



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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DLCA RELEASES FESTIVAL SAFETY PSA 2: "HOW TO GET LICENSED FOR CRUCIAN CHRISTMAS FESTIVAL 2025–2026"

(U.S. Virgin Islands) – As preparations continue for the 2025–2026 Crucian Christmas Festival season, the Virgin Islands Department of Licensing and Consumer Affairs (DLCA) is reminding residents, entrepreneurs, and entertainers that a valid business license is required before operating at Festival. Anyone planning to sell food or merchandise, provide entertainment services, operate a pop-up business, or engage in any commercial activity, whether temporary or seasonal, must be properly licensed by DLCA prior to opening. Licensing ensures accountability, consumer protection, and a safe, organized Festival environment. To make the process even more accessible, the the basic steps required to become licensed are as follows:

- Create or access an account through the DLCA Business License Portal
- Select the appropriate license category
- Upload all required documents
- Submit the application and pay applicable fees
- Await approval before beginning operations

Commissioner H. Nathalie Hodge encouraged early action and noted, "Licensing is the foundation of a successful Festival season. When everyone is properly licensed, our community benefits from safer practices, clearer accountability, and a stronger business environment. The DLCA is committed to helping each applicant navigate the process with ease."

DLCA enforcement officers will be present throughout Festival activities to assist vendors, answer questions, and support compliance, in addition to enforcing licensing requirements. Prospective vendors and service providers are strongly encouraged to apply early to avoid delays during this high-volume period.

A full PSA outlining licensing requirements for Crucian Christmas Festival 2025–2026 is available on the DLCA's official social media platforms.

For licensing information or to apply, visit www.dlca.vi.gov or call 340.713.3522 on St. Croix, 340.714.3522 on St. Thomas, or 340.727.3303 on St. John. Follow us on Facebook, Instagram, LinkedIn, and X (formerly known as Twitter).

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