

ICE CREAM PEDDLER LICENSE INFORMATION

City of Milwaukee Health Department
Consumer Environmental Health Division

No person shall operate or act as an ice cream peddler within the city without first having obtained an Ice Cream Peddler License. The Ice Cream Peddler License is in addition to the required food Peddler Permit.

DEFINITIONS: "Ice cream peddler" means any person who physically operates an ice cream vending vehicle or any person who physically conducts ice cream vending from such a vehicle or from a carried container. "Ice cream vending vehicle" means a vehicle from which the retail sale of ice cream or similar frozen confections for human consumption is conducted. An ice cream vending vehicle may be pushed, peddled, pulled or motorized.

LICENSE YEAR: July 1st of one year through June 30th of the following year.

APPLICATION: Complete, sign and submit application in person at the City of Milwaukee Health Department, 841 N. Broadway, Room 304, Milwaukee, WI 53202. **A photo ID (i.e. Driver's License) must be presented at time of application.** After filing the application, applicants that do not already have fingerprints on file with the Milwaukee Police Department (MPD), will need to go to the Police Administration Building, 951 N. James Lovell Street (7th Street), Room 305, between the hours of 6:00 a.m. and 6:00 p.m. to be fingerprinted.

LICENSE FEE: \$50.00 **Must be submitted with application.** Checks are to be made payable to the Milwaukee Health Department. (Duplicate license fee \$6.00.)

INVESTIGATION: All applications will be forwarded to the Milwaukee Police Department for review and criminal background check in accordance with the ice cream peddler requirements-Milwaukee Code of Ordinances, Chapter 74-2 (www.milwaukee.gov/ordinances). Per the ordinance, this license will only be granted to an applicant who has not been required to register as a sex offender as defined by the Wisconsin Statutes; or who has not been convicted of violating sections of Wis. Stats 940, 944 and 948 (if the victim was a minor); or who has not been convicted of operating a vehicle under the influence of an intoxicant or other drug in the past three years.

DENIAL/REVOCAION: Any license issued may be revoked by the Health Department upon conviction of a licensee for violation of any provision specified in Milwaukee Code of Ordinances 74-2(6-b). In the event an application for a new or renewal license is denied or a license is revoked, the applicant may appeal the denial or revocation to the City of Milwaukee's Administrative Review Appeals Board. In the event of license denial or withdrawal of the application by the applicant, the application fee shall not be refunded.

PROOF OF LICENSING: Any person while operating or acting as an ice cream peddler within the city must carry the Ice Cream Peddler License and present it upon request from an officer of the Milwaukee Health or Police Departments.

PENALTY: Any person who operates or acts as an ice cream peddler within the city without first having obtained an Ice Cream Peddler License will be fined between \$100 and \$1,000 upon conviction. Any person who employs a person who sells without an Ice Cream Peddler License will be fined as well.



Tom Barrett, Mayor
Bevan K. Baker, Commissioner of Health
www.milwaukee.gov/health

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(414) 286-3674