

**April 16, 2025 Bill Arnold**

(414) 286-3285

**Individual City License Applications Now Available Online**

The City of Milwaukee License Division announced today that all individual license applications are available online. Customers can now apply for, renew, and manage their individual licenses at [www.milwaukee.gov/lms](http://www.milwaukee.gov/lms). Customers can now submit applications for the following license types:

* Class “D” Operator (Bartender) License
* Temporary Class “D” Operator (Bartender) License
* Class “B” Manager License
* Public Passenger Vehicle Driver’s License
* Home Improvement Salesperson License
* Ice Cream Peddler License
* Mobile Seller’s License

**Alderperson JoCasta Zamarripa**, chair of the Licenses Committee, said applicants can now conveniently apply for licenses when they want and from anywhere using a smart phone or computer. “This change will help save each customer’s time and energy, allowing them to complete applications at their own pace and from the comfort of their home,” she said.

License Division Manager **Jim Cooney** said the launch is an important step in supporting businesses across Milwaukee and moves the city closer to a 24/7 one-stop licensing platform.

“I am especially grateful to the staff of the city Information Technology Management Division for their support in bringing this project to completion, and I look forward to continued collaboration as we advance the broader Accela Business License initiative,” Mr. Cooney said, adding: “The new system will help the city transition away from paper forms and realize meaningful cost savings.”

**-More-**

**Online license applications/ADD ONE**

To get started, customers can set up their account at [www.milwaukee.gov/lms](http://www.milwaukee.gov/lms).

Additional information and guides for individual license applications are available at [www.milwaukee.gov/license/licensespermits](http://www.milwaukee.gov/license/licensespermits).

Please reach out to license@milwaukee.gov if there are questions about this change or if any issues are encountered.

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