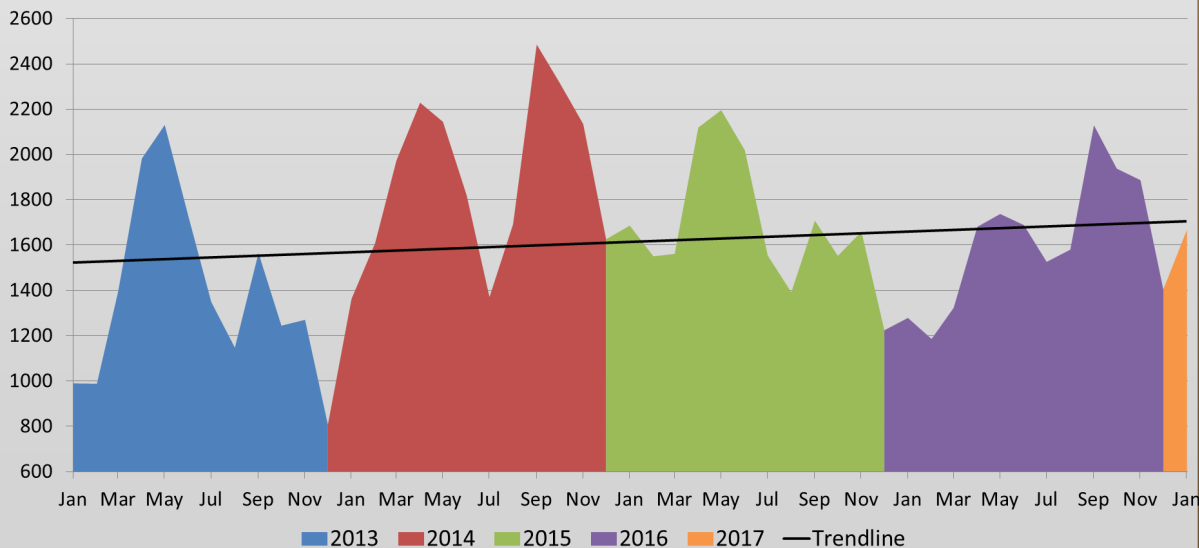
# In-Person Assistance

Over the past four years, the License Division has observed an increase in the number of applications received, but a decrease in the number of customers assisted in-person at City Hall. We aim to meet the demand created by these trends through a greater online presence and - eventually - through the implementation of online licensing via the LMS.

## Customers Assisted In-Person



## Applications Received





# Clerk Notes

## Instructional Video Series

Who needs a bartender's license? What is a temporary change of plan permit? Will I need to appear before the Licenses Committee?

The License Division's instructional video series tackles common questions in short, fun, and easy-to-understand vignettes.

### Most-watched Videos

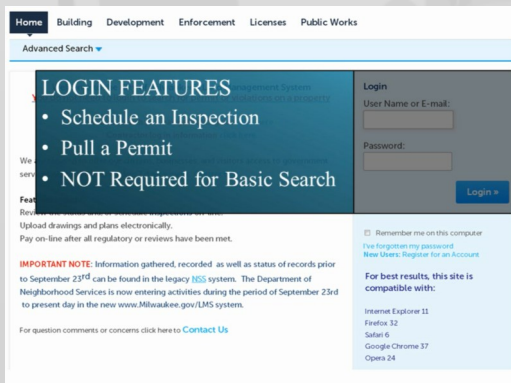
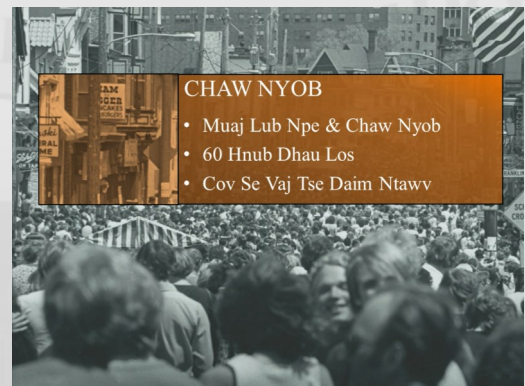
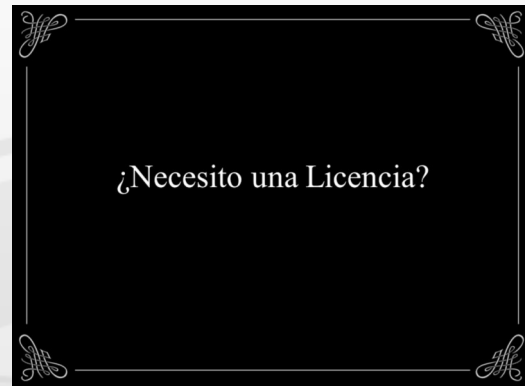
All Others  
1247 Views

Temp Food  
348 Views

Municipal ID  
(Spanish)  
720 Views

Bartender's  
972 Views

Land  
Management  
System  
1108 Views



# Video Metrics

The License Division has produced 19 videos for its Clerk Notes instructional video series in three different languages. Videos average approximately 3 ½ minutes in length and are available on the Common Council - City Clerk YouTube channel. Videos are also currently on rotation on the City Channel and imbedded in the StartSmart web app.

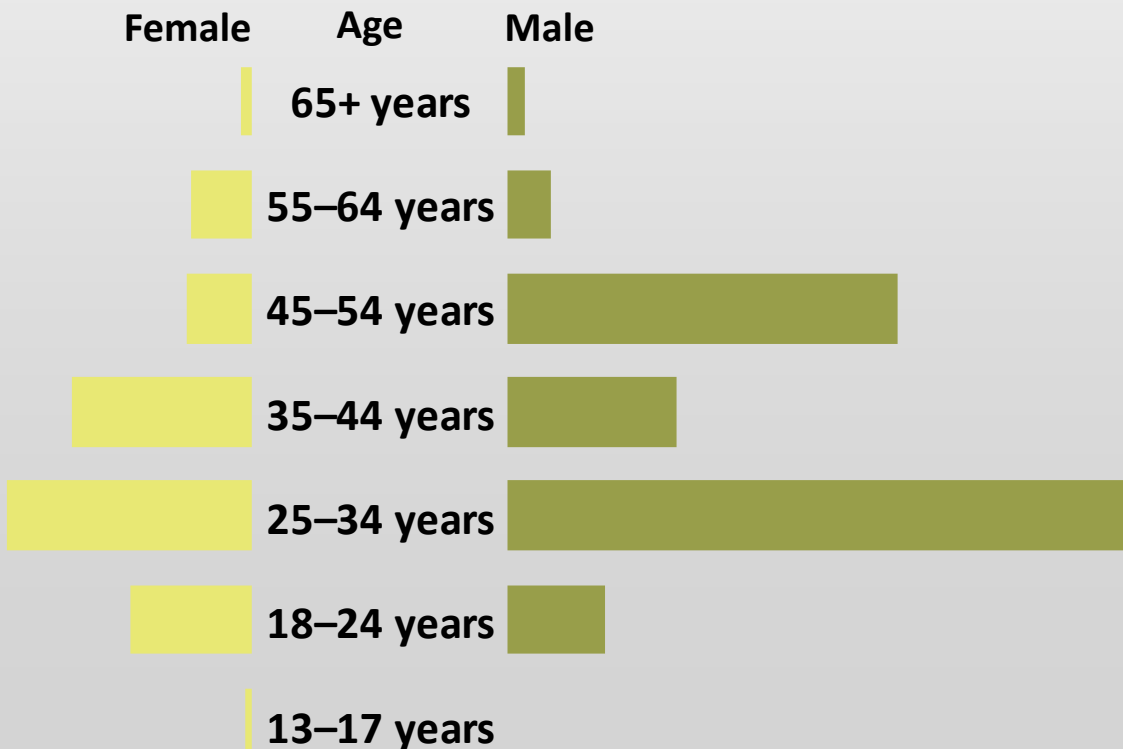
## TRAFFIC SOURCES



## DEVICES



## DEMOGRAPHICS

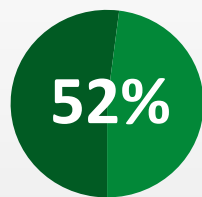




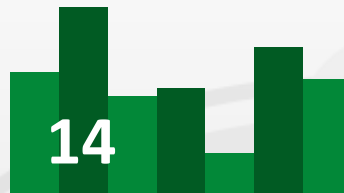
# Pivot Program

## Business Workshops

The Pivot Program brings various City and State departments together to help businesses succeed. Through a free 2-hour workshop, we help existing and prospective entrepreneurs with getting a license or permit, resolving a problem, understanding regulations, or implementing best-practices. Seven total workshops were held in 2016, and four are planned for 2017 (see chart on page 20).



