

Deejays, Promoters Risk Fines, Jail Time if Unlicensed During St. Thomas Carnival, DLCA Warns

With St. Thomas Carnival festivities near, DLCA announces heightened scrutiny, cautioning unlicensed promoters and deejays about severe penalties, including citations, fines up to \$500, or imprisonment of up to 30 days for non-compliant operations.

Carnival / **Published On April 28, 2025 07:13 PM /**

Staff Consortium **April 28, 2025**

Image not found or type unknown



The V.I. Department of Licensing and Consumer Affairs is calling upon all unlicensed individuals and entities operating or planning to operate businesses within the territory to obtain proper licensure promptly.

With the imminent arrival of St. Thomas' Carnival season, DLCA specifically emphasizes the need for entertainers, disc jockeys, promoters, and any temporary or pop-up business ventures to

ensure they are correctly licensed. According to Virgin Islands law, it is mandatory for every individual, business entity, or association that wishes to engage in business activities within the territory to secure a business license from DLCA before initiating any business-related operations or transactions.

DLCA says it has actively engaged the community through various channels to raise awareness about licensing requirements. These efforts have included hosting town hall meetings, virtual forums, and issuing multiple press releases and verbal notifications as part of their "educate before regulating" strategy aimed at guiding prospective business operators on licensing protocols.

In line with regulatory compliance, DLCA announced it would enforce the licensing statutes rigorously. Businesses or individuals found to be intentionally non-compliant with these laws could face severe consequences. Specifically, the agency stated, "The DLCA will issue citations to individuals and entities who willfully fail or refuse to comply with the provisions of the DLCA statute." The consequences of operating an unlicensed business could include receiving a citation with fines up to \$500, imprisonment for up to 30 days, or potentially both.

However, DLCA clearly expressed its preference for compliance rather than enforcement, stating, "The DLCA wants to issue a business license to everyone who is operating a business."

Individuals or businesses currently operating without a valid license are strongly advised to promptly apply through the DLCA's official website, www.dlca.vi.gov. Assistance with license applications can also be obtained via direct phone calls to the department's main contact numbers: 340-713-3522 on St. Croix, 340-714-3522 on St. Thomas, and 340-727-3303 on St. John.