



VILLAGE OF PLEASANT PRAIRIE NEW BUSINESS LICENSE APPLICATION

INSTRUCTION SHEET

As of December 1, 2016 an annual Business License for all home based and non-home based businesses in Pleasant Prairie is required pursuant to Article VII of Chapter 420 in the Village Municipal Code. This article is not a regulation of occupation but rather to verify locations of active business operations, to obtain emergency contact information in order to notify and provide efficient public safety services to the business, to support economic development activities and to verify compliance with the site and operational zoning regulations of the Village. The information gathered from the business license application and the annual renewal is essential to performing the community's public safety and public works related services. The information obtained from the business license application and annual renewals is also important to the community for the purposes of its overall economic development business attraction and retention strategy insofar as the Village will be able to track and maintain an accurate listing of all active businesses, relevant contact information, employment counts and anticipated employment growth projections on an annual basis.

If more than one business is located within a building, each business is required to obtain a separate business license. Properties with more than one principal building or more than one principal building address are required to obtain a separate business license for each principal building on the property.

A Business License is required to be renewed annually (no later than January 15 of each year). Licenses that are not renewed will be subject to a payment of a late fee in addition to the renewal fee.

Initial Application fee: \$25
Initial Application fee-Non Profit: \$15
Notice of Change* fee: \$25

Renewal Fee: \$25
Renewal Fee-Non Profit: \$25
Late Fee: \$10

[At this time Credit Cards are only accepted online (with an additional processing fee) for renewals or notice of change. Cash or check (payable to the Village of Pleasant Prairie) are accepted for all initial applications and filing in person or via regular mail.]

GENERAL INSTRUCTIONS:

All information in each Section shall be completed for each business.

Section 1: See back of sheet for NAICS Number, Main Classification and Sub Classification choices.

Section 1: *Full and Part-time Employment* is based on current employment at time of occupancy. ***Seasonal Employment*** is an estimate of seasonal employees expected to be employed at this location during the calendar year.

Sections 2-4: Complete all requested information.

Section 5: Please select which contact you would like to the Village to use for any correspondence during the year regarding this license application or renewal of the business license next year.

Upon submittal of a completed application and payment of the required fees the Business License will be emailed to you. The Business License shall be posted in your place of business or readily available upon request.

***Notice of Change.** Any expanded home based or non-home based business shall submit the applicable business license application and fee at the time the required building permit application is submitted for the expanded use. An expanded home based or non-home based business is one that modifies its business operations in such a manner which increases its building square footage or involves remodeling or renovations so as to require the issuance of a building permit; or where there is a change in ownership and other contact information for the business; or which commences a new business activity that would substantially modify or change the total full time, part time or seasonal employment of the business which in turn may impact the business site by blocking building exiting areas, causing restrictions to the emergency access or fire lane access, or by causing vehicles to park in non-designated parking areas or on the adjacent roadways.

For additional questions contact the Community Development Department
9915 39th Avenue, Pleasant Prairie WI 53158 or 262-925-6717
or email communitydevelopment@plprairie.com

SECTION 1: NAICS CLASSIFICATIONS

Select the **number and main classification (bold)** and the *sub classification (italic)* from the list below that best fits your business at the specified location on the license.

Note: Not all uses are allowed in all districts or as a home based business.

11 Agricultural, Forestry, Fishing & Hunting

21 Mining, Quarrying

22 Utilities

23 Construction

31-33 Manufacturing

Food or Beverage

Tobacco

Textile

Apparel & Accessories

Printing & Publishing

Chemical & Allied Products

Pharmaceutical & Medicine

Paint Coating & Adhesive

Plastic & Rubber Products

Nonmetallic Mineral Products

Metal & Fabricated Metal Products

Machine Shops

Machine Manufacturing

Computer & Electronic Products

Furniture Product

Medical Equipment

42 Wholesale Trade

44-45 Retail Trade

Motor Vehicles

Furniture & Home Furnishings

Electronic & Appliance

Building & Garden

Cell Phones & Accessories

Food & Beverage

Health & Professional Care

Gasoline Station

Clothing & Clothing Accessories

Sporting Goods

Hobby

Musical Instruments

Books and Games

General Merchandise

Florist

Office Supplies

Gifts

Pet and Pet Supplies

Tobacco

Other Retail

48-49 Transportation and Warehousing

Transportation

Postal Services

Couriers & Messengers

Warehousing & Storage

51 Information

Radio/Television Broadcasting

Telecommunication

52 Finance and Insurance

Bank/Credit Union

Insurance

Investment

Cash Convenient

53 Real Estate & Rental/Leasing

54 Professional, Scientific & Technical Services

Legal Services

Accounting, Tax Preparer, Bookkeeping or Payroll

Services

Architectural, Engineering & related Services

Specialized Design Services

Computer System Design & related Services

Environmental Consulting Services

Scientific Research & Development Services

Advertising, Public Relation Services

Other Professional Office

Other Consulting Services

56 Administrative/Support & Waste Management Services

Employment Services

Travel Agencies

Tour Operations

Tourist Center

Waste Collection or Treatment Facilities

Remediation Services

61 Educational Services

Preschool (Pre K)

Primary School (K-8)

Secondary School (9-12)

Post Secondary School

62 Health Services

Health Care Practitioners

Outpatient Care Center

Medical and Diagnostic Laboratories

Home Health Care Service

Ambulatory Health Care Service

Hospitals

Nursing and Residential Care Facilities

Assisted Living Facilities

Community Based Residential Facilities

Adult Family Home

Social Assistance Services

Day Care

Senior Housing

Veterinarian

71 Arts Entertainment and Recreation

Performing Arts Company

Museums, Historical Sites & Similar Institutions

Amusement Parks & Arcades

Recreational Facilities

72 Accommodations and Food Services

Lodging

Drinking Establishments (Alcoholic Beverage)

Restaurants

Caterers

Mobile Food Services

81 Other Services

Repair & Maintenance

Personal Care Services

Pet Care (excluding veterinarian)

Death Care Services

Dry-cleaning & Laundry Service

Parking Lots & Garages

Religious Organization

Building, Professional, Labor, Political or Similar

Organization

92 Public Administration

Government Offices