



Retail Alcohol Beverage and Tobacco Product License Reporting

**Municipal Clerk User Guide for Online Filing
Form AT-827**

TABLE OF CONTENTS

	Page
1. BACKGROUND.....	3
2. PREPARING TO FILE FORM AT-827	3
A. Filing Deadline.....	3
B. Gathering the Required Information	3
C. Preparing a Bulk File Form	4
D. Verifying the Seller's Permit	5
E. Use DOR Wisconsin Tax Account Lookup to Verify Seller's Permits	6
3. FILING FORM AT-827	8
A. Standard Filing Process through My DOR Government Account	8
B. Bulk Filing Through MyDORGovernment Account	12
C. Review and Update Existing License Holders (Standard Filing).....	13
D. Add a New License Holder (Standard Filing)	13
E. Enter an Exempt License Holder (Standard Filing)	14
F. Deactivate a License Record (Standard Filing)	15
G. Submit a 'No License' Report.....	15
H. Submit the Completed Report.....	15
4. UPDATES OUTSIDE OF RENEWAL SEASON.....	16
5. CONTACT INFORMATION	16
6. RESOURCES	16
7. APPENDIXES.....	17
APPENDIX A: Retail Alcohol Beverage License Types	17
APPENDIX B: Allowable Single and Combinations of Retail Alcohol Beverage License Types	17
APPENDIX C: Retail Cigarette, Tobacco, and Electronic Vapor Product Types.....	17
APPENDIX D: Retail Cigarette, Tobacco, and Electronic Vapor Product Sale Authorization.....	17
APPENDIX E: Error Messages	18
APPENDIX F: Common Definition of Data.....	20

1. BACKGROUND

Wisconsin law requires municipalities to report alcohol beverage and cigarette, tobacco, and electronic vaping device retail licenses issued in the community to the Wisconsin Department of Revenue (DOR) annually by July 15. Municipalities report the retail licenses by filing Form AT-827, *Alcohol Beverage & Tobacco License Report*. Wisconsin law also requires DOR to publish the licenses online. The reported licenses are maintained in two separate databases:

[Alcohol Beverage Retail License Search](#)

[Cigarette, Tobacco, and Electronic Vaping Device Retail License Search](#)

(secs. [125.04\(4\)](#) and [134.65\(2m\)](#), Wis. Stats.)

2. PREPARING TO FILE FORM AT-827

This document provides instructions for filing an annual retail license report (Form AT-827) using DOR's e-filing system for local government, [My DOR Government Account](#). Form AT-827 may be filed by all municipalities, regardless of how many licenses are issued.

If a municipality has 50 or more licenses to report, use the bulk filing method. Prepare to submit Form AT-827 by preparing a .CSV file according to the specifications outlined in Part 2.C of this publication.

If a municipality has less than 50 licenses to report, gather the information outlined under Part 2.B in any form that is easily retrievable during the filing process.

A. Filing Deadline

Form AT-827 is due annually by July 15. Updates may also be reported throughout the year (e.g., adding or removing issued licenses).

B. Gathering the Required Information

The following table lists the information requested in Form AT-827 and the location of the information on the applicable retail license application forms. Gathering the information about your licensees before starting the filing process will make submission of Form AT-827 more efficient.

Information Requested	Where to find this information
Legal Name	Alcohol Beverage: Form AB-200 , Part A, Box 1 CTV: Form CTV-100 , Part A, Box 1
Premises Address (Street Address, City, State, Zip)	Alcohol Beverage: Form AB-200 , Part A, Boxes 9-12 CTV: Form CTV-100 , Part A, Boxes 9-12
Wisconsin county where the premises is located	Alcohol Beverage: Form AB-200 , Part A, Box 13 CTV: Form CTV-100 , Part A, Box 13

If the licensee is a corporation or limited liability company, the name of the Agent	Alcohol Beverage: Form AB-200 , Part C or Form AB-101 , Part B, Boxes 1-2 CTV: Form CTV-100 , Part C or Form CTV-102 , Part A, Boxes 1-2
A valid seller's permit number	Alcohol Beverage: Form AB-200 , Part A, Box 4 CTV: Form CTV-100 , Part A, Box 4
The type(s) of retail license(s) held Alcohol beverage license types include Class B, Class A, or Class C Tobacco Product License types include cigarette, tobacco products, or electronic vaping devices	Alcohol Beverage: Form AB-200 , "License(s) Requested" or License Certificate Document CTV: Form CTV-100 , Part B, Question 1 or License Certificate Document
The expiration date of the license(s)	Alcohol Beverage: Form AB-200 "License Period" or License Certificate Document CTV: Form CTV-100 "License Period" or License Certificate Document
The fee and methods of sale for any tobacco product license(s) Methods of sale for tobacco products are over the counter or vending machine	CTV: Form CTV-100 , Part B, Question 2, or License Certificate Document

C. Preparing a Bulk File Form

Bulk filing is recommended for municipalities reporting 50 or more municipal retail licenses. Beginning in 2025, bulk files must be uploaded using Form AT-827 in MyDORGov.

