

Mobile Food/Dessert and Peddler License Procedure

Revision: August 6, 2025

Purpose

To provide clear guidance for vendors operating mobile food trucks, mobile dessert establishments, peddlers, transient merchants, and canvassers within the City of Richland Center, ensuring compliance with city ordinances and proper use of city-owned land.

Scope

This Standard Operating Procedure (SOP) applies to all individuals, businesses, or organizations operating mobile food trucks, mobile dessert establishment, or engage in peddling activities within the corporate limits of the City of Richland Center, Wisconsin. It includes licensing procedures, operational requirements, and use of city-owned land, including parks.

Definitions

- **Mobile Food Truck:** A self-contained motorized unit, trailer, or cart used for the preparation, sale, or service of food and beverages to the public in temporary or transient locations.
 - **Mobile Desserts Establishment:** A subset of mobile food establishments serving only prepackaged frozen desserts.
 - **Peddler/Transient Merchant/Canvasser:** A person or entity engaging in sale or solicitation of goods or services by moving from place to place.
 - **City Property / City Land:** Any land, park, facility, or right-of-way owned or managed by the City of Richland Center.
 - **Public Event:** Any event held on public property that is open to the public, whether sponsored by a private entity, non-profit organization, or the City.
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License Requirements

- Mobile Food Establishments
 - Permit Required: No mobile food establishment may operate without a license issued under Chapter 335.
 - Applicant must file an application with the City Clerk and include the following information:
 - Legal name, address, contact info.
 - Vehicle details (make, model, license plate).

- State food license copy.
 - Photograph of unit.
 - Proposed operating locations.
 - Valid photo ID.
 - Pay Fee: \$50 per calendar year (Jan 1 - Dec 31).
 - Abide by Operational Standards:
 - Comply with Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) regulations.
 - Operate only 7:00 a.m. to 10:00 p.m.
 - Display permits prominently.
 - Provide and use waste containers.
 - Operate only on approved private property unless specific approval granted by City Council or Park Board.
 - Mobile Dessert Establishments
 - Applicant must file the same application with the City Clerk as the Mobile Food Establishments and include the same information
 - May operate on public streets but must:
 - Not obstruct traffic or visibility.
 - Be stationary only while serving customers.
 - Annual Fee: \$50
 - Peddler, Canvasser, and Transient Merchants
 - Permit Required: All peddlers, canvassers, and transient merchants must obtain a license issued under Chapter 290.
 - Applicant must file an application with the City Clerk and include the following information:
 - Full personal and business information.
 - Proof of identity and photograph.
 - Criminal background details.
 - References.
 - Surety Bond for non-local applicants
 - \$500 (for <6 months)
 - \$1,000 (for ≥6 months)
 - Fee varies based on property ownership:
 - With property: \$1/day, \$4/week, \$10/month, \$50/year.
 - Without property: \$1.50/day, \$6/week, \$18/month, \$90/year.
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Procedure

- City License Application Submitted
 - Applicant submits completed application
 - Available in Clerk's Office or online at richlandcenterwi.gov/clerk-treasurer/page/municipal-licenses
 - Must include all required attachments and pay any investigation fees required
- Review of Application
 - City Clerk Office
 - Application is reviewed to ensure all required information is included and fees paid.
 - Applicant Information is added to the current [Templates Active Lists](#) spreadsheet
 - Background Check
 - Application is forwarded to the Richland Police Department, (yellow folder)
 - Police conduct a background check and make a recommendation to approve or deny the license.
- Issuance of City License
 - Once all requirements are met and police approval is given, the City Clerk will issue the license for operating within the City of Richland Center.
 - Licenses are valid through December 31st, or before if requested for Peddlers
 - Any outstanding fees must be paid prior to picking up the license
 - Vendors must operate within parameters of city ordinances
 - Display license visibly
 - Operate within permitted hours of 7AM and 10PM
 - Follow zoning and location restrictions
- Park Use Approval, if applicable
 - Any vendor wishing to operate in a City park or on other City-owned land must receive prior approval from the appropriate governing body
 - Appeal to Park Board
 - Submit a written request to the Park Board specifying:
 - The proposed date(s) and time(s) of operation.
 - Description of food truck and menu.
 - Any support equipment or structures.
 - Include proof of liability insurance, naming the City as an additional insured.
 - Park Board Review
 - The Park Board will review the request at the next scheduled meeting.
 - The Board has the authority to approve, deny, or place conditions on the use of City Park facilities.

- If approved, vendors may be required to pay a use fee and follow any additional conditions set by the Park Board, such as waste disposal, access times, or location restrictions.
 - Fees could be required by Schedule of Fees or by Park Board
 - Communication will be made by Park Staff to confirm the scheduled vendor usage and conditions.
 - City-Owned Parking Lot
 - Vendors can petition the City Council to allow for sales within City-Owned parking lots during special events while vehicular traffic has been prohibited.
 - Non-Profit Exemptions
 - Non-Profit (501(c)) entities operating less than 12 days per year are exempt from the City License process but must register contact information with the City Clerk.
 - This does not exclude the necessary Park Use Approval if operating within a City-Owned Park or the Community Center.
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Enforcement and Penalties

- Violations of Chapter 335 or 290
 - Fines (\$100 to \$500 per day).
 - Revocation of license.
 - Declaration of public nuisance.
 - Possible court action.
 - Additional Penalties Under Chapter 610:
 - Each violation is subject to forfeiture of \$25 to \$200.
 - Each day a violation continues is considered a separate offense.
 - Non-Compliant vendors may be removed from city property at their own expense.
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References

- [Chapter 335 Regulation of Mobile Food Establishments and Mobile Desserts Establishments](#)
- [Chapter 290 Licensing of Peddlers, Canvassers and Transient Merchants](#)
- [Chapter 610 Vending from Vehicles on City Streets, Parking Lots, Parks and other City Owned Lands](#)