Evaluation response rate



Average Pivot Program attendance in 2016



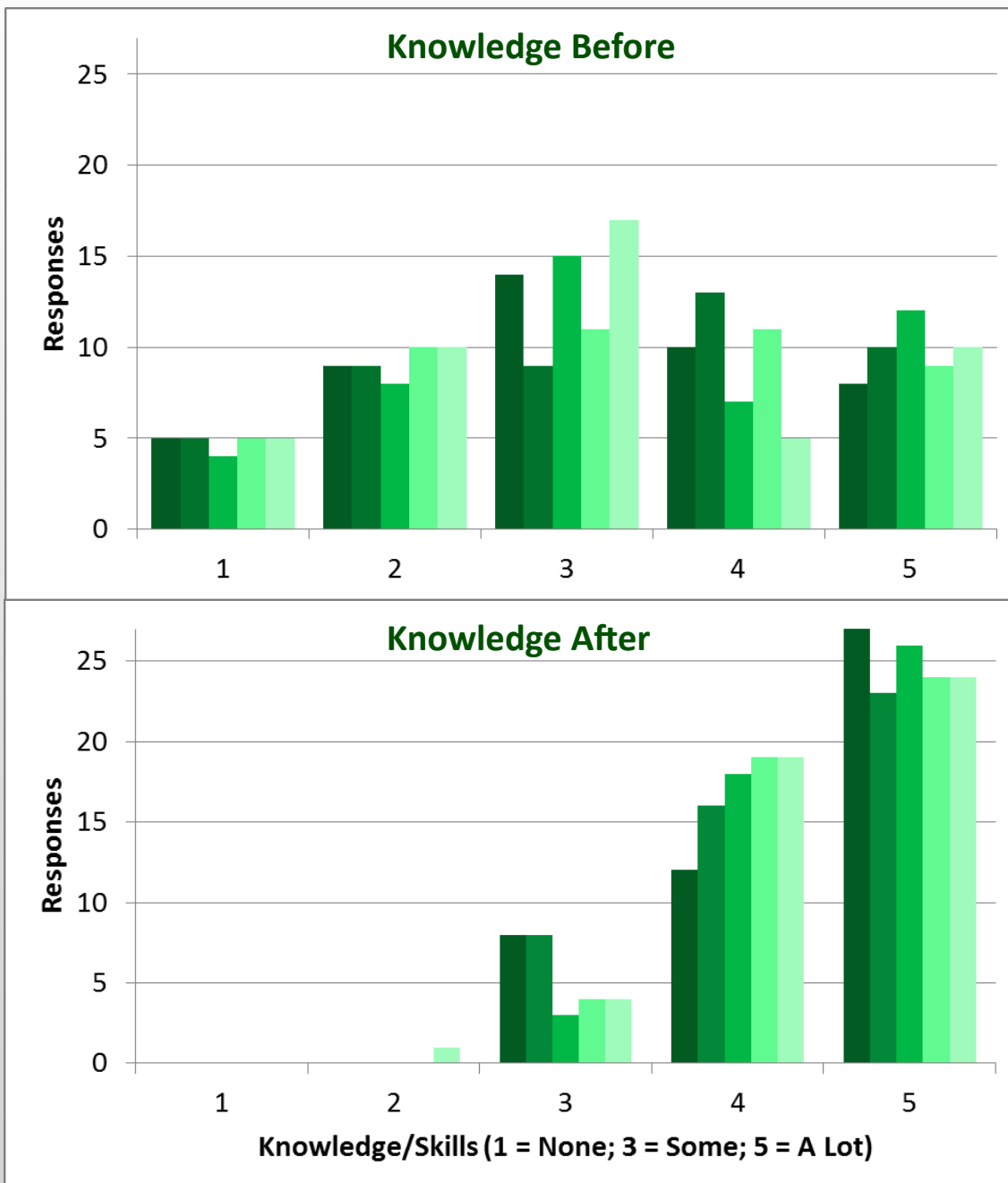
Percent positive satisfaction rating





# Knowledge Self-Assessment

We asked Pivot participants to rate their knowledge before and after the program. Preliminary data indicates that Pivot is a helpful learning tool for both new and existing businesses.





# Start Smart



## Online Tool

StartSmart ([Milwaukee.gov/StartSmart](http://Milwaukee.gov/StartSmart)) is an online tool that asks questions to learn about a person's business. After answering all questions, StartSmart provides a list of required City and State licenses or permits, and related applications. Users also receive a list of resources to help get their business operating successfully.

StartSmart was officially launched in English on September 14, 2016. The Spanish-language version followed in December, 2016.

### Usando StartSmart

StartSmart hace preguntas para aprender sobre su negocio. Si desea obtener más información antes de contestar, haga clic en uno de estos símbolos:

-  Proporciona información en un cuadro emergente
-  Proporciona información en un video corto

Después de responder a todas las preguntas, StartSmart le proporcionará una lista de permisos y licencias municipales y estatales requeridos, junto con enlaces para más información o aplicaciones para cada elemento de la lista. Puede guardar la lista en formato PDF.

También recibirá una lista de recursos que proporcionan ayuda para iniciar su negocio. La lista incluye enlaces para obtener más información.

Haga clic o toque a la siguiente pantalla para entrar a StartSmart.

Empezar →

#### Alcohol

¿Ofrecerán alcohol a partir de una ubicación permanente o en un evento temporal?

- Ubicación permanente
- Evento temporal

← volver

siguiente →

#### Food

Will you be offering food from a permanent location or at a temporary event?

- Permanent location
- Temporary event

← back

next →

#### Entretenimiento

¿La actividad ocurrirá de forma temporal o regular?