The department does NOT provide technical support to produce a bulk file. Seek help from IT support staff if you do not understand the specifications. Use the standard online filing method if you cannot create and upload a bulk file.

1. Format

CSV stands for Comma Separated Value and is sometimes called Comma delimited. CSV files can be generated using a program such as Microsoft Excel or Macintosh Numbers. A CSV file is a plain text file with one record per line of text. Each record is composed of fields separated by a comma. If a field type is text containing a comma, surround the text with quotes (").

TIP: Do not use a word processing application such as Microsoft Word to produce this file. Microsoft Excel and Macintosh Numbers have a 'Save As' option for the CSV format that can work for a properly structured spreadsheet.

Be sure to select 'CSV (Comma delimited) (*.CSV)' from the drop-down menu and not 'CSV UTF-8 (Comma delimited) (*.CSV)', 'CSV (Macintosh)(*.CSV)', or 'CSV (MS-DOS)(*.CSV)'.

The first record in the CSV file is a header record composed of the header fields as defined in Appendix F, Common Delineation of Data, at the end of this document. The fields must be in the order listed in the table. The second and all subsequent records are composed of license fields defined in the table at the end of this document.

2. Prepare the data

Use the CSV file you submitted last year as a starting point for generating your updated annual report. The file contains all licenses reported for the most recent year.

Open the file using software that can display CSV files, such as Microsoft Excel. For your convenience in editing this file, we added several rows to guide you while making updates.

- Row 1 provides descriptors for the header fields in row 2.
- Row 4 provides descriptors for the data in the license fields that follow.

TIP: The CSV format in Excel has a default column width that does not allow you to read the data in each field. Expand the column widths to more easily read and edit the information. Column widths will revert to the default width after closing this file.

Verify the information listed for each existing licensee - Confirm the reported information is correct. Follow the procedure to verify sellers permits discussed in Section D.

TIP: Do not change the seller's permit number if a business has changed legal entities. The department does not change seller's permit numbers assigned to a legal entity. If the entity changes, create a new entry at the end of the file for the new legal entity.

Verify the license type issued for each licensee. Each license type must have either a 1 (yes) or 0 (no) for each licensee. If a business has multiple license types, do not create a separate record for the same business. Instead, enter a 1 for each license type they hold.

Delete inactive licenses

- If a business is listed as inactive (i.e., there is a Yes in the 'Inactive' field, column I) and remains inactive, delete the row from your file
- If a business is listed as inactive and has been reinstated, change the Yes to No in Column I

Add new licensees to new rows at the end of your existing data, following the formatting used throughout the spreadsheet.

Update the 'License Expiration Date' for each retail license that you issue. Except for the City of Milwaukee, this will always be June 30 of the following year.

Finalize and save the file - When your license data has been updated and you are ready to upload the file, delete Rows 1, 3 and 4 and save as a .CSV file.

D. Verifying the Seller's Permit

To qualify for a retail alcohol beverage license or cigarette, tobacco product, or electronic vaping device retail license, the applicant must hold a valid seller's permit with the department for sales tax purposes. Field validations have been added to Form AT-827 to prevent licenses from being reported that include invalid seller's permit numbers. Below are the procedures for verifying that a business holds a valid seller's permit:

1. Ask the applicant to provide a copy of their seller's permit. Make sure the 15-digit seller's permit number is printed on the license application. This number begins with a '456' prefix. This number is required to report the license to the department.
2. If the business does not have a copy of their seller's permit, search for it using the department's [Wisconsin Tax Account Lookup](#). To use the application, obtain the business' Federal Employer Identification Number (FEIN). In the case of a sole proprietorship, use the owner's Social Security Number (SSN).

E. Use DOR Wisconsin Tax Account Lookup to Verify Seller's Permits

This [lookup](#) provides two pieces of information needed for the license report:

1. The current status of the seller's permit
2. The correct 15-digit seller's permit number required on the report

To open the lookup:

1. From the department's website, revenue.wi.gov, click the My Tax Account button in the 'Online Services' section
2. In the 'Businesses' section, click the hyperlink labeled 'Search Account Number/Filing Frequency'

This screen appears:

1. Select 'Sales & Use Tax'
2. Choose an 'ID Type.' In most cases 'Federal Employer ID Number,' is appropriate. For a sole proprietorship, the owner's Social Security Number (SSN) may also be used.
3. Enter the 'ID' number
4. Enter the legal name of the business if the licensee is a corporation, limited liability corporation (LLC), or partnership. Enter the last name of the individual if the licensee is an individual.
5. Enter the 'Zip Code' of the **business location address**. This may be different than the licensee's mailing address.
6. Click 'Next'

VALID: The application returns the seller's permit if it is valid.

