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**CITY OF LA CROSSE  
 APPLICATION FOR  
 PAWNBROKER, SECONDHAND DEALER OR  
 MALL/FLEA MARKET**  
 (Ch. 10, Article XVII)

Fee: \$ \_\_\_\_\_

Invoice No. \_\_\_\_\_

For the license period beginning \_\_\_\_\_ 20 \_\_\_\_;  
 ending \_\_\_\_\_ 20 \_\_\_\_.

To the Honorable Mayor, Common Council, City Clerk and Chief of Police of the City of La Crosse:

The undersigned hereby makes application for:

Pawnbroker     
  Secondhand Article     
  Secondhand Jewelry, Precious Metals & Gems     
  Mall/Flea Market

BUSINESS NAME <small>(Real/Legal Name of Applicant)</small>	Maximum Resale LLC
BUSINESS ADDRESS	1232 Caledonia St La Crosse, WI 54603
BUSINESS TELEPHONE	608-790-2017
TRADE NAME	Maximum Resale LLC

*\*Any individual, partner, member of a limited liability company or officer, director or agent of any corporate applicant and manager/person in charge shall be listed on the attached Personal Data Sheet.*

WISCONSIN SELLER PERMIT <small>(Must be issued in name of business)</small>	Attached
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PREMISE ADDRESS <small>(Where business is being conducted)</small>	1232 Caledonia St, LaCrosse, WI 54603
PROPERTY/BUILDING OWNER <small>(name, address, telephone)</small>	608-785-7187 Jesse Swing 1400 Pine St La Crosse WI
TERMS OF LEASE, if applicable	Attached to document Property Manager Munson Realty

*\*A separate license shall be obtained for each individual premise from which the business is operated.*

ADDRESS OF ANY OFF-SITE STORAGE FACILITY	
PROPERTY/BUILDING OWNER <small>(name, address, telephone)</small>	
TERMS OF LEASE, if applicable	

If licensed in another Wisconsin Municipality:

Issuing Municipality	
License Period	

*\*If the principal place of business is within the City, a license is required.*

✓ ATTACH **BOND** in the amount of \$2,500 conditioned upon faithful performance and the observance of the ordinances of the City and such state laws relating to pawnbrokers and secondhand dealers. The bond must be in full force and effect at all times during the term of the license.

✓ ATTACH photocopy of any **LEASE** for property/building in which business is being conducted or for any off-site storage facility. Lease must extend for more than six (6) months.

ATTACH photocopy of **LICENSE** if licensed in another municipality within the State of Wisconsin. A secondhand dealer that is exempt from obtaining a license will be allowed to operate within the City of La Crosse for a period not to exceed the license period of the issuing municipality. \*If the principal place of business is within the City of La Crosse, a license is required.

✓ ATTACH photocopy of **WISCONSIN SELLER PERMIT**. Permit must be current and valid and issued in the same legal/real name of Applicant or Business.

I hereby attest that the information contained in this application is true and correct. I am aware that withholding information or making false statements on this application will be basis for denial/revocation of license. I further certify that I will comply with the provisions of law pertaining to this license (Ch. 10, Article XVII of the La Crosse Municipal Code) and agree to inform the clerk within ten (10) days of any change in the information supplied in this application.

SIGNATURE OF APPLICANT *[Signature]* DATE \_\_\_\_\_

**APPROVAL OF MUNICIPAL AUTHORITY**

Upon investigation of statements made on application and municipal and state criminal records, license is hereby:

APPROVED     DENIED

Signature of Police Department Representative \_\_\_\_\_ Date \_\_\_\_\_

The issuance of a Pawnbroker, Secondhand Dealer or Mall/Flea Market License is conditional at all times. The license may be revoked or suspended when deemed to be in the best interest of the City or for fraud, misrepresentation or false statements contained in the application for a license. In addition, a license may be suspended or revoked due to the conduct of any licensee, their employee or agent or determines that the licensee has violated a State Statute or City Ordinance.

**TO BE COMPLETED BY CLERK**

Date filed with municipal clerk	Date reported to Council	Date license granted	License number issued: Pawnbroker: # _____ Secondhand Article Dealer: # _____ Secondhand Jewelry, Precious Metals & Gems: # _____ Mall/Flea Market: # _____
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**PERSONAL DATA SHEET**  
(PLEASE PRINT ALL INFORMATION)

Each individual, partner, member of a limited liability company or officer, director or agent of any corporate applicant and manager/person in charge must complete all the information and must indicate if they have been convicted of any of the following within the last ten (10) years: a felony, a misdemeanor, a statutory violation punishable by forfeiture or a county or municipal ordinance violation. If none, write "none".

**Manager/Person in Charge:** Maxwell Richard Heiden  
(FIRST, FULL MIDDLE NAME, LAST)  
Home Address: 612 Harvey St LaCrosse, WI 54603  
(STREET ADDRESS, CITY, STATE & ZIP)  
Date of Birth: [REDACTED] Home Phone: 608-433-5560 Daytime Phone: Same  
Violations: None

**Title:** Troy Alan Sims  
(FIRST, FULL MIDDLE NAME, LAST)  
Home Address: 2916 Youngdale Ave, Side A, LaCrosse WI  
(STREET ADDRESS, CITY, STATE & ZIP)  
Date of Birth: [REDACTED] Home Phone: 608-790-2017 Daytime Phone: Same or Shop Phone  
Violations: N/A

**Title:** \_\_\_\_\_  
(FIRST, FULL MIDDLE NAME, LAST)  
Home Address: \_\_\_\_\_  
(STREET ADDRESS, CITY, STATE & ZIP)  
Date of Birth: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_  
Violations: \_\_\_\_\_

**Title:** \_\_\_\_\_  
(FIRST, FULL MIDDLE NAME, LAST)  
Home Address: \_\_\_\_\_  
(STREET ADDRESS, CITY, STATE & ZIP)  
Date of Birth: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_  
Violations: \_\_\_\_\_

**Title:** \_\_\_\_\_  
(FIRST, FULL MIDDLE NAME, LAST)  
Home Address: \_\_\_\_\_  
(STREET ADDRESS, CITY, STATE & ZIP)  
Date of Birth: \_\_\_\_\_ Home Phone: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_  
Violations: \_\_\_\_\_