

Mobile Retail Food and Base License Application

Submit Application with Fee to:

City of Madison Clerk's Office
210 Martin Luther King Jr. Blvd., Room 103
Madison, WI 53703

OFFICE USE ONLY: Mobile Unit Record ID: LICFDD-_____

Service Base Record ID: LICFDD-_____

Make checks payable to: City of Madison Treasurer
License fees are non-refundable.

For questions, to get help completing this application in another language, or to contact a sanitarian, call Environmental Health at 608-242-6515 or LEAdmin@publichealthmdc.com.

All information is required.

A. PLAN REVIEW

An operational plan must always be submitted for all mobile units. The operational plan is available at: publichealthmdc.com/mobilefood

If the service base is new construction or has been remodeled, plans showing facility layout with all equipment clearly labeled must also be submitted for approval.

☐ Submit mobile unit operational plan and plans for new construction or remodeled service base to:

LEAdmin@publichealthmdc.com

or

Public Health Madison & Dane County, Environmental Health
2300 S. Park St., Room 2010
Madison, WI 53713

☐ No plan review – applying for a base license only at an existing service base, no remodeling

B. ESTABLISHMENT INFORMATION:

TRADE NAME (DOING BUSINESS AS):

SERVICE BASE STREET ADDRESS:

CITY, STATE, ZIP:

MUNICIPALITY (VILLAGE/TOWN/CITY):

WATER SUPPLY (CHECK ONE):

☐ Public ☐ Private

SEWAGE DISPOSAL (CHECK ONE):

☐ Public ☐ Private

LOCAL CONTACT PERSON:

LOCAL CONTACT PHONE NUMBER:

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LOCAL CONTACT EMAIL:

C. LICENSE HOLDER INFORMATION

ORGANIZATION LEGAL NAME (such as name of sole proprietor, partnership, LLC, LLP, or Inc.):

MAILING ADDRESS:

CITY, STATE, ZIP:

ORGANIZATION CONTACT PERSON:

ORGANIZATION CONTACT PHONE NUMBER:
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ORGANIZATION CONTACT EMAIL:

D. GENERAL INFORMATION

WI SELLER'S PERMIT NUMBER:

ESTIMATED OPENING DATE:

Copy of current seller's permit must accompany application at time of submission.

Health Department approval is required prior to opening.

E. MOBILE RETAIL UNIT COMPLEXITY AND FEES

Mobile units are placed into complexity categories based on food safety risks, which combined with anticipated gross annual sales, determines the license type and license fee.

Check one:

☐ The majority (> 50%) of foods served on the mobile unit are meals.*

Complete the "Retail Food - Serving Meals" assessment on pages 4-5 to determine fee. Do not complete pages 6-7.

☐ The majority (> 50%) of foods served on the mobile unit are not meals.*

Complete the "Retail Food - Not Serving Meals" assessment on pages 6-7 to determine fee. Do not complete pages 4-5.

F. SERVICE BASE COMPLEXITY AND FEES

Service bases are also placed into complexity categories based on food safety risks, which combined with anticipated gross annual sales, determines the license type and license fee.

Check one:

Base License Fee

☐ My currently licensed retail food establishment will serve as my base.
Name of base establishment:

An additional service base license is not required.

☐ No food preparation/processing

\$384.00

☐ The majority (> 50%) of foods prepared at the service base are meals.*

Complete the "Retail Food - Serving Meals" assessment on pages 4-5 to determine fee. Do not complete pages 6-7.

☐ The majority (> 50%) of foods prepared at the service base are not meals.*

Complete the "Retail Food - Not Serving Meals" assessment on pages 6-7 to determine fee. Do not complete pages 4-5.

*A "meal" is defined in [ATCP 75.04\(21\)](#). If you are not sure if your menu items are meals, contact us at LEAdmin@publichealthmdc.com or 608-242-6515 for assistance. After application, your sanitarian will review the menu to be sure your license is in the correct category.

G. FEE SUMMARY

	+		=	
Mobile Unit Fee		Base Fee		Total Fees Due

H. ATTESTATION AND SIGNATURE

All information requested on this application must be provided to obtain a retail food establishment license. Operating without a license is a violation of Wisconsin Law. If you have been operating without a license, you will be required to pay an operating without a license fee in addition to the new license fee. Licenses are not transferable between persons or locations. Licenses expire annually on June 30; unless issued on or after April 1, which will expire on June 30th of the following year. The license fee is not prorated for partial license years.

1. I, the undersigned, hereby make application for a retail food establishment license for the establishment described herein and certify the accuracy of that information. I further certify I am the owner of the described establishment, or a duly authorized representative, and may sign this license application on behalf of the owner(s) of the establishment, and I have read and understand all of the requirements of this license and will operate the establishment in compliance with those requirements. I understand that failure to provide accurate information or to comply with any provisions of the license may render it null and void and may result in enforcement action.
2. I, the undersigned, hereby consent to entry on the premises of the establishment by employees of Public Health Madison & Dane County at any reasonable time to inspect for compliance with applicable rules and regulations associated with the license. This consent is valid for the term of the license.

