

**CITY OF PLATTEVILLE, WISCONSIN
CHAPTER 31, LICENSES
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CHAPTER 31

LICENSES

31.01 LICENSES REQUIRED. No person shall engage in any trade, profession, business or privilege for which a license is required by any provision of this code without first obtaining such license from the City in the manner provided in this chapter, unless otherwise specifically provided.

31.02 APPLICATION FOR LICENSE. Unless otherwise provided, application for a license shall be made to the City Clerk upon forms provided by the City and applicant shall state the location of the proposed activity and such other facts as may be required for or be applicable to the granting of such a license.

31.03 PAYMENT OF FEE. The fees required for any license shall be paid at the office of the City Treasurer before the granting of the license. Unless otherwise provided in this chapter, no license fee shall be prorated for a portion of a year and no license fee paid shall be refunded, except that in the case of Class A and Class B fermented malt beverage licenses and intoxicating liquor licenses where the holder of such license surrenders such license during the license period and such license is then granted to another for use upon the same premises during the same license year. Then and in that event the original holder of said license shall be given a refund of the license fee paid and such refund shall be prorated based upon the length of time such license was held during the license year and the person to whom said license is granted for use upon the same premises shall pay a prorated fee based upon the date on which said license is granted.

31.04 BOND AND INSURANCE. All required bonds shall be executed by two sureties, or a surety company, and shall be subject to the approval of the City Manager and the Common Council. Where policies of insurance are required, such policies shall be approved as to substance and form by the City Attorney. Satisfactory evidence of coverage by bond or insurance shall be filed with the Clerk before the license is issued.

31.05 APPROVAL OR DENIAL OF LICENSES. (a) Where the approval of any City officer or state officer is required prior to the issuance of any license, such approval must be presented to the Clerk before any license is issued.

(b) No license shall be approved by any City officer or issued by the Clerk if it appears that the conduct of the activity for which a license is sought will be contrary to the health, safety or welfare of the public or any regulation, law or ordinance applicable to such activity.

31.06 LICENSE TERM. (a) Unless otherwise provided, the term of the license year shall begin July 1 and end on June 30 of the succeeding year.

(b) Where the issuance of licenses for periods of less than one year is permitted, the effective date of such license shall commence with the date of issuance.

31.07 LICENSE CERTIFICATES. License certificates shall show the date of issue, the activity licensed and the term of the license, and shall be signed by the Clerk and be impressed with the City seal.

31.08 EXHIBITION OF LICENSE CERTIFICATE. Every licensee shall carry his license certificate upon his person at all times when engaged in the activity for which the license is granted, except that where such activity is conducted at a fixed place, in a vehicle or establishment, the license certificate shall be exhibited at all times in some conspicuous place in such place of business. The licensee shall exhibit the license certificate upon demand of any police officer or person representing the issuing authority.

31.09 TRANSFER OF LICENSE. Unless otherwise provided, no license shall be transferable without the authorization of the Common Council.

31.10 RENEWAL OF LICENSE. License renewals shall be issued in the same manner and be subject to the same conditions as original license.

31.11 REVOCATION OF LICENSE. Any license issued by the City may be suspended or revoked by the Common Council for any of the following causes:

1. Fraud, misrepresentation or incorrect statement contained in the application for license, or made in carrying on the licensed activity.
2. Conviction of a crime.
3. Conducting such licensed activity in such manner as to constitute a breach of the peace, or a menace to the health, safety, or welfare of the public, or a disturbance of the peace or comfort of the residents of the City.
4. Expiration or cancellation of any required bond or insurance.
5. Actions unauthorized or beyond the scope of the license granted.
6. Violation of any regulation or provision of this code applicable to the activity for which the license has been granted, or any regulation or law of the state so applicable.

7. Failure to continuously comply with all conditions required as precedent to the approval of the license.

31.12 HEARING. Prior to any revocation or suspension under this chapter, the license holder shall be notified by the City Clerk of the Common Council's intent to take such action and shall be informed of the right to a public hearing on such action before the Common Council. If the license holder requests a hearing within five days after such notice is mailed to the last known address of the license holder, the Common Council shall hold a public hearing and afford the license holder opportunity to be heard and present evidence. Other evidence may also be received. Following the hearing the Common Council shall decide by a majority vote what action, if any, to take regarding the license.