The screenshot shows the 'Wisconsin Tax Account Lookup' interface. A progress bar at the top indicates the 'Lookup' step is complete (checked) and the 'Results' step is active. The results are displayed in a table-like format:

Legal Name	BEVMAI WEE TUBE CENTER INC
Account Type	Sales & Use
Account Number	456-000006930-03
Filing Frequency	Early Monthly
Permit Status	Valid

At the bottom, there are 'Cancel' and 'Previous' buttons.

INVALID: The lookup returns this screen if the seller's permit is not valid. Note that the 'Cease Date' indicates when the seller's permit was inactivated.

The screenshot shows the 'Wisconsin Tax Account Lookup' interface. A progress bar at the top indicates the 'Lookup' step is complete (checked) and the 'Results' step is active. The results are displayed in a table-like format:

Legal Name	
Account Type	Sales & Use
Account Number	456-1028560364-03
Filing Frequency	Monthly
Cease Date	01-Apr-2010
Permit Status	Invalid

At the bottom, there are 'Cancel' and 'Previous' buttons.

INCORRECT ENTRY: The lookup returns an error message if any of the data was entered incorrectly or does not match the department's records. Possible error messages include:

1. 'Invalid Name', like in the example below, means either the business name or last name was spelled incorrectly, or the name does not match the ID number entered
2. 'Invalid Id/Id Type combination' means the ID number entered is not valid
3. 'Invalid Zip Code': The zip code entered does not match the zip code of the entity's address on file with DOR

For questions about the validity of a seller's permit, contact DORSalesandUse@wisconsin.gov.

3. FILING FORM AT-827

Form AT-827 must be filed electronically each year on or before July 15. Information about individual licensees may be updated throughout the year as needed to report changes. Municipalities filing in the standard manner and bulk filing use the clerk's MyDORGovernment Account.

A. Standard Filing Process through My DOR Government Account

1. Log in to your [MY DOR Government](#) account

If you have a My DOR Government account, you will see the home page dashboard. Click in the box labeled 'form filing'.

- Click the hyperlink labeled 'Wisconsin Retail License Report', Form AT-827. You can search for the hyperlink using the "Form" box to be taken directly to Form AT-827.

MyDORGov form filing

District/office: All Form: All Filing Status: All Search: Q

Only active forms filed within MyDORGov are listed below.

- To view all forms, visit [Online Services](#)
- If a form is submitted using file transfer, contact the filer directly

District/Office	Form Number	Form Name	Filing Status	Date Filed	Due Date
CLERK - 15281 - DOOR COUNTY - CITY OF STURGEON BAY	AT-827	Municipal Retail License Report	Not Filed		July 15, 2024
CLERK - 15281 - DOOR COUNTY - CITY OF STURGEON BAY	BOR-C	Open Book and Board of Review Calendar	Filed - Amended	03-24-2025 09:35 AM	April 28, 2025
CLERK - 15281 - DOOR COUNTY - CITY OF STURGEON BAY	MFR-C	Municipal Financial Report for Wisconsin Cities, Villages (and Towns with Proprietary Funds)	Filed - Original	05-14-2025 02:51 PM	May 1, 2025
CLERK - 15281 - DOOR COUNTY - CITY OF STURGEON BAY	PA-107	Board of Review Member Training Affidavit	Not Filed		Before Board of Review's first meeting

MyDORGov form filing

District/office: All Form: All Filing Status: All Search: Q

Only active forms filed within MyDORGov are listed below.

- To view all forms, visit [Online Services](#)
- If a form is submitted using file transfer, contact the filer directly

District/Office	Form Number	Form Name	Filing Status	Date Filed	Due Date
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report			
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report			
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report			
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report			
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report			
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report - 004	Saved - Original		July 1, 2025
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report - 003	Saved - Original		July 1, 2025
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	PE-300	TID Annual Report - 002	Saved - Original		July 1, 2025
CLERK - DOOR COUNTY - CITY OF STURGEON BAY	AT-827	Municipal Retail License Report	Not Filed		July 15, 2024

3. Click 'Start Filing'.

R Wisconsin
Dept of Revenue
 2024 Municipal Retail License Report
Form AT-827

Filing Instructions

1. Verify the municipality information below
2. As you complete the form:
 - Follow the form instructions on the right side panel
 - Check for accuracy
 - Save periodically
3. Attach documents if required
4. Click "Submit" when the form is complete
5. Before exiting, print and/or save a copy for your records (including your confirmation number)

Filing deadline - July 15, 2024

Questions?