- Regular
- Evento temporal

← volver

siguiente →

¿Cuál de las siguientes opciones describe mejor su negocio? (seleccione todas las que correspondan)

- Vende bebidas alcohólicas
- Vende alimentos
- Ocupará el derecho de vía pública
- Proporciona entretenimiento
- Abierto entre las horas de 12 a.m. y 5 a.m. (excluye los negocios de alcohol)
- Vende productos o servicios basados en la medición o el tiempo, o mediante el uso de un escáner de código de barras
- Proporciona alojamiento temporal para los visitantes
- Compra, vende o intercambia artículos usados
- Vende productos de tabaco
- Vende gas o combustible al público

siguiente →

#### StartSmart

Print | Download PDF | Start Over

##### Requirements

- Information Sheet (Milwaukee City Clerk's Office, License Division)
- Plan of Operation (Milwaukee City Clerk's Office, License Division)
- Food Peddler Permit (Milwaukee City Clerk's Office, License Division)
- Business Tax Registration (Wisconsin Department of Revenue)
- Federal Employer Identification Number (U.S. Internal Revenue Service)

##### Resources

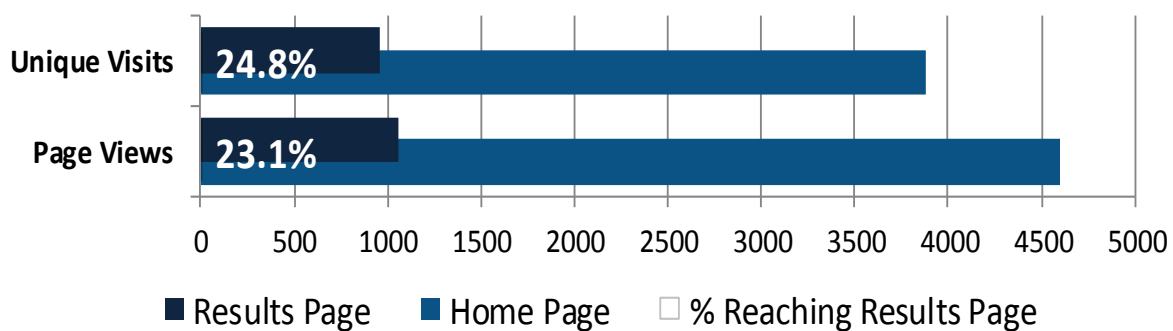
###### Technical assistance programs

- Small Business Development Center.** (UWM School of Continuing Education). A statewide network supporting entrepreneurs and business owners through targeted educational programs.
- Wisconsin Women's Business Initiative Corporation.** Provides quality business and financial education coupled with access to fair capital and financial resources with a particular focus on businesses run by women, low-income individuals and people of color.
- BizStarts.** Helps entrepreneurs understand what it takes to start or grow a company and connects entrepreneurs with the proper resources to do it. Participants in the BizForge Program receive a customized Action Plan to start or grow a company.
- Recipe to Retail.** (Food Enterprise Development Network). Offers educational networking events for Milwaukee area entrepreneurs in the food and beverage industry.

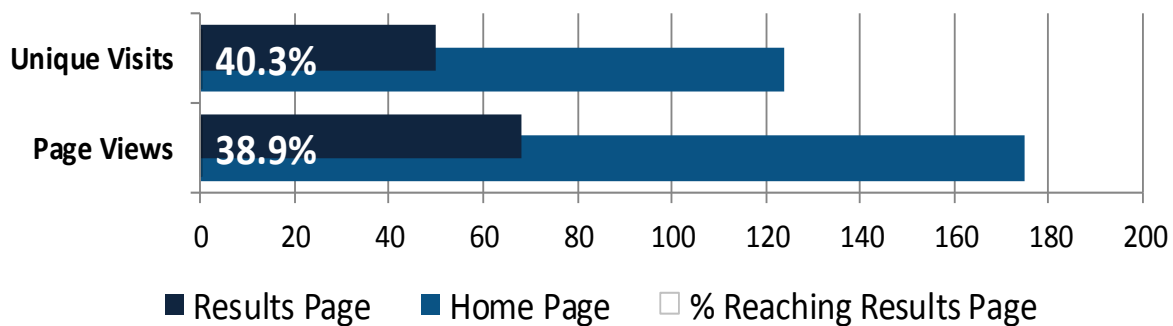
# StartSmart Users

The charts below provide information on the number and percentage of StartSmart users reaching the results page.

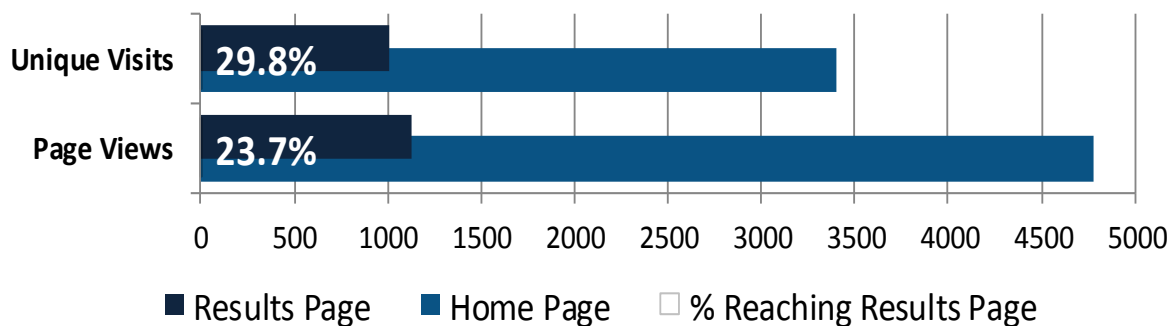
## English-Language Users (YTD)



## Spanish-Language Users (YTD)



## Total Users (YTD)



# Additional Initiatives

## New and Continuing Programs

In addition to the License Division's signature initiatives, we strive to make everyday improvements to our operations. We are focused on implementing ideas to transform the way citizens interact with City government. Whether through administrative changes, policy recommendations, or improvements to service delivery, our goal remains the same: to help Milwaukee businesses thrive.

228

Average number of people reached per week on Facebook

3,401

Municipal ID applications processed since Jan 2016 (as of April 5)

5.1%

Increase in staff efficiency in 2016 (compared to 5-year average - see pg. 13)



## Public Education and Outreach

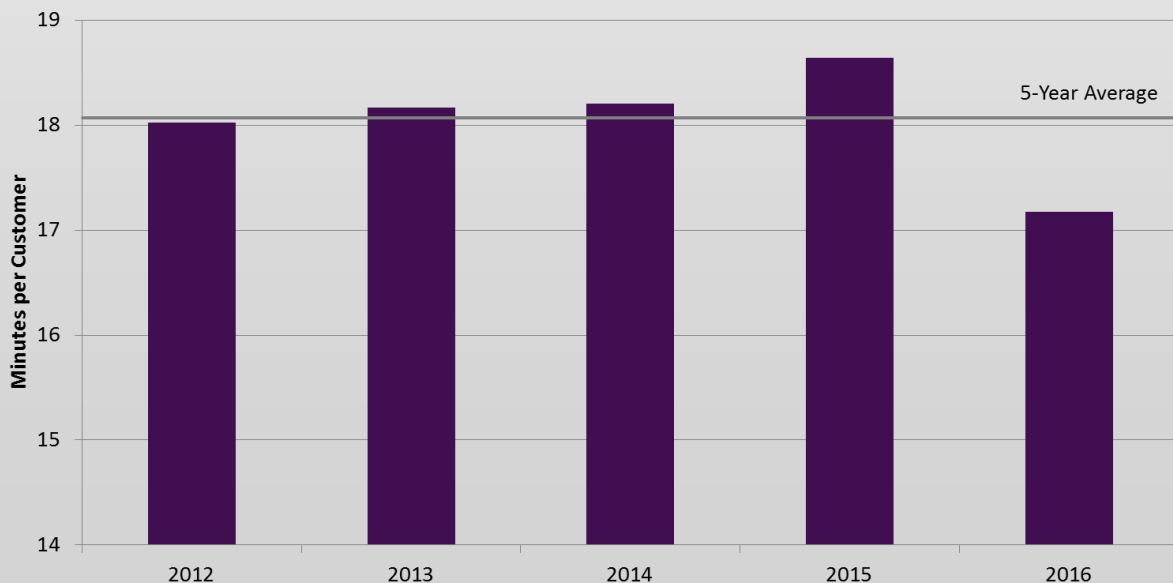
Our public outreach efforts expanded in 2016, and with the implementation of our **mobile license kit**, we are prepared to take our knowledge and services to workshops or events across the city. The kit, funded through grant money, includes customized banners, handouts, and the ability to connect to our online resources. A list of community events we attended in 2016 can be found on page 20.