SIGNATURE – APPLICANT:

DATE SIGNED:

Serving Meals Complexity Assessment

For Retail Food

Please note: non-meal foods could be prepared, served, and sold at your establishment, but they are not the primary (greater than 50%) food activity.

<input type="checkbox"/>	Serving ONLY pre-packaged* time/temperature control (TCS) foods. *Pre-packaged means individually wrapped, single food servings, which are packaged off-premises by a licensed processor, with the on premise activity limited to heating and serving. Example: whole frozen pizzas.	Complexity: Prepackaged TCS Meal Go to page 5 to determine license fee.
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If serving more than pre-packaged TCS meals, check all that apply below to determine complexity level:

<input type="checkbox"/>	Establishment has a self-service salad bar or food bar. Does not include condiments, bakery or toppings.	1
<input type="checkbox"/>	Establishment processes fresh or frozen raw poultry, meat, seafood, or eggs.	1
<input type="checkbox"/>	Establishment operates using a variance or HACCP plan.	1
<input type="checkbox"/>	Establishment operates using a Bare Hand Contact or Time as a Public Health Control Plan.	1
<input type="checkbox"/>	Establishment offers catering or preordered meals in bulk quantity for events.	1
<input type="checkbox"/>	Establishment cold holds, hot holds, or reheats time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/>	Establishment does cooling of cooked or reheated time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/>	Establishment wholesales foods that requires refrigeration.	1
<input type="checkbox"/>	Establishment chops, dices, mixes, slices, blanches, boils, cooks, packages, or assembles product.	1
<input type="checkbox"/>	Establishment has an additional area(s), other than the main kitchen, where food preparation activities occur.	1
<input type="checkbox"/>	Establishment prepares food specifically for a highly susceptible population, such as a nursing home or day care.	1
<input type="checkbox"/>	Establishment has a customer seating capacity greater than 75, or has a drive-through window.	1
	Total Points	

Check the box that matches your point total to determine complexity:

<input type="checkbox"/> 0 – 2.5 = Simple	<input type="checkbox"/> 2.75 – 4.5 = Moderate	<input type="checkbox"/> Greater than 4.5 = Complex
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Continue to page 5 to determine license fee.

Serving Meals Fees

For Retail Food. License fees effective May 1, 2025. License fees are non-refundable.

Use the complexity level from page 4 and your anticipated gross annual food and drink sales to determine your new license fee.

Gross sales includes all prepackaged and prepared food and beverages, but excludes alcohol sales.

If you do not already have a licensed base kitchen, you will have both a mobile license fee and a base license fee.

- To determine your mobile license fee: Estimate the sales directly to customers from your mobile unit.
- To determine your base license fee: Estimate sales for any non-mobile unit activities, such as catering or online sales.

Check the box(es) next to your appropriate new license fee(s).

