



# Application for Secondhand Article Dealer License

Applies to: Secondhand Mall/Flea Market, Pawnbroker, Secondhand Article Dealer, Secondhand Jewelry Dealer

License Period Is One  
Calendar Year\*

\*Except Secondhand Mall/Flea Market Licenses

**NOTE: Please allow approx. 4 weeks for application processing**

Individual license - Complete Sections 1, 2, 3 and 5  
Corporate/Partnership/LLC license - Complete Sections 1 - 5

**FEES ARE NON-REFUNDABLE**

**CASH OR CHECK ONLY!**

- Pawnbroker - \$217.00
- Secondhand Mall/Flea - \$172.00
- Secondhand Article/Jewelry:
  - Original - \$107.00
  - Renewal - \$82.00

Date Recv'd 4/13/26  
Total \$ 82  
Receipt #: 101564

## SECTION 1 - APPLICANT INFORMATION

Applicant Name (First, MI, Last) <u>Todd P. Heid</u>		DOB	
Home Address <u>540 W. River Rd.</u>	City <u>Appleton</u>	State <u>WI</u>	Zip Code <u>54915</u>
Applicant Drivers License/State ID Number		DL/ID State of Issuance	
Phone Number (Required)	Email Address		
Has the applicant ever resided outside of Wisconsin? If so, please list previous state(s) of residence.			

## SECTION 2 - BUSINESS INFORMATION

Individual/Business	Street Address	City	State	Zip Code	Phone Number
Business Name <u>Heid Murtz</u>	<u>308 E. College Ave</u>	<u>Appleton</u>	<u>WI</u>	<u>54911</u>	
Owner's Name <u>Todd Heid</u>					
Business Manager's Name <u>Todd Heid</u>					
Building Owner's Name <u>BLO LLC (Todd)</u>	<u>540 W. River Rd</u>	<u>Appleton</u>	<u>WI</u>	<u>54915</u>	

## SECTION 3 - CONVICTION RECORD

Have you, or any other person listed on this application, been convicted of any of the following:

A felony within the last ten (10) years?  YES  NO

Within the last ten (10) years of:

A misdemeanor?  YES  NO

A statutory violation punishable by forfeiture?  YES  NO

A county or municipal ordinance violation?  YES  NO

For each "YES" response provide the date of arrest, the nature of the offense and conviction information: \_\_\_\_\_

## SECTION 4 - PARTNERSHIP/CORPORATION/LIMITED LIABILITY COMPANY INFORMATION

Check the box that applies to your business:  Partnership  Corporation  Limited Liability Company (LLC)

Partnership/Corporation/LLC name: Business is S-corp / Building Owner LLC State of Incorp. (if applicable)

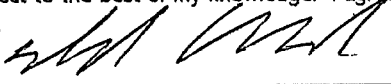
List information for all additional partners/members. Attach additional sheets, if necessary

Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
Drivers License/State ID Number			DL/ID State of Issuance		
Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
Drivers License/State ID Number			DL/ID State of Issuance		
Name (First, MI, Last)	Date of Birth	Home Address	City	State	Zip Code
Drivers License/State ID Number			DL/ID State of Issuance		

**SECTION 5 – PENALTY NOTICE**

I understand that this license may be denied or revoked for fraud, misrepresentation or false statements contained in the application or for any violation of Wis. Stats. §§ 134.71, 943.34, 948.62 or 948.63. Under penalty of law, I swear that the information provided in this application is true and correct to the best of my knowledge. I agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

Signature of Applicant



Date:

3, 30, 26

**FOR OFFICE USE ONLY**

Department	Approve	Deny	Staff Member	Reason	
Police					
Fire					
City Sealer					
Date Sent for Approval ____/____/____	Safety and Licensing ____/____/____	Common Council ____/____/____	Date Issued ____/____/____	Expiration Date ____/____/____	License Number

Return completed form to: Office of the City Clerk, 100 N Appleton St, Appleton WI 54911

## **SECONDHAND ARTICLE DEALER LICENSE INFORMATION**

- Secondhand Article Dealer Licenses are required within the City of Appleton by persons who operate as secondhand article dealer, pawnbroker, secondhand jewelry dealer or secondhand article dealer in a mall or flea market. An article is defined as any item of value, excluding only motor vehicles, large appliances, furniture, books, and clothing other than furs. See City of Appleton Municipal code Sec. 9-416 for more information and definitions.
- Secondhand Article Dealer Licenses are valid for one calendar year from January 1<sup>st</sup>- December 31<sup>st</sup>, excepting Secondhand Mall/Flea Market Licenses, which are valid for 2 years from May 1 of an odd-numbered year to April 30 of the next odd-numbered year.
- Once a completed Secondhand Article Dealer License application is returned to the Office of the City Clerk, it is reviewed by several City Departments, the Safety and Licensing Committee, and the Common Council for approval. This process takes approximately 4 weeks, so please plan accordingly.
- License fees are non-refundable and are to be paid at the time of filing the application form. Fees are as follows:
  - Pawnbroker initial/renewal - \$217.00
  - Secondhand Article/Jewelry initial - \$107.00
    - Secondhand Article/Jewelry renewal - \$82.00
  - Secondhand Article Mall/Flea Market initial/renewal - \$172.00

### **Additional Questions?**

Please contact the Office of the City Clerk at (920) - 832 - 6443.