In addition to a greater physical presence outside City Hall, we are continuing to implement digital outreach efforts. For instance, you may have noticed some changes to our **website** in 2016; look for additional changes to improve accessibility in 2017. We also launched a **Facebook** page to allow us to further reach out to Milwaukee's residents.

Finally, the License Division began publishing a **quarterly newsletter** in 2016. Newsletters are shared via E-Notify and can be accessed on the License Division webpage and Facebook page.

How have these efforts impacted our day-to-day operations? Though it may be too early to tell, it appears that customers who choose to visit City Hall are better prepared for the licensing process. In 2016, we spent, on average, **17.2 minutes** helping customers, the lowest mark since this data has been recorded.

## IN-PERSON CUSTOMER ASSISTANCE, 2012-2016



# Additional Initiatives

(Continued)

## Accessibility

While the License Division is able to offer online renewal for some licenses, a majority of the applications we receive are paper-based. We anticipate that by the end of 2018, the Land Management System will begin to support an online application and renewal process.

Until that time, however, we are working to make paper-based applications easier to understand and our information sheets more simple. A sample of our new forms is provided on page 21 and following.

## Policy Recommendations

The License Division is continually looking for ways to improve licensing procedures through code update. Whether through our weekly process improvement meetings or more organically through suggestions by staff, we've established a culture of continual improvement and innovation in licensing. A list of policy recommendations implemented by the Common Council is provided on page 17.

**MUNICIPAL IDENTIFICATION  
CITY OF MILWAUKEE**

**ID# 8675309** Expires 12-31-2020

**Chris Q. Public**  
1234 W. Mystreet Ave.  
Milwaukee, WI 53215

**DOB: 12-25-1968**  
**Gender: ND**

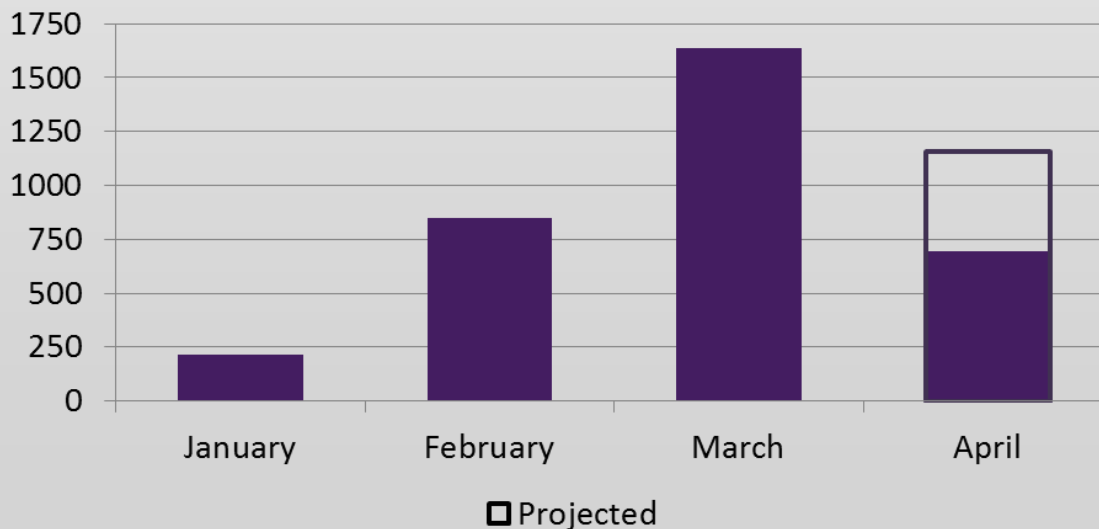
**NOT AUTHORIZED FOR VOTING PURPOSES**

## Municipal ID

The Municipal ID program was officially launched in January, 2017. Since launch, the License Division has held four Saturday enrollment events in the City Hall rotunda and has processed over 3,400 applications.



## MUNICIPAL IDs ISSUED, BY MONTH



# Appendix





# Policy Recommendations

Issue / Topic	Resolution
Inconsistency with State law regarding certain food licenses	File #151387 and #151527: Exempts a food peddler holding a state mobile restaurant license from obtaining a temporary food dealer license, a seasonal food dealer license or a food peddler permit
Confusing regulations relating to Recycling, Salvaging, and Towing (RST) Licenses	File #151458: Amends various code provisions to clarify the legislative intent of, and the procedures for RST licenses (clarifying exemptions, removing redundant recordkeeping requirements, etc.)
Taxi drivers pay multiple fees and fill out multiple applications	File #151738: Incorporates the weights and measures (taximeter) license into the public passenger vehicle permit, resulting in a reduction in the overall fee due to administrative efficiencies
Confusing regulations relating to Amusement Machine or Jukebox Distributor Licenses	File #151743: Clarifies that only one license is required and extends the license term from 1 to 2 years; disclosure of the number of machines now only required at time of renewal
Inconsistent residency and photograph requirements among various licenses	File #160068: Standardizes residency requirements for various licenses to 90 days; standardizes photograph requirements to specify the submission of one photograph rather than two
Multiple licenses or permits required to change certain plans of operation	File #160192: Creates a temporary change of plan permit to allow any business to obtain one permit instead of multiple permits or licenses when making temporary changes to its plan of operation
Multiple late filing fees charged for filing multiple late license applications	File #160993: Establishes that applicants filing multiple late applications for licenses with concurrent expiration dates pay only one late filing fee; late fees standardized (\$25)
City code does not account for “low-speed vehicles,” as defined by State code.	File #161763: Allows for the licensing and legal operation of certain low-speed vehicles by amending the definition of “shuttle vehicle.”

# LBAT Recommendations

Recommendation	Action/Status		Next Steps
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	Staff currently on-call as needed	+	Exploring digital capabilities (e.g. Skype)
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.	New form design completed; PPV, HIC, FILL applications completed (see appendix)	+	Anticipate all forms to be reviewed and revised by end of 2017
Review, redesign and/or standardize license & permit application forms.		+	
Integrate the license application process into the LMS system.	Discussions with ITMD ongoing	+	LMS incorporation scheduled to begin 2017
Reduce the need for in-person license processes (application & approval).	StartSmart launched; online renewal capabilities expanded	+	New StartSmart modules planned; LMS to provide more online capabilities
Increased opportunities for in-person feedback by increasing points of contact	Extended hours piloted with Muni ID program; increased community presence; Pivot	+	Increased deployment of mobile license unit

# LBAT Recommendations

LBAT Recommendation	Action/Status		Next Steps
Implement self-service licensing areas/resources	StartSmart implemented; Bilingual CSR-II hired	✓	Upgrade lobby to increase interactivity
Create tutorial videos, pamphlets, etc., regarding the license process	19 videos produced; pamphlet developed	✓	StartSmart & Clerk Notes expansions ongoing
Increase participation in business-community workshops	Various & ongoing (Pivot, MKE Business summit, etc.)	✓	Ongoing; see chart on page 18
Quarterly/mandatory license training events	Pivot program implemented	✓	Ongoing; see Pivot summary on page 8
Creation of subscribed/ social media information releases	Facebook; quarterly newsletters	✓	Ongoing; see page 12 for details
Consolidation/ standardization of license types	Simplified taxi, RST, and jukebox regulations	✓	Ongoing; see page 15 for details
Establish inter-departmental workgroups regarding license processes improvements	Ongoing in weekly process improvement workgroups; monthly meetings with Health	+	Continuing to evaluate in weekly process meetings
Consolidation/ standardization of code provisions (procedure)	Standardized late fees; created a combined temp change permit	+	Ongoing; see page 15 for details