Gross Annual Food and Drink Sales	Complexity	Our Annual Fee	State Annual Fee	Pre-inspection/Plan Review Fee	New License Fee	Check box for fee type	
					(Our fee + State fee + Pre-Inspection fee)	Mobile Unit	Base
\$0 – \$10,000 (sales < \$250/week or \$800/month)	Prepackaged TCS Meals	\$228.00	\$13.50	\$562.50	\$804.00	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$228.00	\$30.00	\$562.50	\$820.50	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$228.00	\$43.00	\$562.50	\$833.50	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$228.00	\$70.00	\$562.50	\$860.50	<input type="checkbox"/>	<input type="checkbox"/>
\$10,001 - \$100,000 (sales between \$200 - \$1,900/week or \$800 - \$8,300/month)	Prepackaged TCS Meals	\$505.20	\$13.50	\$600.00	\$1,118.70	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$505.20	\$30.00	\$600.00	\$1,135.20	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$505.20	\$43.00	\$600.00	\$1,148.20	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$505.20	\$70.00	\$600.00	\$1,175.20	<input type="checkbox"/>	<input type="checkbox"/>
\$100,001 - \$250,000 (sales between \$1,900 - \$4,800/week or \$8,300 - \$20,800/month)	Prepackaged TCS Meals	\$649.20	\$13.50	\$675.00	\$1,337.70	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$649.20	\$30.00	\$675.00	\$1,354.20	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$649.20	\$43.00	\$675.00	\$1,367.20	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$649.20	\$70.00	\$675.00	\$1,394.20	<input type="checkbox"/>	<input type="checkbox"/>
\$250,001 - \$500,000 (sales between \$4,800 - \$9,615/week or \$20,800 - \$41,667/month)	Prepackaged TCS Meals	\$908.40	\$13.50	\$750.00	\$1,671.90	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$908.40	\$30.00	\$750.00	\$1,688.40	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$908.40	\$43.00	\$750.00	\$1,701.40	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$908.40	\$70.00	\$750.00	\$1,728.40	<input type="checkbox"/>	<input type="checkbox"/>
\$500,001 - \$1,000,000 (sales between \$9,615 - \$19,231/week or \$41,667 - \$83,333/month)	Prepackaged TCS Meals	\$932.40	\$13.50	\$900.00	\$1,845.90	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$932.40	\$30.00	\$900.00	\$1,862.40	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$932.40	\$43.00	\$900.00	\$1,875.40	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$932.40	\$70.00	\$900.00	\$1,902.40	<input type="checkbox"/>	<input type="checkbox"/>
\$1,000,001 - \$5,000,000 (sales between \$19,231 - \$96,200/week or \$83,333 - \$416,700/month)	Prepackaged TCS Meals	\$1,122.00	\$13.50	\$1,050.00	\$2,185.50	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$1,122.00	\$30.00	\$1,050.00	\$2,202.00	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$1,122.00	\$43.00	\$1,050.00	\$2,215.00	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$1,122.00	\$70.00	\$1,050.00	\$2,242.00	<input type="checkbox"/>	<input type="checkbox"/>
> \$5,000,000 (sales > \$96,200/week or \$416,700/month)	Prepackaged TCS Meals	\$1,245.60	\$13.50	\$1,200.00	\$2,459.10	<input type="checkbox"/>	<input type="checkbox"/>
	Simple	\$1,245.60	\$30.00	\$1,200.00	\$2,475.60	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$1,245.60	\$43.00	\$1,200.00	\$2,488.60	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$1,245.60	\$70.00	\$1,200.00	\$2,515.60	<input type="checkbox"/>	<input type="checkbox"/>

Not Serving Meals Complexity Assessment

For Retail Food

Please note: meals could be prepared, served, and sold at your establishment, but they are not the primary (greater than 50%) food activity.

<input type="checkbox"/>	Serving ONLY pre-packaged* time/temperature control (TCS) foods. *Pre-packaged means individually wrapped, single food servings, which are packaged off-premises by a licensed processor.	Complexity: Prepackaged TCS Non-Meal Go to page 7 to determine license fee.
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If serving more than pre-packaged TCS foods, check all that apply below to determine complexity:

<input type="checkbox"/>	Establishment has a self-service salad bar or food bar. Does not include condiments, bakery or toppings.	1
<input type="checkbox"/>	Establishment processes fresh or frozen raw poultry, meat, seafood, or eggs.	1
<input type="checkbox"/>	Establishment operates using a variance or HACCP plan.	1
<input type="checkbox"/>	Establishment operates using a Bare Hand Contact or Time as a Public Health Control Plan.	1
<input type="checkbox"/>	Establishment offers catering or preordered meals in bulk quantity for events.	1
<input type="checkbox"/>	Establishment cold holds, hot holds, or reheats time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/>	Establishment does cooling of cooked or reheated time/temperature control for safety (TCS) foods.	1
<input type="checkbox"/>	Establishment wholesales foods that requires refrigeration.	1
<input type="checkbox"/>	Establishment chops, dices, mixes, slices, blanches, boils, cooks, packages, or assembles product.	1
<input type="checkbox"/>	Establishment has an additional area(s), other than the main kitchen, where food preparation activities occur.	1
<input type="checkbox"/>	Establishment prepares food specifically for a highly susceptible population, such as a nursing home or day care.	1
<input type="checkbox"/>	Establishment has a customer seating capacity greater than 75, or has a drive-through window.	1
<input type="checkbox"/>	Annual gross food sales of < \$25,000.	0.25
<input type="checkbox"/>	Annual gross food sales of \$25,001 - \$1,000,000.	0.5
<input type="checkbox"/>	Annual gross food sales of \$1,000,001 - \$5,000,000	1
<input type="checkbox"/>	Annual gross food sales of > \$5,000,000	2
	Total Points	

Check the box that matches your point total to determine complexity:

<input type="checkbox"/> 0 – 2.5 = Simple Non-TCS (Final product does not need temperature control for safety)	<input type="checkbox"/> 0 – 2.5 = Simple TCS (Final product needs temperature control for safety)	<input type="checkbox"/> 2.75 – 4.5 = Moderate	<input type="checkbox"/> Greater than 4.5 = Complex
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Continue to page 7 to determine license fee.

Not Serving Meals Fees

For Retail Food. License fees effective May 1, 2025. License fees are non-refundable.

