

Peddler's, Canvasser's, Solicitor's or Transient Merchant's License

APPLICANT INFORMATION

Name _____ Date _____
Street _____ Apt. Number _____
City _____ State _____ Zip Code _____
Email Address _____ Phone _____
Date of Birth _____ Driver's License/State ID No. _____

PHYSICAL DESCRIPTION

Height _____ Weight _____ Sex _____ Hair Color _____ Eye Color _____

VEHICLE DESCRIPTION

Make _____ Model _____ Color _____ Year _____ License Plate # _____

COMPANY INFORMATION

Name of Company _____ Contact Person _____
Street _____ Phone _____
City _____ State _____ Zip Code _____

Describe your Plan of Operation (i.e. door-to-door, type of merchandise, etc)

Date(s) of Operation _____ Time(s) of Operation _____

SIGNATURE

I declare under penalty of law that all of the above information is true and correct to the best of my knowledge and belief.

Signature of Applicant

Date

Please read attached ordinance regarding this application. Any questions, please ask.
All fees must be paid on or before a license will be issued.

For Office Use Only

Statement of the Village: The applicant and the facts stated in this application have been investigated and a license is hereby approved / denied for the following reasons: _____

Investigation Fee _____ License Fee _____ Total Fee _____ License No. _____

Please Read

12.02 PEDDLERS, CANVASSERS, SOLICITORS AND TRANSIENT MERCHANTS.

(1) **LICENSE REQUIRED.** No person shall engage in the business of peddler, hawker, trucker, solicitor, canvasser or transient merchant within the Village without first obtaining a license in compliance with the provision of this section. The license shall be obtained from the Village Administrator or the Village Administrator's designee. The Village Administrator or the Village Administrator's designee, in their discretion, may refer the matter to the Finance and Personnel Evaluation Committee for review and recommendation to the Village Board, in which case issuance of the permit shall be subject to the action of the Village Board. In the event of such referral, the matter shall be considered at the next regularly scheduled Finance and Personnel Evaluation Committee meeting to which proper notice can be given, and following the issuance of their recommendation, the matter shall be considered at the next regularly Village Board meeting.

(2) **EXEMPTIONS.** This section shall not apply to the following: newsboys, merchants delivering goods in the regular course of business, vendors of milk, bakery goods, groceries or ice distributing products to only regular customers on established routes; farmers and truck gardeners, religious, charitable, patriotic or philanthropic organizations, persons selling property at wholesale to dealers, persons holding a state license issued pursuant to 129.02, Wis. Stats.; but such persons shall comply with the provisions of Sub. (8) (c), (d) and (e) of this section.

(3) **APPLICATION.** At the time of filing application, an investigation fee in the amount of Actual Cost shall be paid to the Village to cover the cost of investigation of the facts stated in the application. The application shall be sworn to by the applicant and filed with the Village and shall contain such information as the Village shall require for the effective enforcement of this section and the safeguarding of the residents of the Village from fraud, misconduct or abuse.
(As of November 2009 the investigation fee is \$7.00.)

(4) **INVESTIGATION; ISSUANCE.** Upon receipt of each such application, the Village shall immediately institute such investigation of applicant's business and moral character as he deems necessary for the protection of the public good, and shall endorse his approval or disapproval upon said application within 72 hours after it has been filed with him, and shall issue or deny the license in accordance with his findings after presentation by the applicant of a receipt of the Village Treasurer showing payment of the required fee.

(5) **FEE.** The fee for a license as herein provided shall be: \$5.00 per day; \$20.00 per week; \$50.00 per month; \$200.00 per year. Annual licenses issued on or after July 1 shall be issued for 1/2 the required annual fee. No fee shall be required for a solicitor's or canvasser's license. Peddlers and transient merchants may employ one assistant without payment of an additional license fee, but such persons must comply with the other provisions of this section.

(6) **BOND.** If the Village determines from its investigation of said application that the interests of the Village or of inhabitants of the Village require protection against possible misconduct of the licensee or that the applicant is otherwise qualified but due to causes beyond his control is unable to supply all of the information required by sub. (3), he may require the applicant to file with the Village Clerk a bond in the sum of \$500.00 with surety acceptable to the Village President running to the Village conditioned that he will fully comply with the ordinances of the Village and laws of the State relating to peddlers, canvassers or transient merchants and guaranteeing to any citizen of the Village doing business with him that the property purchased will be delivered according to the representation of applicant, provided that action to recover on any such bond shall be commenced within 6 months after the expiration of the license of the principal.

(7) **EXPIRATION: RENEWAL: TRANSFER.** The Village shall date all licenses issued hereunder and shall specify thereon the fee paid and date of expiration. Annual licenses

shall be issued on a calendar year basis and expire December 31 of the year of issue. Applications for renewals shall be handled in the same manner as original applications. Licenses issued under this section are personal and may not be transferred.

(8) REGULATIONS AND RESTRICTIONS.

(a) Consent Required. No peddler, solicitor, canvasser or transient merchant as herein defined shall go in or upon any private residence, business establishment or office in the Village for the purpose of soliciting subscriptions for magazines or other periodicals without having been requested or invited to do so by the owner or owners, occupant or occupants of said place.

(b) Display of License. Persons licensed under this section shall carry their licenses with them while engaged in licensed activities and shall display such licenses to any police officer or citizen upon request.

(c) Misrepresentation Prohibited. No licensee shall intentionally misrepresent to any prospective customer the purpose of his visit or solicitation, nor the name or business of his principal, if any, nor the source of supply of the goods, wares or merchandise which he sells or offers for sale nor the disposition of the proceeds or profits of his sales.

(d) Loud Noises and Speaking Devices. No licensee, nor any person in his behalf, shall shout, cry out, blow a horn, ring a bell or use any sound amplifying device upon any of the streets, alleys, parks or other public places of the Village or upon private premises where sound of sufficient volume is emitted or produced there to be capable of being plainly heard upon the streets, avenues, alleys, parks or other public places, for the purpose of attracting attention to any goods, wares or merchandise which such licensee proposes to sell.

(e) Use of Streets. No licensee shall have any exclusive right to any location in the public streets, nor shall any licensee be permitted a stationary location thereon nor be permitted to operate in a congested area where such operation might impede or inconvenience the public use of such streets. For the purpose of this ordinance, the judgment of a police officer, exercised in good faith, shall be deemed conclusive as to whether the area is congested and the public impeded or inconvenienced.

(9) SUSPENSION OR REVOCATION OF LICENSE. Licenses issued hereunder may be revoked or suspended by the Village President for not to exceed 5 days pending hearing by the Village Board for fraud, misrepresentation or incorrect statement contained in the application or made in the course of carrying on business; conviction of licensee of any crime or misdemeanor or conducting the licensed business in an unlawful or disorderly manner or in such a manner as to menace the health, safety or general welfare of the public.