# Community Outreach

Outreach Event	Location	Date
Community Meeting	Neighborhood House	3/23/2016
D7 Tavern Call-In	All Bright Methodist Church	3/29/2016
Small Business Week Panel	ManpowerGroup Headquarters	5/2/2016
Community Prosecution Unit Meeting	MPD Police Academy	5/6/2016
Pivot #1	Gerald L. Ignace Indian Health Center	5/19/2016
Pivot #2	MLK Library Community Room	6/27/2016
Pivot #3	East Library, Ellipse Community Room	7/21/2016
Pivot #4	Water Tower Building	8/23/2016
Hispanic Elected Local Officials Panel	Hilton Hotel	8/26/2016
Pivot #5	City Hall Rotunda	9/20/2016
StartSmart Demo	WI Women's Business Initiative Corp	9/28/2016
Pivot #6	Phongsavan Asian Market	10/13/2016
Pivot #7	Gerald L. Ignace Indian Health Center	12/6/2016
Small Business Academy Roundtable	Potawatomi Conference Center	12/13/2016
MKE Business Now Summit	BEAM Academy	1/28/2017
Pivot #8	Employ Milwaukee	1/30/2017
Municipal ID	City Hall Rotunda	2/25/2017
Municipal ID	City Hall Rotunda	3/4/2017
Cesar Chávez Day Celebration	City Hall Rotunda	3/31/2017
Municipal ID	City Hall Rotunda	4/1/2017
Municipal ID	City Hall Rotunda	4/8/2017



# **Updated Forms**

# Ownership Form

BEFORE (4 PAGES)



## Business License Application Information

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

ccl-businfo 2/26/2014

### SUBMIT APPLICATION

### Payment Options

How a  
Before  
filling a  
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### SUPPLEMENTAL INFORMATION SHEET

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

### ID/Authorized Representative

- Bring picture ID with you to the License Division.
- If you wish someone other than those persons listed

### BUSIN

See the



## BUSINESS LICENSE APPLICATION

**SEE INFORMATION SHEET FOR THE TYPE OF LICENSE FOR WHICH YOU ARE APPLYING FOR ADDITIONAL FORMS REQUIRED**

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 [www.milwaukee.gov/license](http://www.milwaukee.gov/license) e-mail: [license@milwaukee.gov](mailto:license@milwaukee.gov) ccl-busapp 12/3/14

### BUSINESS CONTACT INFORMATION

Sole Proprietor  Corporation  LLC  Partnership  Nonprofit Organization

Legal Entity Name (sole proprietor, partnership, LLC or Corporation):

Business/Trade Name:

Phone:

E-mail:

Premises Address (include city, state, zip code):

Mailing Address:  Same as premises address  Same as home address in Section 2

Other (include city, state, zip code):

### AGENT / SOLE PROPRIETOR / 1<sup>ST</sup> PARTNER INFORMATION

FULL LEGAL NAME (Last, First & Middle Initial):

Date of Birth:

Home Address (include city, state, and zip code):

Driver's License Number/State ID #:

State:

Home Phone:

Cell Phone:

Cell Phone Provider:  Verizon  AT&T  T-Mobile

US Cellular  Cricket  Virgin  Other

Percent % of Ownership Interest (Corp/LLC only):

Email:

### LIST ALL PERSONS WITH 20% OR MORE OWNERSHIP INTEREST / ADDITIONAL PARTNER(S)

FULL LEGAL NAME (Last, First & Middle Initial):

Date of Birth:

Home Address (include city, state, and zip code):

Driver's License Number/State ID #:

State:

Home Phone:

Cell Phone:

Cell Phone Provider:

Percent % of Ownership Interest:

Email:

FULL LEGAL NAME (Last, First & Middle Initial):

Date of Birth:

Home Address (include city, state, and zip code):

Driver's License Number/State ID #:

State:

Home Phone:

Cell Phone:

Cell Phone Provider:

Percent % of Ownership Interest:

Email:

Check if there are additional partners or persons with 20% or more ownership interest. Complete additional sheets as necessary.

### OCCUPANCY PERMIT STATUS AND SIGNATURE(S)

CHECK ONE: An occupancy permit  has been obtained  has been applied for  will be obtained before operating

is not needed (will obtain home occupation statement)  is not needed-reason: \_\_\_\_\_

I/we understand that I am/we are required to inform the City Clerk within 10 days of changes in any of the information supplied in this application. I/we have knowledge of the City Ordinances currently regulating the license applied for herein, and understand that the license may be subject to suspension, non-renewal or revocation, if I/we violate any rule or regulation relating to this license.

I/we understand that I/we shall not willfully refuse to provide the services offered under this license, or add charges or require deposits not required of the general public because of race, color, sex, religion, national origin or ancestry, age, handicap, lawful source of income, marital status, sexual orientation, gender identity or expression, familial status or the fact that a person is now or has been a member of the military service, whether dressed in uniform or not; and shall not seek such information as a condition of employment, or penalize any employee or discriminate in the selection of personnel for training or promotion on the basis of such information.

The undersigned understands that the filing of an application does not entitle applicants to permits, and that granting of permits is in the sole discretion of the Common Council.

I/we state that this application for a license is not made for and behalf of any other person and that the applicant is not acting as an agent for, or in the employ of another. I/we certify that I am/we are the applicant and all statements are true and correct.

\_\_\_\_\_  
Sole Proprietor, Partner, 20% or more Shareholder, or the Agent - only if there are no 20% or more shareholders

\_\_\_\_\_  
Signature of additional partner or 20% or more shareholder

Office Use Only: Initials: \_\_\_\_\_ Filed: \_\_\_\_\_ Applications: \_\_\_\_\_  
 NL or  NA: Last License  New or  Renewal Granted with  No Issues or  Exp Date \_\_\_\_\_  
Paid: \_\_\_\_\_ MPD \_\_\_\_\_ Granted \_\_\_\_\_ License # \_\_\_\_\_  Note Other Lic

AFTER (2 PAGES)

Business Ownership Form

(page 2)



Business Ownership Form

Form OWN-1

1. BUSINESS INFORMATION

Business Trade Name (DBA) [input field]

Business Address Street [input field]

City State ZIP [input fields]

Mailing Address Street [input field]

City State ZIP [input fields]

Phone Email [input fields]

Business Type (select one) Sole Proprietor Corporation LLC Partnership Non-profit

Legal Entity Name (Corporations, LLCs and Non-Profits only) [input field]

[input field]

2. PERSONAL INFORMATION (Sole Proprietor, Agent or 1st Partner)

First Name M.I. Last Name [input fields]

Date of Birth Phone [input fields]

Ownership Driver's License # or State ID # [input fields]

Home Address Street [input field]

City State ZIP [input fields]

[input field]

I confirm that all information is true and correct. I understand I am required by law to inform the City Clerk of changes to this information within 10 days. If I am agent, I accept appointment as agent and assume full responsibility for the corporation, organization, or LLC.

Signature [input field]

Office Use Only: Initials: Filed: Apprs.: [input fields]

NL NA Last Lic: New Renewal Issues: Exp. DBA: Pending Appl. Denied Appl. [input fields]

Complete step 3. Signing

Required by law applicable, LLC.

milwaukee.gov

# PPV Info Sheet

BEFORE (2 PAGES)

Licensing is responsible for the licensing and regulation of child care programs, which includes the regulation of center-provided and center-contracted transportation.

of Revenue for information.)