- General filing - [review our online filing help](#)
- Form information
 - DORAlcohol@wisconsin.gov
 - (608) 266-2526
 - DORtobacco@wisconsin.gov
 - (608) 264-4248

Municipality Information

Municipality

Year Report type

4. Verify the 'Clerk Information' and update any of the fields if the information has changed.

R Wisconsin
Dept of Revenue
 2024 Municipal Retail License Report
Form AT-827

CITY OF STURGEON BAY
15281
Due Date
July 15, 2024
Report Type
ORIGINAL

Back
Next

Municipality Information

Comu Code <input type="text"/>	Muni Type <input type="text" value="CITY"/>	County <input type="text" value="DOOR"/>
Municipality <input type="text" value="CITY OF STURGEON BAY"/>		

Clerk Information

Name <input type="text"/>	Email <input type="text"/>	
Street Address <input type="text"/>		
City <input type="text"/>	Zip Code <input type="text"/>	Fax Number <input type="text"/>
Work Phone <input type="text"/>	Other Phone <input type="text"/>	

5. To file your AT-827 using the standard online filing process, select 'No' when asked if you want to bulk upload, and click 'Next.'

The screenshot shows the '2024 Municipal Retail License Report (Form AT-827)' interface. At the top, it displays 'CITY OF STURGEON BAY 15281', 'Due Date July 15, 2024', and 'Report Type ORIGINAL'. A navigation bar includes 'Back', 'Municipal Retail License Report (Form AT-827) Bulk File Upload', and 'Next'. The main content area asks 'Do you want to do bulk file upload?' with radio buttons for 'Yes' and 'No'. The 'No' option is selected. A red box highlights the 'Next' button in the top right corner.

6. Click 'Next' to bring up a list of current licenses.

The screenshot shows the '2024 Municipal Retail License Report (Form AT-827)' interface after clicking 'Next'. It displays 'CITY OF STURGEON BAY', 'Due Date July 15, 2024', and 'Report Type ORIGINAL'. The navigation bar now shows 'Back', 'Licenses', and 'Next'. Below the navigation bar, it states 'Below are all the current licenses for your municipality.' and provides instructions on how to interact with the license list. A table lists the current licenses with columns for 'License Owner's Legal Name', 'Expired Date', and 'Deactivate'.

	License Owner's Legal Name ↕	Expired Date	Deactivate ?
<input checked="" type="checkbox"/>	THE S-STOP, INC	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	WAL-MART STORES EAST, LP	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	AMERICAN PETROLEUM, LLC	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	L & P CONVENIENT STORE STURGEON BAY LLC	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	LAVINE'S INC	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	MARCHANT'S MEATS & SAUSAGE, LLC	06/30/2020	<input type="checkbox"/>
<input checked="" type="checkbox"/>	MCCARTNEY & COMPANY, LTD	06/30/2020	<input type="checkbox"/>

7. Follow the processes outlined in Parts 3.C-F, and H to review and update the list of licenses issued in the municipality. You must click through each record before submitting the form.

The screenshot shows the 'Preparer/Signature Statement' page of the 2024 Municipal Retail License Report Form AT-827. The header includes 'CITY OF STURGEON BAY', 'Due Date July 15, 2024', and 'Report Type ORIGINAL'. The page title is '2024 Municipal Retail License Report Form AT-827'. The main content area is titled 'Preparer Information' and contains several input fields: 'Name', 'Title', 'Email', 'Phone', and a 'Total Licenses' section with two checkboxes. The 'Name' and 'Email' fields have red error icons. The 'Total Licenses' section has two checkboxes, one with a red error icon. Below this is a 'Signature Statement' section with a radio button for 'Yes' and a radio button for 'No'. The 'Yes' radio button is selected. A 'Next' button is visible in the top right corner.

8. Complete the Preparer/Signature Page. When all errors have been cleared, 'Submit' on the left sidebar to submit the form.

B. Bulk Filing Through MyDORGovernment Account

1. Follow steps 1 – 4 in Part 3.A.
2. When asked about bulk filing, select 'Yes.' Click the paperclip icon to attach a .CSV file formatted according to the instructions in Part 2.C.

The screenshot shows the 'Bulk File Upload' page of the 2024 Municipal Retail License Report Form AT-827. The header includes 'CITY OF STURGEON BAY', 'Due Date July 15, 2024', and 'Report Type ORIGINAL'. The page title is '2024 Municipal Retail License Report Form AT-827'. The main content area is titled 'Municipal Retail License Report (Form AT-827) Bulk File Upload'. It contains a question 'Do you want to do bulk file upload?' with radio buttons for 'Yes' and 'No'. The 'Yes' radio button is selected. Below this is a list of instructions for bulk filing, including a link to 'Bulk Filing Method instructions'. There is a section for attaching files, with a text input field for 'Bulk File Upload' and an 'Attach file' button with a paperclip icon. A 'Next' button is visible in the top right corner.

