



City of La Crosse, Wisconsin

APPLICATION FOR MOBILE SELLER, FARMERS MARKET OR TRADE SHOW

(Ch. 10, Article XVI)

Check One:

Mobile Seller (Direct Seller/Door-to-Door or Transient Merchant/Fixed Location)

90-Day Temporary Permit Dates: _____

Annual For period January 1, _____ to December 31, _____

(Note: door-to-door not eligible for annual permit)

Farmers Market

Trade Show

Check this box if this is a renewal or you have previously held this license.

Fee: \$ \$110 cash + \$10/ID Badge for Door-to-Door Sellers

Invoice No. _____



Applications must be received in the City Clerk's Office at least fifteen (15) days in advance of license being issued. The non-refundable license fee and required documentation must accompany this application at the time of filing. *A separate license is required for each transient merchant location.*

DWD Certificate of Registration: [] Required [] Provided on _____ [] Stamped on _____

BUSINESS INFORMATION – Person, Firm, Association or Corporation/LLC that Applicant Represents, is Employed By, or Whose Food is Being Sold.

Legal/Real Name of Business: _____ Trade Name: _____ Years in Business: _____

Address of Above: Street _____ City _____ State _____ Zip Code _____

Telephone Number: _____ Website: _____

APPLICANT INFORMATION – Person in Charge

Name: First Naomi Full Middle Naomi Last Moya

Permanent Address: Street 1127 6th St S City LaCrosse State WI Zip Code 54601

Temporary/Local Address: Street _____ City _____ State _____ Zip Code _____

Telephone Number: 608 395 1083 Email: naomi1986moya@gmail.com

The attached Personal Data Sheet must be completed for each officer/member of business, person in charge, individuals going door-to-door.

NATURE OF BUSINESS

Description of Vehicle used by Applicant in the Conduct of Business:

(License #) PC3119 (Year) 2002 (Make) GMC (Model) Savana

Nature of business to be conducted and a brief description of the goods offered or services:

Farm produce selling vegetables

Proposed method of delivery of goods, if applicable.

NA

DATES, TIMES, LOCATION(S) WHERE BUSINESS WILL BE CONDUCTED		
<i>Note: If on private property, written authorization from property owner is required.</i>		
DATES	TIMES	LOCATIONS
6-21/10-30-24	6am-1pm	City Hall
MUNICIPALITIES WHERE APPLICANT HAS CONDUCTED SIMILAR BUSINESS		
Date _____	Where _____	
Date _____	Where _____	
Date _____	Where _____	
Date _____	Where _____	
Date _____	Where _____	

The above hereby makes application for a Mobile Seller, Farmers Market or Trade Show License within the City of La Crosse pursuant to Chapter 10, Article XVI of the Code of Ordinances of the City of La Crosse.

Under penalty provided by law, applicant certifies the above information is true, correct, and complete, and that falsification may result in denial of such license. Further, applicant understands that refunds are not allowed for any portion of the application fee paid even if denied for past and/or pending offenses and/or for any outstanding debts owed to the City. Applicant agrees that there shall be full compliance with all local, state and federal laws in the conduct of the activities for which permit may be granted.



 Signature of Applicant

6-18-24

 Date

The issuance of a Mobile Seller, Farmers Market and Trade Show License is conditional at all times. A permit may be revoked, suspended, or not renewed for violation of any provision of this chapter, or a violation of a statute, ordinance, or regulation substantially related to the permitted activity or when necessary to protect the public health, safety, or welfare; or to prevent a nuisance from developing or continuing.

PHOTOCOPIES OF THE FOLLOWING MUST ACCOMPANY THE APPLICATION AT THE TIME OF FILING:

- NA** Photocopy of drivers license for any individual going door-to-door.
(photo will be used for ID badge)
- NA** WI Seller's Permit Number NA
(Must be in the same legal/real name as applicant or business and a photocopy must be provided to the City Clerk's Office.)
- Vehicle Certificate of Registration/Licensing, if applicable.
- NA** A local certificate of examination/approval from the sealer of weights & measures, if applicable.
- Certificate of Insurance along with a photocopy of the endorsement naming City of La Crosse as additional insured (a statement alone on the Certificate is not sufficient).
- Written authorization of the property owner(s) where business will be conducted, if applicable.
- Written authorization if selling within 100 feet of a permanent retail merchant during its operating hours. See 10-758(b)(12) La Crosse Municipal Code.

OFFICE USE ONLY		
Date Received in the City Clerk's Office:	Issue Date:	License #:



WISCONSIN

0019078

Certificate of Vehicle Registration

Plate Number PC3119	Registration LTK LTK	Chassis TRUK	Gross Weight 6000	Period A	Product Number 92604181919	Registration Number L241340085958
Vehicle Identification Number 1GTHG39R321231053			Year 2002	Make GMC	Color GRAY	Fleet No.
				Expiration Date 05/31/2025	Amount Received \$ 100.00	

C OF R MUST BE IN VEHICLE AT ALL TIMES

YEAR

THIS IS NOT A BILL
This Registration Certificate is not a Title. Not Valid for Transfer of Ownership.

Contact the Division of Motor Vehicles at:
wisconsindmv.gov
608-264-7447

0018153
MOUA NAO PAO
1123 6TH ST S
LA CROSSE, WI 54601



Tired of misplacing or losing your renewal notices?

Sign up to receive your driver's license/identification card and vehicle license plate renewal notices by email and text.

eNotify (electronic notification) allows you to receive an email and text message in place of your paper renewal notices.



For more information, go to:
wisconsindmv.gov/enotify

Do I need insurance?

Yes. In Wisconsin, you're required to have liability coverage for the vehicle you drive and carry proof of it when you are driving. If you don't, you can be fined up to \$500. If you are in an accident without the proper coverage, you may still be responsible for damages and lose your license.

Visit wisconsindmv.gov for more details.

