



Government of the Virgin Islands
of the United States

Department of Licensing and Consumer Affairs Office of the Commissioner

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FOR IMMEDIATE RELEASE

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THE DLCA EDUCATES THE GENERAL PUBLIC ON THE PROPER DISPLAYING OF BUSINESS LICENSES

(U.S. Virgin Islands) – The Department of Licensing and Consumer Affairs’ (DLCA) Commissioner, H. Nathalie Hodge, reminds business owners that every Business License includes the verbiage, **“This License Must Be Prominently Displayed at Place of Business”**. To assist licensed business owners in ensuring compliance with this standard, please use the following guide:

1. **Your Business License must be visible.** The Business License should be prominently displayed at your place of business and easily seen by anyone who enters your establishment.
2. **Your Business License must be legible.** The license must be clear enough for consumers to read in its entirety. Wrinkled, blurry, or faded licenses are not considered to be legible. The business’s name, physical location, license validity dates, and license category should all be easy to read.
3. **Your Business License must be accurate.** The information on the license must be up-to-date and it must reflect the current status of your business.
4. **Your Business License should be professionally displayed.** Your Business License is not just another piece of paper, but a testament to your legitimacy as a business. It should be framed or encased to protect it from damage and to ensure its longevity.

Prominently displaying your Business License not only effects compliance, it also builds trust with your consumers and it establishes and maintains your credibility as a business.

For more information, please contact the Department of Licensing and Consumer Affairs at 713.3522 on St. Croix, 714.3522 on St. Thomas, and 727.3303 on St. John.

The Bryan-Roach Administration is investing in the Territory’s people, infrastructure, and future through transparency, stabilizing the economy, restoring trust in the government, and ensuring that recovery projects are completed as quickly as possible. Visit transparency.vi.gov.



“Serving Businesses and Assisting, Educating, & Protecting Consumers”

www.dlca.vi.gov