



Peddler, Canvasser, Solicitor or
Transient Merchant License

LICENSE FEE: Varies, see fee schedule.
INVESTIGATION FEE: \$7.00

This license is only valid for persons operating within the Village of Sussex. Peddler licenses are processed during business hours, Monday – Friday. Fees are due at time of application. Village Board approval may be required.

APPLICANT INFORMATION

Name _____ Date _____
Street _____ Apt. Number _____
City _____ State _____ Zip Code _____
Email Address _____ Phone _____

The following information is required for background check.

Driver's License/State ID No. _____

Date of Birth _____ Gender: Female Male
Race: American Indian or Alaskan Native Asian or Pacific Islander Black White

PHYSICAL DESCRIPTION

Height _____ Weight _____ 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 hereby agree to comply with all Municipal Ordinances and with the conditions of the permit and understand that the issuance of the permit creates no legal liability, express or implied, on the Department or Municipality.

I acknowledge that a full background check may be run by the Village through the Wisconsin Department of Justice-Crime Information Bureau and the DOT Public Abstract Request System.

-OVER-

I release the Village of Sussex and all providers of information from any liability as a result of furnishing and receiving any information related to the Village of Sussex licensing process.

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

Village of Sussex
Email: info@villagesussex.org
N64W23760 Main Street, Sussex, WI 53089
Phone 262-246-5200 Fax 262-246-5222

For Office Use Only – PLU 22

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

4.03 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: newspaper delivery persons, 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 440.51, 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 the 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.

(4) **INVESTIGATION; ISSUANCE.** Upon receipt of each such application, the Village Administrator or designee shall immediately institute such investigation of applicant's business and moral character as the Village Administrator or designee deems necessary for the protection of the public good, and shall endorse their approval or disapproval upon said application within 72 hours after it has been filed with the Village, and shall issue or deny the license in accordance with their 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 as set forth and modified from time to time from the Village Board by Resolution. 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 their control is unable to supply all of the information required by sub. (3), the Village 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 the Licensee 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 them 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 their visit or solicitation, nor the name or business of the principal, if any, nor the source of supply of the goods, wares or merchandise which they sell or offers for sale nor the disposition of the proceeds or profits of their 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 therefrom 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 Administrator, or designee for a period 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.