31.13 INSPECTIONS. The Health Officer and other City officials may enter upon the premises where any licensed activity is being conducted for the purpose of inspection.

31.14 DIRECT SELLERS. (1) Registration Required. It shall be unlawful for any direct seller to engage in direct sales within the City of Platteville without being registered for that purpose as provided herein.

(2) Definitions. In this section:

- (a) "Direct Seller" means 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.
- (b) "Permanent Merchant" means a direct seller who, for at least one year prior to the consideration of the application of this section to said merchant, has continuously operated an established place of business in this City or has continuously resided in the City and now does business from his/her residence.
- (c) "Goods" shall include personal property of any kind, and shall include goods provided incidental to services offered or sold.
- (d) "Charitable Organization" shall include any benevolent, philanthropic, patriotic or eleemosynary person, partnership, association or corporation, or one purporting to be such.
- (e) "Clerk" shall mean the City Clerk.

- (3) Exemptions. The following shall be exempt from all provisions of this section:
- (a) Any person delivering newspapers, fuel, dairy products or bakery goods to regular customers on established routes;
 - (b) Any person selling goods at wholesale to dealers in such goods;
 - (c) Any person selling agricultural products which such person has grown;
 - (d) Any permanent merchant or employee thereof who takes orders away from the established place of business for goods regularly offered for sale by such merchant within this county and who delivers such goods in their regular course of business;
 - (e) Any person who has an established place of business where the goods being sold are offered for sale on a regular basis, and in which the buyer has initiated contact with, and specifically requested a home visit by, said person;
 - (f) Any person who has had, or one who represents a company which has had a prior business transaction, such as a prior sale or credit arrangement, with the prospective customer;
 - (g) Any person selling or offering for sale a service unconnected with the sale or offering for sale of goods;
 - (h) Any person holding a sale required by statute or by order of any court and any person conducting a bona fide auction sale pursuant to law;
 - (i) Any employee, officer or agent of a charitable organization who engages in direct sales for or on behalf of said organization, provided that there is submitted to the Clerk proof that such charitable organization is registered under Section 440.41, Wisconsin Statutes, or which is exempt from that statute's registration requirements, shall be required to register under this section;
 - (j) Any person who claims to be a permanent merchant, but against whom complaint has been made to the Clerk that such person is a transient merchant; provided that there is submitted to the Clerk, proof that such person has leased for at least one year, or purchased, the premises from which he/she is conducting business, or proof that such person has conducted such business in this City for at least one year prior to the date complaint was made.

CHAPTER 31 Licenses

(4) Registration. (a) Applicants for registration must complete and return to the Clerk a registration form furnished by the Clerk which shall require the following information:

1. Name, permanent address and telephone number, and temporary address, if any;
2. Date of birth, height, weight, color of hair and eyes;
3. Name, address and telephone number of the person, firm, association or corporation that the direct seller represents or is employed by, or whose merchandise is being sold;
4. Temporary address and telephone number from which business will be conducted, if any;
5. Nature of business to be conducted and a brief description of the goods offered, and any services offered;
6. Proposed method of delivery of goods, if applicable;
7. Make, model and license number of any vehicle to be used by applicant in the conduct of his/her business;
8. Last cities, villages, towns, not to exceed three, where applicant conducted similar business;
9. Place where applicant can be contacted for at least seven days after leaving this city;
10. Statement as to whether applicant has been convicted of any crime or ordinance violation related to applicant's transient merchant business within the least five years; the nature of the offense and the place of conviction.

(b) Applicants shall present to the Clerk for examination:

1. A driver's license or some other proof of identity 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.

- (c) At the time the registration is returned, a fee as established by the Common Council and amended from time to time via resolution shall be paid to the Clerk to cover the cost of processing said registration.

The applicant shall sign a statement appointing the Clerk his/her 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 of the applicant, in the event the applicant cannot, after reasonable effort, be served personally.