## Inspections

Your vehicle (and motor for taxicabs) will be inspected during the license

ccl-ppvinfo 2/24/17

## Documentation

The following

Certification Pursuant to Required Requirements

In the event of insurance suspension of insurance reinstatement

Copy of Registration is applying

Copy of The lease

Letter of Vehicle Registration outlining prior to instead.

Wisconsin A seller's providing subject to



**PUBLIC PASSENGER VEHICLE (OWNER)  
PERMIT SUPPLEMENTAL INFORMATION**  
OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV)

### Public Passenger Vehicle Permit Required

A Public Passenger Vehicle Permit is required of every public passenger vehicle used for transportation of passengers for hire, including limousines, horse and surrey livery, pedicabs, taxicabs, shuttles, motorcycles used for tours, and human service vehicles operating on the streets of the city of Milwaukee.

**LIMOUSINE** means a category of for-hire, un-metered, unmarked, chauffeur-driven, ground transportation vehicles solely engaged in the business of carrying passengers on a pre-reserved or contract service basis only.

**HORSE & SURREY LIVERY** means a horse-drawn surrey for hire.

**PEDICAB** means a multiwheeled hooded or unhooded passenger vehicle that is moved by human power, or rickshaw-type vehicle pulled or propelled by any person which is used in the movement of passengers for hire on the public highways.

**PEDICAB, COMMERCIAL QUADRICYCLE** means a vehicle with fully operational pedals for propulsion entirely by human power, that has 4 wheels and is operated in a manner similar to a bicycle, that is equipped with at least 12 seats for passengers, that is designed to be occupied by a driver and passengers providing pedal power to the drive train of the vehicle, that is used for commercial purposes, and that is operated by the vehicle owner or an employee of the owner.

A recent ordinance allows for the possession and consumption of fermented malt beverages upon commercial quadricycles. A Pedicab Plan of Operation (ccl-ppvpedi) must be submitted and approved by the Licenses Committee and Common Council. See Milwaukee Code of Ordinances Chapter 100 for regulations and restrictions.

**METERED FARE TAXICAB** means a public passenger vehicle with 3 or more doors which operates without a fixed route or schedule and which is available for hire upon demand for service including by hail on the street, or upon telephonic or other electronic request, and is equipped with a taximeter.

No new or renewal permit for taxicabs may be issued for motor vehicles of model years greater than 10 years old at the time of application and vehicles must provide passenger leg room of not less than 32 inches measured from the back of the seated passenger forward.

**SHUTTLE** means a privately owned vehicle which is solely engaged in the business of carrying passengers in either:

- **SHARED RIDE SERVICE** for hire on a fixed schedule to and from predetermined locations
- **GROUP TRAVEL SERVICE** for hire on a pre-reserved basis only, provided that the vehicle has a passenger-carrying capacity of 5 or more persons, excluding the driver.

**MOTORCYCLE (USED FOR TOURS)** means a vehicle as defined in s. 340.01(32) Wis. Stats, and is used on a for-hire or contractual basis.

### License Period

Each permit is valid for 2 years from date of issuance.

### License Fee

- \$284 per limousine, shuttle, pedicab, horse and surrey, or touring motorcycle vehicle
- \$400 per taxicab vehicle (includes the fee for the meter)

### Application Forms

- Business License Application (ccl-busapp)
- Public Passenger Vehicle Permit Supplemental Application (ccl-ppvapp)

### Exempt from Fingerprinting

Fingerprinting is not required for this license. However, a background check will be done by the Milwaukee Police Department.

NOTE: If you are applying for other licenses at this time, they may require fingerprinting.

### Exemptions (license not required)

- Network transportation companies
- No licenses are required for vehicles licensed by the Wisconsin Department of Transportation as human service vehicles as described in Ch. Trans 301, Adm. Code; and shuttle vehicles authorized by Milwaukee County to provide in-county shuttle service for General Mitchell International Airport under s. 4.05(4), Milwaukee County Code. See s. 100-50-1-a, MCO.
- No licenses are required for network transportation companies which operate similar to taxicabs, use an online, digital or electronic platform to connect passengers, and are not equipped with a taximeter.

- A vehicle operated on fixed routes pursuant to authority granted by the county, state or federal government.
- A rented vehicle to be driven by the renter or an agent.
- A vehicle operated solely as a funeral car.
- A vehicle used in a carpool operated by private individuals.
- A commercial motor vehicle as defined under s. 340.01(8), Wis. Statutes:

The vehicle is a single vehicle with a gross vehicle weight rating of 26,001 or more pounds or the vehicle's registered weight or actual gross weight is more than 26,000 pounds.

The vehicle is a combination vehicle with a gross combination weight rating, registered weight or actual gross weight of 26,001 or more pounds inclusive of a towed unit with a gross vehicle weight rating, registered weight or actual gross weight of more than 10,000 pounds. 340.01(8)(c)

The vehicle is designed to transport or is actually transporting the driver and 15 or more passengers. If the vehicle is equipped with bench type seats intended to seat more than one person, the passenger carrying capacity shall be determined under s. 340.01 (31) or, if the vehicle is a school bus, by dividing total seating space measured in inches by 13.

The vehicle is transporting hazardous materials requiring placarding or any quantity of a material listed as a select agent or toxin under 42 CFR 73.

- The Wisconsin Department of Health Services (DHS), Division of Children and Family Services, Bureau of Regulation and



AFTER (2 PAGES)



# Checklist

As Easy As...

- 1 Completion
- 2 Approval
- 3 Remember



## License Information Sheet

Form  
PPV-1

# Public Passenger Vehicles



**\$400**

Taxicab Fee  
§284 All Other Vehicles



**2 Year**

License Term



**Ch. 100**

Code Reference  
Milwaukee.gov/ordinances

## Who Needs a License?



Yes

- Anyone transporting passengers for hire on the streets of Milwaukee
- Includes taxicabs, limos, horse and surrey livery, pedicabs, and shuttles



No

- Network transportation companies (e.g. Uber and Lyft drivers)
- State-licensed human service vehicles & state-licensed daycare vehicles
- Commercial motor vehicles as defined under s. 340.01(8), Wis. Stats.
- Shuttles authorized by the County to provide in-county airport service

## Getting Started

- Complete Form OWN-1**  
*Business Ownership Form*
- Complete Form PPV-2**  
*Public Passenger Vehicle License*
- Complete Form INS-1**  
*Proof of Insurance*
- Submit Copy of Vehicle Registration**  
*Must be in the name of the legal entity*
- Submit Copy of Vehicle Lease**  
*Only if Applicable (see Form INF-1)*
- Submit Payment**  
*Cash (in-person), check (payable to "City of Milwaukee") or credit (online invoice)*



## Resources

*Our Red Tape Rescue program has the tools to help you succeed*



**Clerk Notes**  
Instructional Video Series  
[Milwaukee.gov/ClerkNotes](http://Milwaukee.gov/ClerkNotes)



**Pivot Program**  
Business Workshops  
[Milwaukee.gov/Pivot](http://Milwaukee.gov/Pivot)



**StartSmart**  
Online Planning Tool  
[Milwaukee.gov/StartSmart](http://Milwaukee.gov/StartSmart)



**Still have questions?**  
Visit our website!  
[Milwaukee.gov/License](http://Milwaukee.gov/License)

Keep in mind the important information:

Vehicle must be used during the license period; you will be notified by mail of the license expiration details.

License expiration notices are mailed 30 months prior to expiration.

When applying for a public passenger vehicle license, you must provide a valid driver's license. For more information, see [s. 100-51.5](http://s.100-51.5) of the Wisconsin Statutes for details.

