

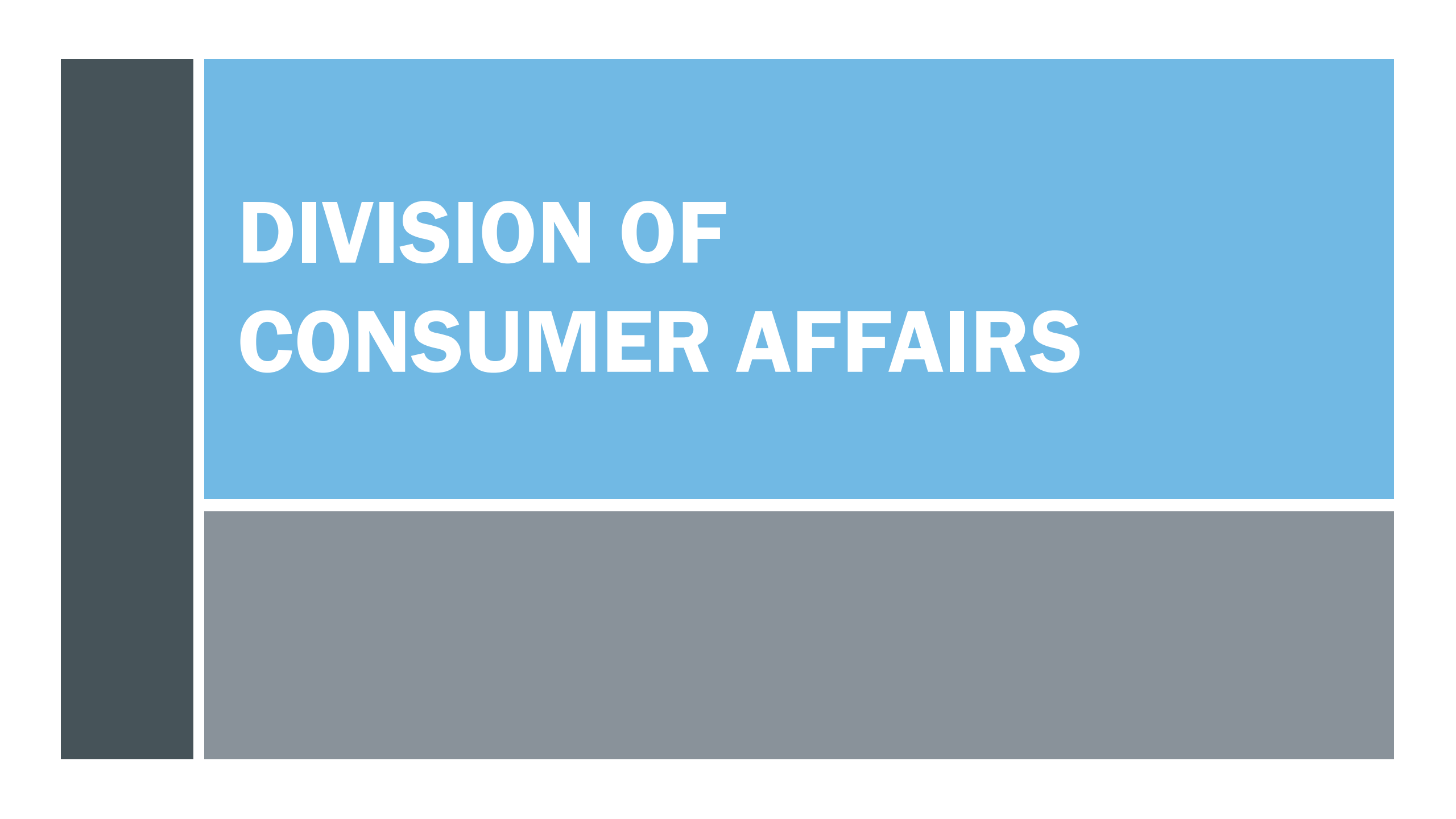


DLCA REVENUE GENERATING MEASURES

PRESENTER:

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COMMISSIONER



DIVISION OF CONSUMER AFFAIRS

PULL DATE ITEMS

- The Division normally cites the Business \$25.00 per item expired but has the ability to charge up to \$100.00 per item. Once the Division goes back to that specific business and finds the same infractions within a month, the charges will increase to \$50.00 per items, and so forth, up to \$100.00 per item if necessary. Once Businesses are found in compliance for at least 6 months, there is a reset where, if infractions are found again, it will return to \$25.00 and begin to climb again in the event the same activity occurs.



CITATIONS / FINES

- As it pertains to existing fees, the Division has begun to aggressively go after all outstanding Citations by seeking to collect these funds. The Director is currently verifying in the System that these Old Citations (Oct 2018 to April 2020) are in fact not paid, and will go after these outstanding funds with the assistance of the Legal Division. Additionally, these infractions will now be posted on the Dashboard, avoiding Licenses to be renewed unless Citations are paid for.



REDUCTION IN FEES

- As a General Rule as it pertains to penalties, the Division proposes not to reduce any penalty fees for repeat offenders. However, repeat offenders will be granted due process in having the ability to present rationale for any consideration beyond the 2nd Citation/offense.

DIVISION OF ENFORCEMENT



COST REDUCTION

- Reduction fuel cost by limiting field visitation by Enforcement officers for the purpose of determining compliance of business entities. Traveling to Business locations will serve as a final option to ensure compliance if alternate communication methods fail to yield results.



DELINQUENCY ENFORCEMENT

- Enforcement officers will take charge of the delinquent business notifications. Consistent attempts will be made to collect all outstanding delinquent license fees and penalties \$15,161,454 (unverified).



CITATION INCREASE

- To effect increase in revenue collection the Enforcement Division will seek to raise citation fees by 15%.

DIVISION OF LICENSING



PENALTY FEE INCREASE

- Currently the penalty fees for delinquency is charged at a rate of 10% per month for the period of delinquency. The Division of Licensing will increase this rate to 15%. During 2019 the total penalty fees collected was \$537,923.82. A 15% increase would have yielded 618,612.393.



RETAIL LICENSE SCHEME

- The Division of Licensing will modify the licensing scheme for retailers and wholesalers. New fees will be based on a consideration of the relative size/magnitude of the operation (whether Square Footage or variety). Under this new scheme small retailers will continue at the current license fee of \$130.00. Medium sized retailers will be charged a fee of \$260.00. Large retailers will pay a fee of \$390.00.



LICENSE FEE INCREASE

- All other license fees will be subject to a 15% increase in 2020 and another 10% increase in 2022. This staggered increase is recommended in light of the current state of the economy. See Table of License Fees.

BUSINESS IDENTITY SURCHARGE

- As a means of boosting revenues within the Division of Licensing the Department shall implement a marketing surcharge to businesses wishing to use the DLCA Business license platform for the purpose of advancing their brand. Each business wishing to use this enhancement will be granted the option to include a business website url and a business card sized notice or logo and shall be required to pay an annual fee of \$30.00 due at the time of license renewal. During 2019 there were a total of 8795 businesses in the Virgin Islands. If businesses were to utilize this feature an additional \$263,850.00 in revenues can be realized.