Upon payment of said fee and the signing of said statement, the Clerk shall register the applicant as a direct seller and date the entry. Said registration shall be valid for a period of one year from the date of entry, subject to subsequent refusal as provided in paragraph (5)(b) below.

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

- (b) The Clerk shall refuse to register the applicant if it is determined, pursuant to the investigation above, that: the application contains any material omission or materially inaccurate statement; complaints of a material nature have been received against the applicant by authorities in the last cities, villages and towns, not exceeding three, in which the applicant conducted similar business; the applicant was convicted of a crime, statutory violation or ordinance violation within the last five years, the nature of which is directly related to the applicant's fitness to engage in direct selling; or the applicant failed to comply with any applicable provision of paragraph (4)(b) above.

- (6) Regulation of Direct Sellers. (a) Prohibited Practices. 1. A direct seller 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 direct seller shall not misrepresent or make false, deceptive or misleading statements concerning the quality, quantity or character of any good offered for sale, the purpose of his/her visit, his/her identity or the identity of the organization he/she represents. A charitable organization direct seller shall specifically disclose what portion of the sale price of goods 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 goods.

3. No direct seller 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 direct seller 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 100-foot radius of the source.
 5. No direct seller shall allow rubbish or litter to accumulate in or around the area in which he/she is conducting business.
- (b) Disclosure Requirements.
1. After the initial greeting and before any other statement is made to a prospective customer, a direct seller shall expressly disclose his/her name, the name of the company or organization he/she is affiliated with, if any, and the identity of goods or services he/she offers to sell.
 2. If any sale of goods is made by a direct seller, or any sales order for the later delivery of goods 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 of more than \$25, in accordance with the procedure as set forth in Section 423.203(1)(a)(b) and (c), (2) and (3), Wisconsin Statutes.
 3. If the direct seller takes a sales order for the later delivery of goods, 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.
- (7) Records. The Police Chief shall report to the Clerk all convictions for violation of this section and the Clerk shall note any such violation on the record of the registrant convicted.
- (8) Revocation of Registration. (a) Registration may be revoked by the Common Council after notice and hearing, if the registrant made any material omission or materially inaccurate statement in the application for registration, made any fraudulent, false, deceptive or misleading statement or representation in the course of engaging in direct sales, violated any provision of this section or was convicted of any crime or ordinance or statutory violation which is directly related to the registrant's fitness to engage in direct selling.

31.15 REPEALED (13-23)

31.16 JUNK DEALERS. (a) No person in the City of Platteville shall keep, conduct, or maintain any building or space for the keeping or storing in commercial quantities, or for buying or selling in any quantity old, used, or secondhand materials or any kind which is commonly referred to as junk or salvage material without first having obtained a license pursuant to this chapter. A person engaged in such a business shall be referred to as a junk dealer.

- (b) The application shall be reported to the County Health Officer, Building Inspector and Police Chief, who shall conduct an inspection of the business premises. The County Health Officer and Building Inspector shall report any health problems or hazardous conditions to the junk dealer and City Manager. Any problems noted by the County Health Officer, Building Inspector, or Police Chief shall be corrected before the license is approved or renewed.
- (c) All junk dealers' licenses shall be approved by the Common Council.
- (d) No person whose application has been denied may make further application until a period of six months has elapsed following the denial unless he can show that the reason for such denial no longer exists. No license shall be issued to any person who shall have been convicted within three years of the date of application of a violation of this section, or to any person who has, within two years of the date of application, been convicted of a felony.
- (e) Every junk dealer shall pay an annual license fee established by the Common Council and amended from time to time via resolution. Upon loss or destruction of a license, the City Clerk shall issue a duplicate at no charge.
- (f) No licensee shall remove his place of business from the place specified on the license to another place within the City without first securing permission from the Common Council. Any change in location shall be endorsed upon the license.
- (g) Any premises used for the conduct of a junk dealer's business shall be made visually acceptable insofar as practical by the erection of a solid fence or plantings on all sides of the premises. Such fence or plantings must meet the approval of the Building Inspector. Additionally, no junk dealer shall permit any junk materials to extend over a property line. Containment shall be assured by the erection of a sturdy, solid fence if necessary. No materials may extend or protrude above the fence or plantings.
- (h) Upon written complaint by any City official or resident of the City to the City Clerk that the licensee has violated any of the provisions of this section, the Building Inspector shall conduct an investigation, and if he finds that violations are occurring, he shall inform the licensee in writing of the specific violations then existing. The Building Inspector shall allow the licensee a reasonable time to correct violations.

