

# Steps to Local Tobacco Retail Licensing Policy

Wisconsin state law § 134.65 requires all retail locations that sell cigarettes or tobacco products, not including electronic cigarettes, to obtain a license each year.

State law allows communities to set an annual licensing fee and sets the maximum fee at \$100. Local licensing ordinances provide municipalities the opportunity to more effectively enforce all laws that apply to tobacco sales including maximizing the revenue collected.

This document outlines how to locate a tobacco retail licensing (TRL) policy and identify opportunities to ensure compliance with tobacco sales-related laws, reduce youth access to tobacco, and limit the negative public health effects associated with tobacco use.



## GETTING STARTED

Contact [Darcie Warren](#).

Review [TRL leave behind](#).

Review [model policy analysis](#).

Obtain model policy from [Darcie Warren](#) and review. Engage coalition members.



## LOCATE CURRENT POLICY

Some municipalities host copies of their local ordinances on the Municode Database:

<http://wilawlibrary.gov/topics/ordinances.php>

If your municipality is not listed on the Municode Database, you can contact the municipal clerk to request a copy of the policy.



## RESOURCES

Your contract administrator or [Darcie Warren](#)

[TRL leave behind](#)

[TRL model policy analysis](#)

TRL model policy—contact [Darcie Warren](#)

[Tobacco license fee spreadsheet](#)

Wisconsin § [134.65](#) and § [134.66](#)



## ASSESS CURRENT POLICY

- Is the current tobacco license fee set at the maximum \$100? Check the [tobacco license fee spreadsheet](#).
- Does the municipality have an ordinance for a tobacco license?
- How does the ordinance define cigarettes, tobacco products, and nicotine products?
- Does the ordinance adopt state laws §134.65 & § 134.66?
- Are funds collected from the license fee earmarked for compliance or enforcement?
- If the local health department or tobacco prevention agency has citation authority, is there a section that identifies this authority?



## CONNECT WITH MUNICIPAL OFFICIALS

Request a meeting with municipal clerk or municipal administrator to gauge interest and understanding of current TRL policy.

Review current TRL policy with municipal staff.

Provide city clerk and administrator with model policy language and TRL leave behind.

Serve as local TRL expert and support to municipal staff and follow-up with staff as necessary.