



CITY OF REEDSBURG  
134 South Locust Street, PO Box 490  
Reedsburg, WI 53959  
PH. 608-524-6404 FAX. 608-524-8458  
[www.reedsburgwi.gov](http://www.reedsburgwi.gov)

**Annual License Application**  
*for*  
**Transient Merchant/Secondhand Dealer/Flea Market**

**License Types (Check all that Apply)**

- |   |  |
|---|--|
| <input type="checkbox"/> Pawnbroker: \$210                  | <input type="checkbox"/> Secondhand Jewelry Dealer: \$40         |
| <input type="checkbox"/> Secondhand Article Dealer: \$27.50 | <input type="checkbox"/> Mall/Flea Market: \$165                 |
| <input type="checkbox"/> Fireworks Sales: \$27.50           | <input type="checkbox"/> Transient Door to Door: \$60            |
| <input type="checkbox"/> Farmers Market Craft Vendors: \$0  | <input type="checkbox"/> Transient Merchant: \$27.50             |
| <input type="checkbox"/> Short Term Rental: \$0             | <input type="checkbox"/> Public Entertain/Carnivals: \$25.00/day |

**1. Applicant Information:**

Name: \_\_\_\_\_

Date of Birth: \_\_\_\_/\_\_\_\_/\_\_\_\_ Place of Birth: \_\_\_\_\_

Height: \_\_\_\_\_ Weight: \_\_\_\_\_ Hair Color: \_\_\_\_\_ Eye Color: \_\_\_\_\_

Driver's License Number: \_\_\_\_\_ State: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Present Address: \_\_\_\_\_  
House Number City State Zip Code

Permanent Address (Where you can be contacted at least seven (7) days after leaving the City):

\_\_\_\_\_  
House Number City State Zip Code

Telephone Numbers: \_\_\_\_\_ : \_\_\_\_\_ : \_\_\_\_\_  
Home Business Cellular

Vehicle(s) Used: \_\_\_\_\_  
Registration Plate Number & State Make Model Year Color

\_\_\_\_\_  
Registration Plate Number & State Make Model Year Color

**2. Business/Company Information**

Business Name: \_\_\_\_\_ Business Phone: \_\_\_\_\_

Business Address: \_\_\_\_\_  
Number City State Zip Code

Temporary Business Location: \_\_\_\_\_  
Number City State Zip Code

Nature of Business/Product(s) Description: \_\_\_\_\_  
\_\_\_\_\_

**Business History:**

List the three (3) most recent communities (city, village or town) where you have conducted business as a transient merchant and for each community give the type of activity you were engaged:

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**3. Criminal Activity**

Have you been convicted of any crime or ordinance violation reasonably related to the requested licensed activity?  No  Yes

If yes, please explain the nature of the offense(s) and location of conviction: \_\_\_\_\_

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**4. Identification**

Picture I.D., Driver's License Number & State: \_\_\_\_\_

Other I.D. type (specify): \_\_\_\_\_

**ATTACH COPY OF IDENTIFICATION TO APPLICATION**

*Applicant understands and agrees that this permit is not to insure nor indemnify and shall not be construed as such. Applicant further agrees that applicant will indemnify and hold harmless the City of Reedsburg for any and all claims arising from the service or goods provided under this application or permit.*

*Applicant acknowledges receiving a copy of the City of Reedsburg Ordinances regulating transient merchants. Pursuant to section (5)(C) the Applicant hereby appoints the City Clerk as their agent to accept service of process in any civil action brought against the Applicant arising out of any sale or service performed by the Applicant in connection with the direct sales activities by the Applicant in the event that the Applicant cannot, after reasonable effort, be served personally. Upon payment of the registration fee and the signing of the application, the Applicant understands the City Clerk shall register the Applicant as a transient merchant as of the date this application is approved by the City. The Applicant understands that this registration shall be valid for a period of one-year from said approval date subject to subsequent refusal as provided in Section (6)(B) of the Reedsburg Ordinances regulating transient merchants.*

Date: \_\_\_\_\_ Applicant Signature: \_\_\_\_\_

Last **Four** Numbers of Social Security Number: \_\_\_\_\_

**5. Approvals**

	Date:	Initials:
Chief of Police:	_____	_____
City Clerk:	_____	_____
Representative:	_____	_____

Expires December 31 of Year of Issue.



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## TRANSIENT MERCHANT REGULATIONS

### PROHIBITED PRACTICES:

- (1) A transient merchant shall be prohibited from: calling at any dwelling or other place between the hours of 9:00 p.m. and 9:00 a.m. except by appointment; calling at any dwelling or other place where a sign is displayed bearing the words "No Peddlers," "No Solicitors" or words of similar meaning; calling at the rear door of any dwelling place; or remaining on any premises after being asked to leave by the owner, occupant, or other person having authority over such premises.
- (2) A transient merchant shall not misrepresent or make false, deceptive or misleading statements concerning the quality, quantity or characteristics of any merchandise offered for sale, the purpose of his/her visit, his/her identity or the identity of the organization he/she represents. A charitable organization transient merchant shall specifically disclose what portion of the sale price of the merchandise being offered will actually be used for the charitable purpose for which the organization is soliciting. Said portion shall be expressed as a percentage of the sale price of the merchandise.
- (3) No transient merchant shall impede the free use of sidewalks and streets by pedestrians and vehicles. Where sales are made from vehicles, all traffic and parking regulations shall be observed.
- (4) No transient merchant shall make any loud noises or use any sound amplifying device to attract customers if the noise produced is capable of being plainly heard outside a one hundred foot radius of the source.
- (5) No transient merchant shall allow rubbish or litter to accumulate in or around the area in which he/she is conducting business.

### DISCLOSURE REQUIREMENTS:

- (1) After the initial greeting and before any other statement is made to a prospective customer, a transient merchant shall expressly disclose his/her name, the name of the company or organization he/she is affiliated with, if any, and the identity of merchandise or services he/she offers to sell.
- (2) If any sale of merchandise is made by a transient merchant, or any offer for the later delivery of merchandise is taken by the seller, the buyer shall have the right to cancel said transaction if it involves the extension of credit or is a cash transaction if it involves the extension of credit or is a cash transaction of more than \$25, in accordance with the procedure as set forth in §423.203, Wis. Stats; the seller shall give the buyer two copies of a typed or printed notice of that fact. Such notice shall conform to the requirements of §423.203(1)(a)(b) and (c), (3) and (3), Wis. Stats.
- (3) If the transient merchant takes a sales order for the later delivery of merchandise, he/she shall, at the time the order is taken, provide the buyer with a written statement containing the terms of the agreement, the amount paid in advance

whether full, partial or no advance payment is made, the name, address and telephone number of the seller, the delivery or performance date, and whether a guarantee or warranty is provided and, if so, the terms thereof.