- (i) In addition to all other remedies at law for violations of this section, the Building Inspector may seek abatement of such violations by court action and may apply to the Common Council for revocation of the license pursuant to this chapter.

31.17 REPEALED

31.18 TAXI AND/OR TAXI DRIVER LICENSES. (a) Requirement of License. Except as provided in (b) below, no person shall operate a taxi or any vehicle carrying passengers for hire, including vehicles used in the Platteville Transit System, within the City limits without first obtaining a taxi driver's license. No vehicle shall be operated as a taxi in the City without being licensed as a taxi.

- (b) Exceptions. The provisions of this section shall not apply to vehicles which are owned by licensed funeral directors nor to the drivers of such vehicles, when used by weddings and christening, or as an ambulance, nor shall it apply to bus lines nor to the drivers of busses operating through Platteville and between Platteville and other points, pursuant to authorizations granted by the Public Service Commission, nor shall it apply to buses operated for charter or as school buses.
- (c) Certificate of Insurance. The application for a taxi license shall be accompanied by a certificate of insurance coverage showing that each vehicle to be licensed is covered by liability insurance by an insurance company licensed to do business in Wisconsin, in the amount of \$1,000,000 for the combined single limit for both bodily injury or death and property damage for any one accident due to the negligent operation of such vehicle. Any insurance policy hereunder shall contain a provision that the same shall not be cancelled before expiration of its term except upon 30 days written notice to the City Clerk. Cancellation or termination of such insurance shall automatically terminate all licenses issued hereunder unless another certificate of insurance shall be substituted.
- (d) Vehicle Inspection. The application for a taxi license shall be accompanied by a vehicle inspection report completed and signed by a certified mechanic at the applicant's expense. Said inspection report must certify that the vehicle is safe to drive and meets Wisconsin DOT safety codes and regulations.
- (e) Issuance. Upon receipt of a license application, accompanied by the policy of insurance (if applicable) and payment of the prescribed fee, the City Clerk shall notify the Chief of Police of the application. The Chief of Police shall then make an investigation of the applicant and report on the same in writing to the City Clerk. The City Clerk shall then present the license application to the Common Council. Upon review of the application, after consideration of the adequacy of existing taxi service and the need for any additional service within the City, the Common Council shall grant or deny the license by an affirmative vote of the majority of the members thereof.

- (f) **Provisional License.** The City Clerk may issue a provisional taxi and/or taxi driver license to a qualified applicant under the standards set forth in this Section and following a police record check showing that the applicant is not disqualified from holding a taxi or taxi driver license. Upon filing by the applicant of a receipt showing the payment to the City Treasurer of a provisional license fee as established by the Common Council and amended from time to time via resolution, a provisional taxi and/or taxi driver license shall be issued and shall expire 60 days after its issuance or when a license under this Section is issued to the holder, whichever is sooner. A provisional license may only be issued to a person who has applied for a taxi and/or taxi driver license per this Section.
- (g) **Posted Fares.** Each vehicle licensed as a taxi shall post the applicable fares in a conspicuous place inside the taxi in plain sight of the passengers.

31.19 TAXI LICENSE FEE AND TERM. (a) There shall be a license fee established by the Common Council and amended from time to time via resolution for each vehicle used as a taxi and for each driver that operates a taxi vehicle. Said licenses shall expire annually on December 31.

- (b) The license fees provided herein shall be waived for any vehicle(s) and driver(s) of such vehicle(s) operated by a taxi service that is a non-profit organization under IRS Code Section 501(c)(3) or other IRS statutes or regulations. Proof of tax exempt status must be submitted with the license application.

31.20 BICYCLE LICENSES. (a) No person shall ride a bicycle upon any street within the City unless such bicycle is registered and tagged, as hereinafter provided.

