



## DIRECT SELLER LICENSE APPLICATION

**Direct Seller:** A Direct Seller license is required for any individual who sells goods or takes sales orders for the later delivery of goods or services at any location other than the permanent business place or residence of such person, partnership, association or corporation. No direct seller, or an employee of a direct seller, shall engage in direct sales within the City of New Berlin without being licensed. Each person applying must complete a separate application.

**Fees:** A daily license is \$10 per day, per direct seller. A business license is \$100 which includes up to 3 employees and is valid for one year from the date of issuance. There is also a \$10 background check fee per person. Fee is waived if the business owns a brick & mortar facility within Waukesha County. Cash or Check is accepted. Make checks payable to: City of New Berlin

**New Berlin Municipal Code Section 152-5:** Direct sellers are regulated by [Section 152-5](#) of the Municipal Code.

1. Is this application in conjunction with a City of New Berlin special event?  No  Yes *(If no, please continue to Section A)*
2. If yes, what event:  Fourth of July Festival  Beer Garden  Other \_\_\_\_\_
3. Provide Date(s) of Event: \_\_\_\_\_
4. Provide location of Event: \_\_\_\_\_
5. What City Department is sponsoring this event?: \_\_\_\_\_
6. Who is your contact person at this department?: \_\_\_\_\_

### Section A. Direct Seller Information – Please print legibly

Business Name (if any): \_\_\_\_\_

Business Website (if any): \_\_\_\_\_

Does the business own a brick & mortar facility within Waukesha County?  No  Yes *(If yes, please provide address on next line)*

First Name \_\_\_\_\_ Middle Name \_\_\_\_\_ Last Name \_\_\_\_\_

Maiden or Previous Name (if any): \_\_\_\_\_

Date of Birth \_\_\_\_\_ Check One:  Male  Female

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Driver License/I.D. Number \_\_\_\_\_ (Attach copy with this application)

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

Provide make, model and color of vehicle if using vehicle to conduct sales \_\_\_\_\_ Plate # \_\_\_\_\_

1. Have you been convicted of any crime or ordinance violation within the last five years?  No  Yes
2. Do you currently have any pending charges in Wisconsin or any other state?  No  Yes
3. If you answered yes to the question above, please provide explanation: \_\_\_\_\_

## Section B. Vendor Products / Location of Sales

1. Check the items you plan to sell:  Food/Beverages  Merchandise  Selling Products/Services (to be delivered or completed at a later time)

If you checked FOOD, have you attached your food license with the Waukesha County Environmental Health Department?  No  Yes

2. Provide (or attach) a detailed description of the items checked above. (i.e. food menu, brochure of services, etc.)

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4. List other municipalities, festivals or events that you conducted similar business: \_\_\_\_\_

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5. If you are selling items from a specific location, please provide the exact address and what business this is: \_\_\_\_\_

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\*Do you have the permission of the property owner to utilize their property for sales?  No  Yes

Provide the name and phone number of the property owner: \_\_\_\_\_

**\*You must answer yes to the above question to submit this application. Per municipal code, direct sellers are prohibited from selling within or along any City parks without the permission of the Parks, Building & Grounds Commission.**

## Section C. Direct Seller Fees

Each person who is directly engaged in sales must have a direct seller license. A daily license is \$10 per day, per direct seller. A business license is \$100 which includes up to 3 employees and is valid for one year from the date of issuance. There is also a \$10 background check fee per person. Fee is waived if the business owns a brick & mortar facility within Waukesha County.

**Select Direct Seller Option below – check one box:**

**Daily License - \$10 per direct seller, per day + \$10 background check fee.** Each direct seller applicant must complete a separate application.

Indicate the exact dates you will be conducting direct sales in the City of New Berlin – this will be printed on your license:

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**\$100 Business License (Includes 3 direct sellers and is valid for 1 year) + \$10 background check fee per person.**

\*Each applicant must complete a separate application.

**Business owns a brick & mortar facility within Waukesha County - no fee.** Please provide proof of brick & mortar facility.

**TOTAL DUE:** \_\_\_\_\_ (cash or check only – Please make all checks payable to: City of New Berlin)

## Section D. Signature & Acknowledgment

I, the undersigned, do hereby make an application for a Direct Seller license for the City of New Berlin. I certify that all of the information provided on this application is true and correct to the best of my knowledge. I authorize the City of New Berlin to conduct a background check to verify the information provided, and authorize the release of all information regarding my record.

I acknowledge that I have read the [New Berlin Municipal Code Section 152-5](#) relating to Direct Sellers and agree to comply with all provisions set forth in this section.

**Applicant Signature** \_\_\_\_\_ **Date** \_\_\_\_\_

**OFFICE USE ONLY:** Date Application Received: \_\_\_\_\_ Total Fees Paid: \_\_\_\_\_ Date Record Check Completed: \_\_\_\_\_

PB&G Date (if needed): \_\_\_\_\_ Date License Issued: \_\_\_\_\_ License No.: \_\_\_\_\_

Notes: \_\_\_\_\_

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