

**City of Ladysmith**  
**120 Miner Ave W – Ladysmith, WI 54848**

*Direct Seller's Permit - Ord. 7-4-1*

Application Date: \_\_\_\_\_

Application Fee: \$50.00

*For any individual who, for him/herself, or for a partnership, association or corporation, sells goods, or takes sales orders for the later delivery of goods, at any location other than the permanent business place or residence of said individual, partnership, association or corporation, and shall include, but not be limited to, peddlers, solicitors and transient merchants. The sale of goods, includes donations required by the direct seller for the retention of goods by a donor or prospective customer.*

Name or Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone Number: \_\_\_\_\_

Nature of business to be conducted and a brief description of the goods offered, and any services offered:

\_\_\_\_\_  
\_\_\_\_\_

Make, model and license number of any vehicle to be used by applicant in the conduct of his/her business: \_\_\_\_\_

Has applicant been convicted of any crime or ordinance violation related to applicant's transient merchant business within the last five years? Yes - No.

If Yes, list the nature of the offense, and the place of conviction:

\_\_\_\_\_  
\_\_\_\_\_

The undersigned agrees to release, defend and hold the City of Ladysmith and its employees and agents harmless against all claims, liability, loss, damage or expense incurred by the City on account of any injury to or death of any person or any damage to property caused by or resulting for the activities for which the permit is granted.

To the best of the applicant's knowledge and belief, the information on this application is true, correct and complete. The applicant agrees to comply with all appropriate Wisconsin State Statutes and City of Ladysmith Ordinances relating to the license/permit. (The City of Ladysmith Code of Ordinances is available for review at the City Clerk's Office, 120 W Miner Avenue, Ladysmith, WI 54848 or on the City website [www.cityofladysmithwi.com](http://www.cityofladysmithwi.com).)

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

Applicants shall present to the Clerk for examination:

1. A driver's license or some other proof of identity as may be reasonably required.
2. A state certificate of examination and approval from the Sealer of Weights and Measures where applicant's business requires use of weighing and measuring devices approved by State authorities.
3. A state health officer's certificate where applicant's business involves the handling of food or clothing and is required to be certified under state law; such certificate to state that applicant is apparently free from any contagious or infectious disease, dated not more than 90 days prior to the date the application for license is made.

At the time the registration is returned, a fee of \$50.00 shall be paid to the Clerk to cover the cost of processing said registration.

Upon receipt of each application, the Clerk may refer it immediately to the Chief of Police who may make and complete an investigation of the statements made in such registration.

Any charitable organization not registered under Section 440.41, Wisconsin Statutes, or which is exempt from that Statute's registration requirements, shall be required to register under this ordinance.

Each applicant must sign the following statement:

I /we do hereby nominate and appoint the Clerk of the City of Ladysmith as my/our agent to accept service of process in any civil action brought against me/us arising out of any sale or service performed by me/us, in connection with the direct sales activity of me/us, in the event that I/we cannot be personally found or located for personal service of such process.

\_\_\_\_\_  
Signature of Applicant

For Office Use Only		Reason for Denial
Chief of Police	<input type="checkbox"/> Approval <input type="checkbox"/> Denial	
Public Works	<input type="checkbox"/> Approval <input type="checkbox"/> Denial	
Common Council	<input type="checkbox"/> Approval <input type="checkbox"/> Denial	