3. Click 'Choose a file or drag it here.'
4. After you select your .CSV file, click 'Start upload(s).' You will receive a message stating your file was uploaded successfully.
5. Address any error messages in the bulk file using the formatting instructions in Part 2.C. Click 'Next' to continue when the file is uploaded and no error messages appear.
6. Complete and submit the form using step 8 in Part 4.A.

C. Review and Update Existing License Holders (Standard Filing)

1. Click 'Next' to step through the license record for each licensee.
2. Click the arrow icon  to the left of the licensee name to jump directly to that license record.
3. Check the 'Deactivate' box in the far-right column to deactivate a specific license.
4. Check the box labeled 'Update All Expiration Dates to June 30, 20XX' after the existing license list to update the expiration date of all license records at once
5. Click the + sign labeled 'Add Municipal License'  to add a new license record.
6. Click the  symbol at the top center of the page to jump directly to any license record or the Preparer/Signature Statement.

D. Add a New License Holder (Standard Filing)

Click the 'Add Municipal License' button located at the end of the existing license list to display a blank row in the list of licenses. Enter the licensee's legal name on this page.

☰

2024 Municipal Retail License Report

Form AT-827

TOWN OF STURGEON BAY
Due Date
July 15, 2024
Report Type
AMENDED

⏪ Back
☰ Licenses
Next ⏩

Below are all the current licenses for your municipality.

- You can step through details of all your licenses by using the Next button in the upper right of the screen.
- You can jump directly to the details of a license by using the arrow icon to the left of the name.
- You can mark a license deactivated on this page by using the checkbox on the right.
- You can add new licenses or update the expiration date of all the licenses using controls at the bottom of the list.

License Owner's Legal Name ↕	Expired Date	Deactivate ?
<input checked="" type="checkbox"/> 27 PINES LLC	06/30/2025	<input type="checkbox"/>
<input checked="" type="checkbox"/> DOOR COUNTY ROD & GUN CLUB	06/30/2025	<input type="checkbox"/>

Update All Expiration Dates to June 30, 2026

1. Click the  icon next to the empty row on the license list to open a blank license page.
2. Enter the 'Legal Name', 'Agent Name' (if necessary), 'Business Name', 'Location Address', 'City', 'Zip Code' and 'County' (the 'State' field auto-populates with 'WI').
3. Enter the seller's permit as 15 digits. This number always starts with a '456' prefix.
4. Check the box labeled 'Check this box if the licensee is a hotel' **only if the licensee is a hotel.**

☰

2024 Municipal Retail License Report

Form AT-827

TOWN OF STURGEON BAY
Due Date
July 15, 2024
Report Type
AMENDED

⬅ Back
License # 3: undefined
Next ➡

[Back to List of Licenses](#)

License Location

Exempt

Legal Name

Business Name

Location Address

City

County

Check this box if the licensee is a hotel.

Deactivate ✔

Agent Name

Zip Code

State

Valid Seller's Permit Number

Alcohol Beverage Licenses

AB BB
 AL BL
 AC CW

Alcohol Beverage License Expiration Date

Tobacco Product Licenses

CIG Over The Counter
 TOB Vending Machine
 VAP

Tobacco Product License Expiration Date

Tobacco Product License Fee

5. In the 'Alcohol Beverage Licenses' section, check the box(es) for all the alcohol beverage license types that apply to this entity. If the licensee does not hold any alcohol beverage licenses, do not select any license types. Only certain license types can be selected singly or in combination. An error message will populate if a single license type or a combination of license types is selected that is not allowed. See page 16.
6. Enter the 'Alcohol Beverage License Expiration Date', if applicable. The expiration date will always be June 30, 20XX, except in 1st class cities.
7. In the 'Tobacco Product Licenses' section, check the box(es) for all products that apply to this entity. If the licensee does not hold any tobacco product licenses, do not select any license types. There are no restrictions on combinations of tobacco product licenses.
8. Check the 'Over The Counter' box if all or part of the licensee's cig/tob/vap sales are made over the counter, if applicable.
9. Check the 'Vending Machine' box if all or part of the licensee's cigarette sales are made via a vending machine, if applicable.
10. Enter the 'Tobacco Product License Expiration Date', if applicable. The expiration date will always be June 30, 20XX, or 1 year after the date of initial issuance.
11. Enter the 'Tobacco Product License Fee', if applicable

E. Enter an Exempt License Holder (Standard Filing)

Some nonprofit organizations are not required to hold a seller's permit for collection of sales taxes. Check the 'Exempt' check box above the 'Legal Name' box at the top of the record if a license holder is a nonprofit organization that is not required to have a seller's permit number. Checking the 'Exempt' box will prefill the 'Valid Seller's Permit Number' field with all zeros.