Use the complexity from page 6 and your anticipated gross annual food and drink sales to determine your new license fee. Gross sales includes all prepackaged and prepared food and beverages, but excludes alcohol sales. If you do not already have a licensed base kitchen, you will have both a mobile license fee and a base license fee.

- To determine your mobile license fee: Estimate the sales directly to customers from your mobile unit.
- To determine your base license fee: Estimate sales for any non-mobile unit activities, such as catering or online sales.

Check the box(es) next to your appropriate new license fee(s).

Gross Annual Food and Drink Sales	Complexity	Our Annual Fee	State Annual Fee	Pre-inspection/Plan Review Fee	New License Fee (Our fee + State fee + Pre-Inspection fee)	Check box for fee type	
						Mobile Unit	Base
\$0 – \$10,000 (sales < \$200/wk or \$800/month)	Prepackaged TCS Non-Meal	\$228.00	\$6.00	\$562.50	\$796.50	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$228.00	\$8.00	\$562.50	\$798.50	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$228.00	\$24.50	\$562.50	\$815.00	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$228.00	\$34.50	\$562.50	\$825.00	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$228.00	\$89.00	\$562.50	\$879.50	<input type="checkbox"/>	<input type="checkbox"/>
\$10,001 - \$100,000 (sales between \$200 - \$1,900/week or \$800 - \$8,300/month)	Prepackaged TCS Non-Meal	\$505.20	\$6.00	\$600.00	\$1,111.20	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$505.20	\$8.00	\$600.00	\$1,113.20	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$505.20	\$24.50	\$600.00	\$1,129.70	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$505.20	\$34.50	\$600.00	\$1,139.70	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$505.20	\$89.00	\$600.00	\$1,194.20	<input type="checkbox"/>	<input type="checkbox"/>
\$100,001 - \$250,000 (sales between \$1,900 - \$4,800/week or \$8,300 - \$20,800/month)	Prepackaged TCS Non-Meal	\$649.20	\$6.00	\$675.00	\$1,330.20	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$649.20	\$8.00	\$675.00	\$1,332.20	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$649.20	\$24.50	\$675.00	\$1,348.70	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$649.20	\$34.50	\$675.00	\$1,358.70	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$649.20	\$89.00	\$675.00	\$1,413.20	<input type="checkbox"/>	<input type="checkbox"/>
\$250,001 - \$500,000 (sales between \$4,800 - \$9,615/week or \$20,800 - \$41,667/month)	Prepackaged TCS Non-Meal	\$908.40	\$6.00	\$750.00	\$1,664.40	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$908.40	\$8.00	\$750.00	\$1,666.40	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$908.40	\$24.50	\$750.00	\$1,682.90	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$908.40	\$34.50	\$750.00	\$1,692.90	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$908.40	\$89.00	\$750.00	\$1,747.40	<input type="checkbox"/>	<input type="checkbox"/>
\$500,001 - \$1,000,000 (sales between \$9,615 - \$19,231/week or \$41,667 - \$83,333/month)	Prepackaged TCS Non-Meal	\$932.40	\$6.00	\$900.00	\$1,838.40	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$932.40	\$8.00	\$900.00	\$1,840.40	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$932.40	\$24.50	\$900.00	\$1,856.90	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$932.40	\$34.50	\$900.00	\$1,866.90	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$932.40	\$89.00	\$900.00	\$1,921.40	<input type="checkbox"/>	<input type="checkbox"/>
\$1,000,001 - \$5,000,000 (sales between \$19,231 - \$96,200/week or \$83,333 - \$416,700/month)	Prepackaged TCS Non-Meal	\$1,122.00	\$6.00	\$1,050.00	\$2,178.00	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$1,122.00	\$8.00	\$1,050.00	\$2,180.00	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$1,122.00	\$24.50	\$1,050.00	\$2,196.50	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$1,122.00	\$34.50	\$1,050.00	\$2,206.50	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$1,122.00	\$89.00	\$1,050.00	\$2,261.00	<input type="checkbox"/>	<input type="checkbox"/>
> \$5,000,000 (sales > \$96,200/week or \$416,700/month)	Prepackaged TCS Non-Meal	\$1,245.60	\$6.00	\$1,200.00	\$2,451.60	<input type="checkbox"/>	<input type="checkbox"/>
	Simple Non-TCS	\$1,245.60	\$8.00	\$1,200.00	\$2,453.60	<input type="checkbox"/>	<input type="checkbox"/>
	Simple TCS	\$1,245.60	\$24.50	\$1,200.00	\$2,470.10	<input type="checkbox"/>	<input type="checkbox"/>
	Moderate	\$1,245.60	\$34.50	\$1,200.00	\$2,480.10	<input type="checkbox"/>	<input type="checkbox"/>
	Complex	\$1,245.60	\$89.00	\$1,200.00	\$2,534.60	<input type="checkbox"/>	<input type="checkbox"/>