Out-of-state drivers may be subject to a license fee; contact the Department of Revenue for more information.

When you change or replace your license during the license period, you must complete Form PPV-5 (Change Form).

When you take a vehicle out of the county before the license expires, you must complete Form PPV-6 (Vehicle Out-of-County Form).

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

# HIC Info Sheet

BEFORE (2 PAGES)

## Wisconsin Seller's Permit

Not required.

## Regulations

- Milwaukee Code of Ordinances 95-14
- View online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)

## Insurance Requirements

A certificate application requirement.

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## Insurance

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## HOME IMPROVEMENT CONTRACTOR LICENSE SUPPLEMENTAL INFORMATION

OFFICE OF THE CITY CLERK LICENSE DIVISION  
200 E. WELLS ST. ROOM 105, MILWAUKEE, WI 53202  
(414) 286-2238 EMAIL: [LICENSE@MILWAUKEE.GOV](mailto:LICENSE@MILWAUKEE.GOV)  
[WWW.MILWAUKEE.GOV/LICENSE](http://WWW.MILWAUKEE.GOV/LICENSE)

ccl-hicinfo 3/28/2017

## Who Needs a Home Improvement Contractor's License?

Any person, partnership, corporation or limited liability company engaged in the business of remodeling, repairing, servicing, improving, or making installations to permanent buildings used as residences within the City of Milwaukee. Residence must be a single-family home, duplex, or a small apartment building (6 living units or less only). (The City license is not required for landlords making improvements to their own properties.)

This shall include, but not be limited to:

- Roofing, walls, siding, windows, doors, floors, partitions, ceilings, awnings, painting, and sheet metal work
- Heating, furnace cleaning, air conditioning, chimneys, water softeners, humidifiers, purifiers
- Accessory buildings or other additions including porches, fences, sheds, garages, dog houses, kennels, car ports, etc.
- Concrete work including sidewalks, driveways, or other approaches to the building

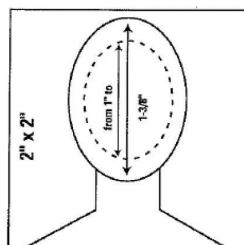
## License Period

- Licenses expire 2 years from date of issuance.

## Applying for the License

All of the following items are required at time of application:

- \$250 Fee
- Business License Application (ccl-busapp) (A Business Plan of Operation is not required for this license.)
- Home Improvement Contractor Supplemental License Application (ccl-hicapp)
- Home Improvement Contractor Certificate of Insurance (ccl-hicins)
- If filing as an individual (sole proprietor), 1 recent color, full-faced, passport size photo must be submitted with the application. A photo is not required for partnerships, corporations or LLC applicants.



## Requirements

See the "Business License Application Information" sheet for a detailed list of requirements.

## Is your business address also your home address and located in the City of Milwaukee?

If yes, you must obtain a Home Occupational Statement. Contact the Department of Neighborhood Services, 841 N. Broadway, 1st Floor, (414) 286-3874 for further instructions and an application.

## Exemptions

Contractors eligible for these exemptions are still required to comply with all other ordinance provisions and must also hold a City of Milwaukee Home Improvement Contractor License if any other contracting work will be done in addition to electrical, plumbing or landscaping.

## AN ELECTRICAL CONTRACTOR ONLY

An electrical contractor licensed with the State of Wisconsin and registered with the Department of Neighborhood Services whose sole business operation is electrical contracting does not need to obtain a City of Milwaukee Home Improvement Contractor License.

For State of Wisconsin Electrical Contractor License information, contact the State of Wisconsin Department of Safety & Professional Services at (608) 266-2112.  
<http://dsps.wi.gov/Licenses-Permits/Credentialing/Trades-Professions>

To register with the Department of Neighborhood Services, contact the Electrical Inspection Section at (414) 286-2532.

## A MASTER PLUMBER ONLY

A master plumber licensed with the State of Wisconsin and City of Milwaukee whose sole business operation is plumbing does not need to obtain a City of Milwaukee Home Improvement Contractor License.

For State of Wisconsin Master Plumber License information, contact the State of Wisconsin Department of Safety & Professional Services at (608) 266-2112.  
<http://dsps.wi.gov/Licenses-Permits/Credentialing/Trades-Professions>

For City of Milwaukee Master Plumber License information, contact the Department of Neighborhood Services, Plumbing Inspection Section at (414) 286-3361.

## A LANDSCAPING BUSINESS ONLY

Landscaping is defined as any activity that modifies the visible features of an area of land including, but not limited to, planting/tending gardens, trimming plants and trees, lawn mowing, land formations, terrain shaping and elevation, maintaining bodies of water (ponds).

AFTER (2 PAGES)



# Checklist

As Easy As...

## 1 Completion      2 Approval      3 Remember

Before we can issue your license, you must do the following:

- [Get fingerprinted](#)  
**Who?** Anyone listed on the Business Ownership Form
- [Submit proof of registration with the Department of Financial Institutions](#)  
**Who?** Corporations, LLCs, and nonprofits
- [Obtain a Home Occupation Statement or Occupancy Permit](#)  
**Who?** All businesses located in Milwaukee
- [Complete Form HIC-3](#) (Salesperson License)  
**Who?** Anyone doing door-to-door sales

**Tip:** Review the License Division [Policy Manual](#) for helpful information on how to complete the above steps

This license may require approval by the Common Council:

- After fingerprinting, the MPD completes a background investigation
- If no objections are filed and no adverse items are found, we issue the license
- If an objection is filed or if the MPD finds adverse items in your background, your application is sent to the Licenses Committee  
 **Tip:** If you need to appear at the Licenses Committee meeting, you will receive a notice in the mail
- If your application is denied, you cannot appeal, but may request a partial refund

Please keep in mind the following important information:

- If your premises is in Milwaukee, you must post the license in a visible place
- Renewal notices are mailed about 3 months prior to license expiration
- Some construction work requires building permits. Visit [Milwaukee.gov/Permits](http://Milwaukee.gov/Permits) for details  
 **Tip:** Maintain a relationship with your neighbors and local council member; their support will be key to your continued success
- “Like” us on [Facebook](#) and sign up for “License Division News” at [Milwaukee.gov/E-Notify](http://Milwaukee.gov/E-Notify) to receive up-to-the minute news on all our programs.

**§.95-14**  
Code Reference  
[milwaukee.gov/ordinances](http://milwaukee.gov/ordinances)

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### Resources

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questions?  
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[license](#)

[@Milwaukee.gov](mailto:License@Milwaukee.gov)

# FILL Info Sheet

## BEFORE (2 PAGES)



### FILLING STATION LICENSE INFORMATION

Office of the City Clerk License Division  
200 E. Wells St. Room 105, Milwaukee, WI 53202  
(414) 286-2238 e-mail address: [license@milwaukee.gov](mailto:license@milwaukee.gov) [www.milwaukee.gov/license](http://www.milwaukee.gov/license)

ccl-fill 2/16/17

#### Who needs a Filling Station License?

A license is required for all businesses operating a filling station in the City of Milwaukee.

#### Definition

"Filling station" (gas station) means a place, building, pump or device maintained and used on private premises for the purpose of dispensing to the public gasoline or other fuels for use in motor vehicles of any kind.

#### License Period

Expires one year from the date of issuance.

#### Fee

\$275

#### Forms Needed

- Business License Application (ccl-busapp)
- Business Plan of Operation (ccl-busplan)
- Floor plan (see instructions and sample plan)

#### Common Council/Neighborhood

##### Review:

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

Approval is needed from the district alderperson prior to issuance of the license. Upon submission of the application to the License Division, the application will be submitted to the local alderperson's office for approval.