F. Deactivate a License Record (Standard Filing)

To deactivate a license record, click the 'Deactivate' check box above the 'Agent Name' field at the top of the record. Deactivate a license record in the event a license is relinquished, revoked, or not renewed for any reason.

G. Submit a 'No License' Report

If the municipality has not issued any currently valid alcohol beverage, or cigarette, tobacco, electronic vaping device licenses, the screen below will appear instead of a listing of licensees. If this is correct, select 'Next.'

Confirm no licenses of each type were issued in the municipality on the 'Preparer/Signature Statement' page.

2024 Municipal Retail License Report
Form AT-827

TOWN OF UNION Due Date July 15, 2024 Report Type AMENDED

Back Licenses Next

Below are all the current licenses for your municipality.

- You can step through details of all your licenses by using the Next button in the upper right of the screen.
- You can jump directly to the details of a license by using the arrow icon to the left of the name.
- You can mark a license deactivated on this page by using the checkbox on the right.
- You can add new licenses or update the expiration date of all the licenses using controls at the bottom of the list.

License Owner's Legal Name	Expired Date	Deactivate ?
----------------------------	--------------	--------------

There are no Licenses reported in our records. If you wish to report license this year, click on the 'Add Municipal Licenses' button.

Update All Expiration Dates to June 30, 2026

H. Submit the Completed Report

Submit the completed form to the department from the 'Preparer/Signature Statement' page:

- Enter your name, title, email address and phone number (format as XXX-XXX-XXXX). These are all required fields.
- If you have no licenses to report, check the corresponding box under 'Licenses Status.'
- Confirm the number of licensed locations detected by the form by checking the boxes next to the number of alcohol beverage and cigarette, tobacco, and electronic vaping device licenses.
- Select 'Yes' to indicate that you agree with the signature statement.
- Check for any error messages or warnings in the 'Errors and Warnings' section of the page. Correct errors as necessary.
- Click 'Submit' in the menu on the left side of the screen. If you cannot see the 'Submit' button, select the  icon in the top left corner.

A confirmation page appears that includes your submission date and a confirmation number.

- Click 'Print' to print a copy of the report for your records.

2. Click 'Exit' to exit the form.

4. UPDATES OUTSIDE OF RENEWAL SEASON

If you issue a new license or the information reported on AT-827 about a licensee changes, submit the changes using Form AT-827 through MyDORGov.

The following are examples of changes to license information that may require a mid-year update:

- Purchase or sale of a business
- Change of agent
- License revocation or deactivation
- Addition of a new license

If you normally bulk file your licenses, resubmit the bulk file with required updates to ensure your file will remain current. Follow the process in Part 3.B as normal. If you do not bulk file your licenses, you may navigate directly to the licenses that require updating using the process in Part 3.A. Resubmit the form when your updates are completed.

You can confirm the updates are correct and were accepted by checking the online listings:

[Alcohol Beverage Retail License Search](#)

[Cigarette, Tobacco, and Electronic Vaping Device Retail License Search](#)

5. CONTACT INFORMATION

My DOR Government Account Support

If you need to create a MyDORGov account, troubleshooting filing problems, and other technical issues using MyDORGov, visit the [MyDORGov help webpage](#), or email OTAS@wisconsin.gov.

Alcohol Beverage Licensing Questions – Division of Alcohol Beverages

Email: DORAlcohol@wisconsin.gov

Phone: (608) 266-2526

Cigarette, Tobacco, and Electronic Vaping Device Questions – Tobacco Enforcement Unit

Email: DORTobacco@wisconsin.gov

Phone: (608) 264-4248

6. RESOURCES

[DAB Alcohol Beverage Landing Page](#)

[DOR Cigarette, Tobacco, and Vapor Products Landing Page](#)

[MyDORGov Online Filing Help Page](#)

[Publication 304](#), Cigarette, Tobacco, and Vapor Products Tax and Regulatory Information

[Publication 309](#), Retail Alcohol Beverage Licensing Guide for Municipalities

7. APPENDIXES

APPENDIX A: Retail Alcohol Beverage License Types

LICENSE CODES	
CODE	DESCRIPTION
AB	Class "A" Beer (off-premises), (convenience/grocery stores)
AC	"Class A" Liquor – Cider only (off-premises), (convenience store)
AL	"Class A" Liquor (off-premises), (drug stores, (convenience/grocery stores)
BB	Class "B" Beer (on/off premises), (tavern/restaurant)
BL	"Class B" Liquor (on/off premises), (tavern/restaurant)
CW	"Class C" Wine (on-premises)

