

# The Virgin Islands Consortium

## DLCA Warns Vendors, Entertainers and Pop-Up Operators to Get Licensed Before St. Thomas Carnival

DLCA is reminding residents, entrepreneurs and entertainers that anyone planning to sell food or merchandise, provide entertainment services, operate a pop-up business or engage in any commercial activity during Carnival must be licensed before opening.

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Aerial shot of the St. Thomas Carnival Village in 2024. By. DEPT. OF TOURISM, DIVISION OF FESTIVALS.

As St. Thomas Carnival preparations ramp up, the Department of Licensing and Consumer Affairs is warning residents, entrepreneurs and entertainers that anyone

planning to do business during the festivities must be properly licensed before opening, whether the activity is temporary, seasonal or tied to a pop-up operation.

In a public service announcement issued last week, DLCA said a valid business license is required for anyone planning to sell food or merchandise, provide entertainment services, operate a pop-up business, or engage in any commercial activity during Carnival. The department said licensing is necessary to ensure accountability, consumer protection, and a safe, organized Carnival environment.

DLCA also outlined the basic steps required to become licensed. Applicants must 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, and then await approval before beginning operations.

Commissioner Nathalie Hodge urged people to act early as the territory moves deeper into the Carnival season. "Licensing is the foundation of a successful Carnival 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," she said.

The department said enforcement officers will be present throughout Carnival activities to assist vendors, answer questions, support compliance, and enforce licensing requirements. Prospective vendors and service providers are being strongly encouraged to apply early to avoid delays during what DLCA described as a high-volume period.

For licensing information or to apply, DLCA said residents can visit its website or call 340-713-3522 on St. Croix, 340-714-3522 on St. Thomas, or 340-727-3303 on St. John.