If the alderperson objects to the license, our office will notify you of the objection by mail. If you wish to appeal the objection, you must, within 10 days inform our office that you wish to appeal. Your application will then be placed on file to be scheduled for a hearing before the License Committee. If you do not wish to appeal the objection, you can withdraw the application and apply for a partial refund.

If our office does not receive notification from you within 10 days of the objection notice, your application will be considered withdrawn and a new application will need to be filed if you wish to again pursue the license. See s. 68-4-3a-d, Milwaukee Code of Ordinances.

#### Exempt from Fingerprinting

Fingerprinting is not required for this license. However, a background check will be done by the Milwaukee Police Department.

NOTE: If you are applying for other licenses at this time, they may require fingerprinting.

#### Requirements

The following requirements must be met prior to issuance of your license:

- License fee must be paid
- Police background check received
- Alderperson approval received
- Written approval received from the Health Department
- Written approval received from the Department of Neighborhood Services

See the Business License Information sheet for a detailed list of requirements.

#### Security Camera Required

All filling stations open to customers on a 24-hour basis require the following:

- Install, maintain in proper working order and operate during all hours the store is open to customers a security camera which can produce reproducible digital color images.
- The camera shall be placed to provide a clear and identifiable full frame of the filmed individual's face, either entering, exiting or at the cash register. Hanging displays shall not obstruct views of the individual's face.
- If a time-lapse digital video camera is operated, recorded images shall not be recorded at a slower speed than 24 hours.
- Recorded digital image files shall be kept for a minimum of 72 hours.

#### Other Licenses May Be Required

Depending upon the operation of your business, you may also need to apply for weights & measures, cigarette, food and/or extended hours licenses. Applications are available online or in the License Division.

#### Regulations

- Milwaukee Code of Ordinances 84-45
- Available online at [www.milwaukee.gov/ordinances](http://www.milwaukee.gov/ordinances)

**AFTER (2 PAGES)**



# Checklist

As Easy As...

- 1 Completion   2 Approval   3 Remember



## License Information Sheet

# Filling Stations

**Form FST-1**



**\$275**  
License Fee



**1 Year**  
License Term



**s. 84-45**  
Code Reference  
[Milwaukee.gov/ordinances](http://Milwaukee.gov/ordinances)

## Who Needs a License?



Yes

- Anyone operating a private place, building, pump or device used for dispensing gasoline or other motor vehicle fuels to the public



No

- Publicly-owned places, buildings, pumps or devices
- Any places, buildings, pumps or devices dispensing fuel to private entities only

## Getting Started

- Complete Form [OWN-1](#)  
*Business Ownership Form*
- Complete Form [FST-1](#)  
*Filling Station License*
- Complete Form [PLN-1](#)  
*Business Plan of Operation*
- Complete Form [W&M-2](#)  
*Weights & Measures License*
- Contact Your [District Alderperson](#)  
*To Discuss Your Business Plans*
- Submit Payment  
*Cash (in-person), check (payable to "City of Milwaukee") or credit (online invoice)*



**Resources**  
*Our Red Tape Rescue program has the tools to help you succeed*



**Clerk Notes**  
Instructional Video Series  
[Milwaukee.gov/ClerkNotes](http://Milwaukee.gov/ClerkNotes)



**Pivot Program**  
Business Workshops  
[Milwaukee.gov/Pivot](http://Milwaukee.gov/Pivot)



**StartSmart**  
Online Planning Tool  
[Milwaukee.gov/StartSmart](http://Milwaukee.gov/StartSmart)



**Still have questions?**  
Visit our website!  
[Milwaukee.gov/License](http://Milwaukee.gov/License)

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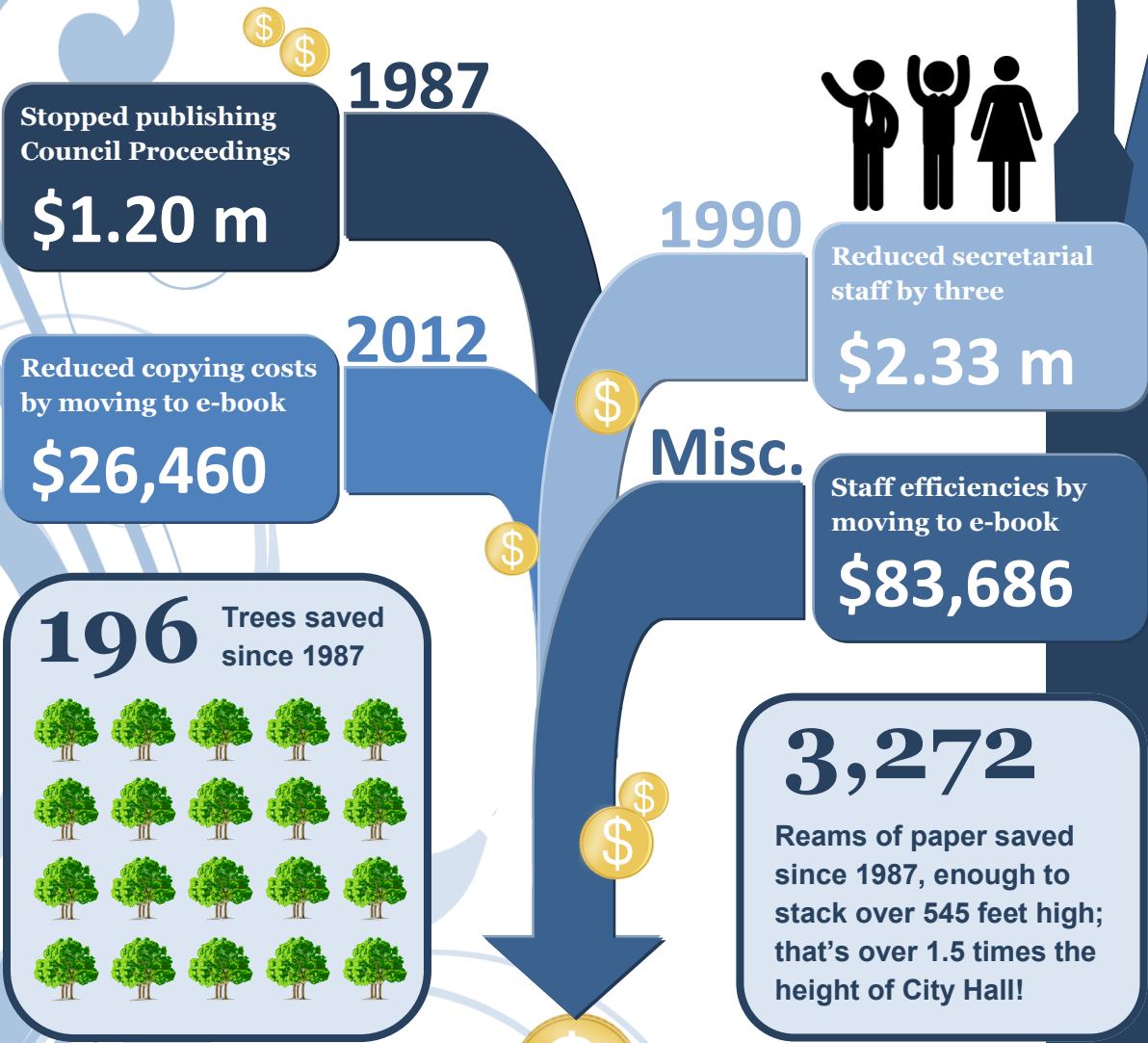
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# Paper Savings

Common Council - City Clerk's Office



**\$3.67 m**

Total saved since 1987

\*Figures do not consider the time value of money