- (b) Every owner of a bicycle used on the streets within the City shall, within ten days after acquiring the bicycle, file with the Police Department a complete description of such bicycle upon a blank form to be provided for the purpose, which filing of description shall constitute a registration of such bicycle. Such registrations shall be serially numbered and be kept on file by the Police Department as a public record. The fee for such registration shall be established by the Common Council and amended from time to time via resolution. Such a registration shall be non-expiring and shall continue until the Police Department is notified of any changes.

31.21 BICYCLE TAGS. (a) Immediately upon the registration of a bicycle at the Police Department the bicycle owner shall affix to such bicycle an identification tag serially numbered to correspond with the registration of such bicycle. Such tag shall thereafter remain affixed to said bicycle and shall not be removed therefrom while the owner is a resident of Platteville. Persons with temporary residence in the City are not exempt. However, current registration from another jurisdiction shall exempt that person from registration with the City of Platteville.

- (b) No person, except such persons as are authorized to do so by this chapter, shall deface, mutilate or remove an identification tag placed upon any bicycle.

31.22 BICYCLE LICENSE FEES. Bicycle license fees shall be paid to the Police Department which shall give a receipt therefor to the person paying same and shall pay all such amounts received by him into the City Treasury.

31.23 PAWNBROKERS AND SECONDHAND ARTICLE AND JEWELRY DEALERS. Pawnbrokers and Secondhand Article and Jewelry Dealers of the Code of Ordinance is hereby created by the adoption of Section 134.71, Wisconsin Statutes, as amended.

31.24 CIGARETTE AND TOBACCO PRODUCTS RETAILER LICENSE. The provisions of Section 134.65, Wisconsin Statutes, are hereby adopted as follows:

- (1) No person shall in any manner, or upon any pretense, or by any device, directly or indirectly sell, expose for sale, possess with intent to sell, exchange, barter, dispose of or give away any cigarettes or tobacco products to any person not holding a license as herein provided or a permit under ss. 139.30 to 139.41 or 139.79 without first obtaining a license from the clerk of the City.
- (2) Upon filing of a proper written application, a license shall be issued on July 1 of each year or when applied for and continue in force until the following June 30 unless sooner revoked. The fee for the license shall be the maximum fee provided by Chapter 134.65(2)(a) of the Wisconsin Statutes.
- (3) Each such license shall name the licensee and specifically describe the premises where such business is to be conducted. Such licenses shall not be transferable from one person to another nor from one premises to another.
- (4) Every licensed retailer shall keep complete and accurate records of all purchases and receipts of cigarettes and tobacco products. Such records shall be preserved on the licensed premises for 2 years in such a manner as to insure permanency and accessibility for inspection and shall be subject to inspection at all reasonable hours by authorized state and local law enforcement officials.
- (5) Any person violating this section shall be fined not more than \$100 nor less than \$25 for the first offense and not more than \$200 nor less than \$25 for the 2nd or subsequent offense. If upon such 2nd or subsequent violation, the person so violating this section was personally guilty of a failure to exercise due care to prevent violation thereof, the person shall be fined not more than \$300 nor less than \$25 or imprisoned not exceeding 60 days or both. Conviction shall immediately terminate the license of the person convicted of being personally guilty of such failure to exercise due care and the person shall not be entitled to another

license hereunder for a period of 5 years thereafter, nor shall the person in that period act as the servant or agent of a person licensed hereunder for the performance of the acts authorized by such license.

31.25 FIREWORK DEALER'S LICENSE. (a) Requirement of License. No person shall sell, display or offer for sale, whether as a retail or wholesale dealer, any fireworks of any sort within the City of Platteville, without having first procured a firework dealer's license from the City. Applications for such licenses shall be approved by the City Clerk. As used in this ordinance, "fireworks" shall be defined as set forth in Wisconsin Statutes Section 167.10(1).

(b) Application. Application for a firework dealer's license shall be made upon forms provided by the City Clerk and shall contain the following information:

(1) The full name and address of the person, company, corporation or other organization applying for said license; the length of time of residence at that address; and, if the length of time of residence at that address is less than one year, the previous address.

(2) The address at which such activity is intended to be carried out.

