

LICENSING OF PROFIT MAKING SOLICITATIONS

I. PURPOSE

The following guideline establishes the administrative procedures to be used for licensing of itinerant peddlers, hawkers, canvassers and profit-making solicitors.

II. RESPONSIBILITY:

Responsibility for this guideline rests with the City Manager's Office. Responsibility for the implementation of administrative procedures outlined below rests with the City's Treasury Management Office and Little Rock Police Chief.

III. POLICY

The City of Little Rock endeavors to treat all such individuals desiring to do business in the City of Little Rock through peddling, canvassing or soliciting in a fair and equitable manner. Nondiscrimination among such individuals desiring to do business through such means is herewith established as the official City Policy.

IV. PROCEDURE:

- A. In accordance with the Little Rock City Code (1988) §§ 17-127, solicitors of book and magazine subscriptions, as well as itinerant peddlers, hawkers or an individual engaged in selling or offering for sale merchandise or services at retail within the City of Little Rock to the ultimate consumers and not having a regular permanent place of business in the City shall enter into a bond with good and sufficient surety payable to the City of Little Rock, or a waiver of such bonds has been declared by the Treasury Management Office. Such bonds will be filed with the Treasury Management Office.
- B. In addition, applicants will be required to file for certification with the City's Treasury Management Office, a crew list of all individuals who will be selling or soliciting sales of merchandise or services. Once certified, the Treasury Management Office will route a copy of the certified crew list to the Little Rock Police Department.

- C. All profit organizations must apply for a permit to solicit. All individuals desiring a solicitor's permit must complete a solicitor application, which includes the following:
1. Name of applicant. In the case of an organization a list of all proposed solicitors, canvassers, and, if applicable, promoters.
 2. Complete permanent home address and local address of the applicant.
 3. A brief description of the nature of the business, the purpose for which the solicitation is made and the area where the solicitation will take place.
 4. The length of time for which the right to solicit is desired (not to exceed ninety (90) days).
 5. A statement as to whether or not the applicant has been convicted of any crime or misdemeanor or for violating any municipal ordinance, the nature of the offense and the punishment or penalty assessed therefore.
 6. The names of at least two (2) reputable property owners who will certify as to the applicant's good moral reputation and business responsibility, or in lieu of the names of references, such other available evidence as will enable an investigator to properly evaluate the applicant's moral reputation and business responsibility.
 7. The last three (3) municipalities or towns, if that many, where the applicant carried on business immediately preceding the date of application and the address from which such business was conducted in those municipalities.
- D. The adequacy of any documentation shall be determined by the Treasury Management Officer. Failure to submit any of the required information shall constitute reason to deny issuance of a solicitor's permit.
- E. The Treasury Management Office shall forward the application to the Little Rock Police Department. The Police Department shall perform a records investigation to certify that the applicant's record shows no criminal conviction (felony or misdemeanor).
- F. The applicant will be notified of the investigative action and will be informed that a five (5)-day waiting period will be necessary to determine the status.
- G. Upon receipt of the investigative information from the Little Rock Police Department, the Treasury Management Office shall issue or deny the applicant a Street Solicitor's Permit based on the applicant's status and records check.
- H. The Treasury Management Office shall collect a fee to cover the cost of administering Section 17-127. The Street Solicitor's Permit Fee shall be \$5.00 per individual.
- I. For purposes of identification for crew members, each crew member must individually receive an identification card from the Treasury Management Office. Such a card will contain the following information: card number;

name of the crew member; parent firm or company; date of issuance and the date of expiration. The maximum period for which a permit may be issued is ninety (90) days. The identification card must be signed by the City's Treasury Services Manager and shown to any citizen or Police Officer, if requested. The identification card is provided for the benefit of those crew members who are soliciting sales and is not to be construed as an endorsement by the City of Little Rock or any City Officials.

Approved:



Bruce T. Moore
City Manager