APPENDIX B: Allowable Single and Combinations of Retail Alcohol Beverage License Types

Allowable Single License Types	Allowable License Combinations
Class "A" – Beer (AB)	Class "A" – Beer (AB) and "Class A" – Cider only (AC)
"Class A" – Liquor (AL)	Class "A" – Beer (AB) and "Class A" – Liquor (AL)
Class "B" – Beer (BB)	Class "B" – Beer (BB) and "Class B" – Liquor (BL)
"Class C" – Wine (CW)	Class "B" – Beer (BB) and "Class C" – Wine (CW)

APPENDIX C: Retail Cigarette, Tobacco, and Electronic Vapor Product Types

PRODUCT TYPES	
CODE	DESCRIPTION
CIG	Check this box if the licensee sells cigarettes
TOB	Check this box if the licensee sells tobacco products
VAP	Check this box if the licensee sells electronic vaping devices

APPENDIX D: Retail Cigarette, Tobacco, and Electronic Vapor Product Sale Authorization

SALE AUTHORIZATION	
CODE	DESCRIPTION
OTC	Check this box if the licensee makes all or part of their cig/tob/vap sales over the counter
VM	Check this box if the licensee makes all or part of their cig sales via vending machine

APPENDIX E: Error Messages

MESSAGE	EXPLANATION
Row 1 – County Name is NULL or is longer than 75 characters	The County Name field cannot be left blank and must be alphabetic characters only.
Row 1 – Municipality Type is NULL or is incorrect	The Municipality Type cannot be left blank. The correct format is T, V or C for Town, Village or City.
Row 1 – Municipality Name is NULL or is longer than 75 characters	The Municipality Name cannot be left blank and is limited to 75 alphabetic characters.
Row 1 – FEIN cannot be NULL and should be in the correct format = xx-xxxxxxx	You must enter your FEIN in the CSV file in the format specified, xx-xxxxxxx.
Row 1 – Clerk Name is NULL or is longer than 50 characters	Clerk Name cannot be left blank.
Row 1 – Clerk Phone is NULL or is longer than 50 characters	You must provide a clerk phone number. This field cannot be left blank.
Row 1 – Email is NULL or is longer than 150 characters	You must provide a valid email address for the person who generated the report.
LICENSE RECORD FIELDS	
Business Name cannot be NULL or longer than 145 characters	Business Name must be entered but it cannot be longer than 145 characters. Alpha-numeric characters or the following special characters may be used : -&#@:~_()!\ / ' < > ? " \$ * É é Ñ ñ
Legal Name cannot be NULL or longer than 145 characters	Legal Name must be entered but it cannot be longer than 145 characters. Alpha-numeric characters or the following special characters may be used: -&#@:~_()!\ / ' < > ? " \$ * É é Ñ ñ
Agent Name if provided should be alpha-numeric characters only and cannot be longer than 145 characters	Agent Name may use alpha-numeric characters and the following special characters: - . , () ' &
Business Address cannot be NULL or longer than 95 characters	Business Address must be provided but it cannot be longer than 95 characters. Alpha-numeric characters or the following special characters may be used: & # @ . ; _ () ! \ / - ' , < > ? " \$ *
Business City cannot be NULL or longer than 95 characters	Business City must be entered with alphabetic characters only.
Business State is incorrect. Address, City, Zip License County, State should be of the business location	The address of the business you are entering should be for the operating business in your municipality, not the address of an out-of-state parent company.
Business Zip cannot be NULL or longer than 10 characters	Business Zip must be provided and may be in 5-digit or hyphenated 9-digit formats.
Business County cannot be NULL or longer than 50 characters	You must provide the business county. Limit is 50 alphabetic characters.
Inactive column cannot be NULL, should be either Yes or No	Every business must have an entry in this column. If a business is inactive with no license issued enter Yes. If a business is active enter No.
Exempt column cannot be NULL, should be either Yes or No	This column cannot be left blank. Enter Yes if the business is a nonprofit organization that indicates they are not required to hold a seller's permit for sales and use tax.