(3) The full name, addresses and dates of birth of all such persons intending to act as sales personnel at such premises.

(c) License Fee and Term. Each application shall be accompanied by a license fee, established by the Common Council and amended from time to time via resolution, which shall be non-refundable. The license term shall be for one year from the date of issuance.

(d) Description of Fireworks Required. Each application shall be accompanied by a list fully describing each type of firework intended to be sold, the ingredients of each type of said firework, and a sworn statement setting out that each piece or type of firework conforms with the requirements of this ordinance and Wisconsin Statutes Section 167.10. No dealer shall sell any piece or type of firework on which such statement has not been filed with the City Clerk.

(e) Certificate of Insurance Required. Each application shall be accompanied by a Certificate of Insurance issued by a company licensed to do business in the State of Wisconsin providing liability coverage for injury to persons, property or loss of life with limits of coverage not less than one million dollars. The City Attorney's office shall approve such certificate as to the amount and execution. All such certificates shall name the City of Platteville as an insured party.

(f) Inspection of Premises. Upon receipt of an application under this section, the City of Platteville Building Inspector and Fire Inspector shall inspect said premises to determine its compliance with the provisions of this section, the building, zoning

and fire codes, and other relevant provisions of the City of Platteville Municipal Code and applicable State Statutes and Regulations. Non-compliance shall be grounds for denial of the application. The following provisions shall apply to places where fireworks are sold, stored or handled:

- (1) Such premises shall be equipped with sufficient fire extinguishers approved by the City of Platteville Fire Department;
 - (2) Smoking shall be prohibited where fireworks are sold, stored or handled;
 - (3) Fireworks may not be stored or sold at any building used for dwelling purposes or in any building situated within two hundred feet of any building used for dwelling purposes, or as a place of public assembly, or within two hundred feet of any re-fueling pump, fuel filling station, or fuel bulk station, or in any building in which fuels or volatile liquids are sold in quantities in excess of one gallon.
- (g) Police Report. Upon receipt of an application under this section, the City of Platteville Police Department shall conduct an investigation of all persons named therein, and make a report to the City Clerk. Evidence of prior conviction for illegal sale of fireworks as to any person named in said application may be grounds for denial of said application.
- (h) Sales by Minors Prohibited. No person under 18 years of age shall be permitted to act as a salesperson at any fireworks sale operation licensed under this section.
- (i) Sales Restricted. No person issued a license under this section may sell fireworks to any person other than as authorized under Wisconsin Statutes Section 167.10(2).
- (j) Revocation of License. The Common Council may, at any time, for good cause shown, revoke, suspend or deny issuance of any license issued under this section. Good cause shall include, without limitation for lack of enumeration herein, the following:
- (1) Any violation of the provisions of this section;
 - (2) Any violation of building, zoning or fire codes applicable to the licensed premises;
 - (3) Any violation of Wisconsin State Law or of the City of Platteville Municipal Code relevant to the operation of such business;
 - (4) Any activity wantonly or negligently disregarding the health or safety of the citizens of the City of Platteville.

- (5) Any conviction of the licensee or any employee of the licensee for the illegal sale of fireworks.

- (k) Display of License Required. No person shall operate the business of a fireworks dealer unless the license required to be obtained under this section is openly displayed upon the premises where such activity is permitted, along with a copy of the description and documentation of permitted types of fireworks as required to be filed under sub-section (a) above.

- (l) Penalty. Any person who shall violate any provision of this section shall, upon conviction, pay a forfeiture of not less than \$200.00 nor more than \$500.00, together with the costs of prosecution and any penalty assessment imposed by Wisconsin Statutes. Each day during which a violation of this section is permitted to exist shall be deemed to be a separate violation.

31.50 PENALTY AND ENFORCEMENT. (a) Forfeiture Penalty. The penalty for violation of any provisions of this chapter shall be a forfeiture as hereinafter provided, together with the costs of prosecution and any penalty assessment imposed by Wisconsin Statutes.

- (b) Forfeiture Schedule. The penalty for violation of any provision of this chapter shall be as set forth on the forfeiture schedule adopted by Section 1.10 of this code, with a maximum forfeiture of \$500.