



Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs

Golden Rock Shopping Center
3000 Estate Golden Rock, Suite 9
St. Croix, VI 00820-4311
Telephone: 340.713.3522
Facsimile: 340.718.6982

Administrative Complex
"The Battery"
St. John, VI 00830
Telephone: 340.693.8036
Facsimile: 340.776.6989

Property & Procurement Building
8201 Sub Base, Suite 1
St. Thomas, VI 00802-5826
Telephone: 340.714-3522
Facsimile: 340.776.8303

HURRICANE SEASON IS HERE SUBMIT YOUR



The Department of Licensing and Consumer Affairs (DLCA) Commissioner Richard T. Evangelista, Esq. reminds merchants that the first installment of this year's Hurricane Price List is due to DLCA on Monday, June 1, 2020. Here are some key pointers Merchants should be reminded of:

❖ **Who should submit a Hurricane Price List?**

Retailers, wholesalers, producers, manufacturers, importers and providers of food items, water, beverages, general supplies, health and medical care products, fuel, rents, construction goods services, clothing, furnishings, and others such goods and services as are deemed appropriate under the circumstances presented. Commercial establishments and service providers such as supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water and delivery businesses, laundromats, contractors, carpenters, plumbers, electricians, engineers, masons.

❖ **When should my business submit the Hurricane Price List?**

Hurricane Price list are due every first of the month beginning June 1st until November 30th every year. The first installment of this year's Hurricane Price list is due on Monday, June 1, 2020.

❖ **Why should my business submit a Hurricane Price List?**

Hurricane price list is required by law as a protective measure for all consumers in the event of an emergency and to prevent speculative practices related to those goods and services of primary need which are essential to face and recover from such emergencies. After the submission of the first price list, businesses must continue to submit an updated price list on the first of each month until November 30, 2020. If your business prices remained the same as the previous month, then a certified letter stating such must be submitted. Failure to submit a price list or certification letter by the first of each month, may subject a non-compliant business to administrative fines of up to \$200 for each item sold or service provided in violation of the law in accordance with 11 VIR&R § 1015-1 and 3 V.I.C. § 272(b)(5).

❖ **Where should I submit my Hurricane Price List?**

You may email your business price list by emailing hurricanepricelist@dlca.vi.gov

❖ **How should I submit my Hurricane Price List?**

Due to COVID-19 and the practice of social distancing, only electronic submissions are accepted at this time. You may also obtain a sample price list form by visiting our website at www.dlca.vi.gov Then click on forms to download and print.

Businesses are also reminded that the Price Freeze Order dated March 13, 2020 is still in effect on all items relative to the fight against COVID-19. As such, businesses shall not increase the cost of those items without approval from DLCA. Consumers or Merchants with questions may contact the Consumer Affairs Division on St. Croix at 713-3522, on St. Thomas at 714-3522, or on St. John at 693-8036. For consumer related issues, you may email us at consumerawareness@dlca.vi.gov or call our hotlines to report scams or alleged price gouging at 340. 727.SCAM(7226) on St. Croix or St. Thomas/St. John at 340. 771.SCAM(7226). Follow us on Facebook @dlcavi.