Seller's Permit format should always be 456-XXXXXXXXXX-XX	Seller's permits begin with a 456 prefix. You must confirm the current seller's permit number with the business. If the business is exempt (Yes in the 'Exempt' column) the seller's permit is 000-0000000000-00.
Alcohol Beverage License Expiration Date is required for an active business and the format should be mm/dd/20yy	You must update the license expiration date using the required format. Enter 01/01/1900 if no alcohol beverage license issue.
License Type AB cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter a 1 if the business holds this type of license or a 0 if they do not.
License Type AC cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
License Type AL cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
License Type BB cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
License Type BL cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
License Type CW cannot be NULL, should be either 1 or 0	The License Type field cannot be left blank. You must enter 1 if the business holds this type of license or a 0 if they do not.
Product Type CIG cannot be NULL, should be either 1 or 0	The Product Type field cannot be left blank. You must enter a 1 if the business sells this product type or 0 if they do not.
Product Type TOB cannot be NULL, should be either 1 or 0	The Product Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
Product Type VAP cannot be NULL, should be either 1 or 0	The Product Type field cannot be left blank. You must enter 1 if the business holds this type of license or 0 if they do not.
Sale Authorization Type OTC cannot be NULL, should be either 1 or 0	The Sale Authorization Type field cannot be left blank. Enter 1 if the business holds this type of authorization or 0 if they do not.
Sale Authorization Type VM cannot be NULL, should be either 1 or 0	The Sale Authorization Type field cannot be left blank. Enter 1 if the business holds this type of authorization or 0 if they do not.
Tobacco Product Expiration Date is required for an active business and the format should be mm/dd/20yy	You must update the tobacco product expiration date using the required format. Enter 01/01/1900 if no tobacco product license issued.
Tobacco Product License Fee is required if Tobacco Product License issued. The value should be 100 or less. \$ sign and decimal point are not allowed	You must update the tobacco product fee using the required format. Enter 0 if no tobacco product license issued.

APPENDIX F: Common Definition of Data

HEADER FIELDS	
FIELD NAME	DESCRIPTION
County Name	This should contain one of the 72 county names exactly as listed in the Formatted County Names on page 11 11 characters maximum
Municipality Type	A single character code indicating if the filing municipality is a Town, Village or City. The codes are: T – Town V – Village C – City 1 character maximum
Municipality Name	The full name of the reporting municipality 50 characters maximum
Municipality FEIN	The FEIN of the reporting municipality. This number must be on file with the department prior to filing 9 digits maximum
Clerk Name	The full name of the municipal clerk that generated the report 50 characters maximum
Clerk Phone	The phone number of the municipal clerk that generated the report 12 characters maximum. Numeric and only the following characters: () -
Clerk Email Address	The email address of the municipal clerk that generated the report 50 characters maximum. Alphanumeric and only the following special characters: @ . _ -
LICENSE FIELDS	
FIELD NAME	DESCRIPTION
Business Name	The common name of the business or Doing Business As (DBA) name 50 characters maximum
Entity Name	The legal name of the business as displayed on their seller's permit or license 50 characters maximum
Agent Name	The name of the business agent. 50 characters maximum
Business Address	The street address of the business location. 50 characters maximum
City	The city of the business location. 50 characters maximum
State	The state of the business location. 2 characters (will always be WI)
Zip	The zip code of the business location 5 or 9 digits Do not include the dash
County	The county in which the business is located
Inactive	A business reported last year as active that no longer holds a valid license 3 characters maximum. Allowed values are yes/no
Exempt	If the license holder is a nonprofit organization that indicates they are not required to hold a seller's permit, enter "yes" 3 characters maximum (yes = exempt, no = not exempt)
State Seller's Permit	A number listed on the businesses' seller's permit issued by the department 15 characters maximum, formatted as 456##### This number must begin with a 456 prefix

Alcohol Beverage License Expiration Date	The expiration date of the license. 10 characters in mm/dd/yyyy format. Enter 01/01/1900 if no alcohol beverage licenses issued
AB	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
AC	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
AL	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
BB	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
BL	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
CW	The type of license issued. See below for license descriptions 1 digit long. 0 = no license, 1 = licensed
CIG	The type of tobacco product sold. See below for tobacco product descriptions 1 digit long. 0 = no license, 1 = licensed
TOB	The type of tobacco product sold. See below for tobacco product descriptions 1 digit long. 0 = no license, 1 = licensed
VAP	The type of tobacco product sold. See below for tobacco product descriptions 1 digit long. 0 = no license, 1 = licensed
OTC	The type of tobacco product sale authorization. See below for sale authorization descriptions 1 digit long. 0 = no sale authorization, 1 = sale authorization
VM	The type of tobacco product sale authorization. See below for sale authorization descriptions 1 digit long. 0 = no sale authorization, 1 = sale authorization
Tobacco Product License Expiration Date	The expiration date of the tobacco product license. 10 characters in mm/dd/yyyy format. Enter 01/01/1900 if no tobacco product license issued
Tobacco Product License Fee	The fee for the tobacco product license. 1 – 3 characters. Maximum of 100. Enter 0 if no tobacco product licenses issued