

The Virgin Islands Consortium

DLCA Reminding Merchants To Submit Hurricane Price List

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With bad weather bearing down, Department of Licensing and Consumer Affairs (DLCA) Commissioner Designee Richard Evangelista is reminding merchants that hurricane price list submissions are due on the first of every month until November 1, 2019.

Every year, at the onset of hurricane season, DLCA requests businesses to furnish an official price list of their goods and merchandise in stock, and for the services they offer to the public, the department said.

According to the release, this information is required by law as a protective measure for all consumers in the event of an emergency and to prevent speculative practices related

to those goods and services of primary need which are essential to face and recover from such emergencies. After the submission of the first price list, businesses must continue to submit an updated price list on the first of each month, until November 30. If a business has not changed its prices or acquired new products/services, they can submit a certified letter stating the previous price is still valid.

The request for a price list primarily targets businesses whose goods and services are necessary for hurricane preparation and recovery at all levels of Virgin Islands distribution and marketing. Businesses that must submit price lists include, but are not limited to, all retailers, wholesalers, producers, manufacturers, importers and providers of food items, water, beverages, general supplies, health and medical care products, fuel, rents, construction goods and services, clothing, furnishings, and others such goods and services as are deemed appropriate under the circumstances presented.

It shall include commercial establishments and service providers such as supermarkets, grocery stores, convenience stores, pharmacies, hardware stores, water and delivery businesses, laundromats, contractors, carpenters, plumbers, electricians, engineers, mechanics and masons.

Failure to submit a price list or certification letter by the first of each month, may subject a non-compliant business to administrative fines of up to \$200 for each item sold or service provider in violation of the law in accordance with 11 VIR&R § 1015-1 and 3 V.I.C. § 272(b)(5). Sample price list forms for businesses are available for pick-up at DLCA offices. Electronic and physical submissions are accepted. Utilize jump drives to drop off digital files or email list to hurricanepricelist@dlca.vi.gov, hurricanepricelist@dlca.vi.gov>.