



Government of the Virgin Islands  
of the United States  
**Department of Licensing and Consumer Affairs**  
**The Office of the Commissioner**

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

Administrative Complex  
"The Battery"  
St. John, VI 00830  
Telephone: 340.727.3303

Property & Procurement Building  
8201 Subbase, Suite 1  
St. Thomas, VI 00802-5826  
Telephone: 340.714.3522

**FOR IMMEDIATE RELEASE**

Tuesday, August 13, 2024

Media Contact Person: Office of the Commissioner 340.725.5129

**THE DLCA ADVISES ON IMPENDING TROPICAL STORM ERNESTO**

*(U.S. Virgin Islands)* The Department of Licensing and Consumer Affairs' (DLCA) Commissioner, H. Nathalie Hodge, advises the general public that with the intensification of Tropical Storm Ernesto, the DLCA shall be monitoring businesses to ensure that prices for goods and services essential to storm preparation and recovery are reasonably priced. In that regard, the Department is encouraging consumers in the Virgin Islands to assist the agency by immediately reporting instances of suspected price gouging.

Pursuant to the Virgin Islands Code, all businesses in the U.S. Virgin Islands must provide a mandated price list of goods and merchandise in stock, **commencing every June 1, with additional lists submitted on the first day of each month, until November 1.** Upon a declaration of a State of Emergency by the Governor regarding an imminent storm, prices submitted in the listing are immediately frozen to prevent unreasonable price increases prior to, during, and after a storm. Those prices will remain frozen until the Governor declares the end of the State of Emergency.

The DLCA has been tracking prices and will initiate enforcement action against businesses that have failed to submit the list. Any business that fails to submit the required documentation will be subjected to fines ranging from \$200.00 to \$5000.00.

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, or the DLCA Scam Line at 727.7226.

\*\*\*\*\*

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](http://transparency.vi.gov).

