

[ ] NEW

[ ] RENEWAL

**CITY OF LA CROSSE  
APPLICATION FOR  
PEDICAB AND/OR PEDAL CAR  
(Ch. 10, Article XVIII)**

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

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

For the license period beginning January 1st 20 26 ;  
ending December 31st 20 26 .

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

The undersigned hereby makes application for a ☐ **Pedicab** and/or ☒ **Pedal Car** License.

BUSINESS NAME	RiverTown Pedal Tours, LLC
BUSINESS ADDRESS	N7304 County Road HD, Holmen, WI 54636
BUSINESS TELEPHONE	608-799-2493
VEHICLE STORAGE ADDRESS	N7304 County Road HD, Holmen, WI 54636
PEDAL CAR DEPOT/TERMINAL(S) <small>(Property owner permission required)</small>	<del>La Crosse Distilling Co.</del> <i>LACROSSE Tribune</i>

OWNER(S) NAME <small>(First, Full Middle, Last)</small>	Scott Kenneth Gumz & Kimberly Dawn Gumz
OWNER(S) DATE OF BIRTH	
OWNER(S) ADDRESS	N7304 County Road HD, Holmen, WI 54636
OWNER(S) TELEPHONE	<div style="background-color: black; width: 150px; height: 20px;"></div> <div style="background-color: black; width: 100px; height: 20px;"></div>

HAVE YOU EVER BEEN CONVICTED OF A FELONY OR MISDEMEANOR?

[ ] YES [ ☒ ] NO

HAVE YOU BEEN CONVICTED OF AN ORDINANCE VIOLATION?

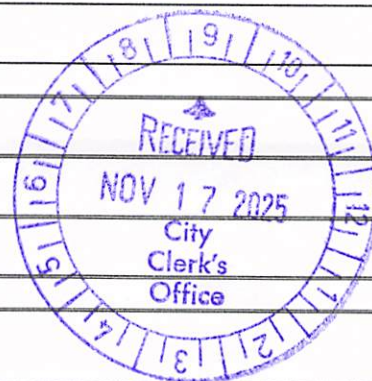
[ ] YES [ ☒ ] NO

IF EITHER ANSWER IS YES, INCLUDE DATE, NATURE OF THE OFFENSE AND PLACE OF CONVICTION.

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

INSURANCE CARRIER	The Insurance Center
POLICY NUMBER	CPS7775823
POLICY LIMITS <small>(min. \$2,000,000 liability)</small>	2,000,000

NUMBER OF VEHICLES TO BE LICENSED	1
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DESCRIPTION OF VEHICLE <small>(Brand, Model, Body Style)</small>	CAPACITY <small>(incl. driver)</small>	SERIAL NUMBER
Trident Party Bike, Savannah	16	1F7YR14V91PA95050

X ATTACH **SCHEDULE OF RATES**.  
\*\*NO CHANGES MAY BE MADE TO RATES WITHOUT PRIOR COMMON COUNCIL APPROVAL.

X ATTACH **PROPOSED ROUTES** FOR PEDAL CAR TOURS.  
\*\*NO CHANGES MAY BE MADE TO ROUTES WITHOUT PRIOR COMMON COUNCIL APPROVAL.

TBD ATTACH WRITTEN **AUTHORIZATION FROM THE PROPERTY OWNER** OF ANY ASSEMBLY SITE USED FOR A PEDAL CAB TOUR.  
\*\*MUST BE A COMMERCIAL LOCATION ON PRIVATE PROPERTY.

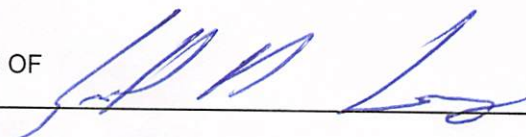
X ATTACH **ORIGINAL CERTIFICATE OF INSPECTION** FOR EACH VEHICLE CERTIFYING THAT THE VEHICLE TO BE USED FOR HIRE IS IN GOOD MECHANICAL CONDITION.  
\*\*THE INSPECTION MUST BE COMPLETED BY A REPUTABLE BICYCLE TECHNICIAN (other than owner).

\_\_\_\_ ATTACH A **CERTIFICATE OF INSURANCE** IDENTIFYING ALL INSURED VEHICLES BY BRAND, MODEL AND SERIAL NUMBER.  
\*\*SAID POLICY MUST BE ENDORSED IDENTIFYING THE CITY OF LA CROSSE AS ADDITIONAL INSURED.

X ATTACH A PHOTOCOPY OF THE **BICYCLE REGISTRATION** FOR EACH VEHICLE.

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 the above vehicles will be kept in good mechanical condition at all times and I will comply with the provisions of law pertaining to pedicabs and pedal cars (Ch. 10, Article XVIII of the La Crosse Municipal Code).

SIGNATURE OF  
APPLICANT



DATE

Nov. 5<sup>th</sup> 2025

#### APPROVAL OF MUNICIPAL AUTHORITY

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

☒ APPROVED    ☐ DENIED

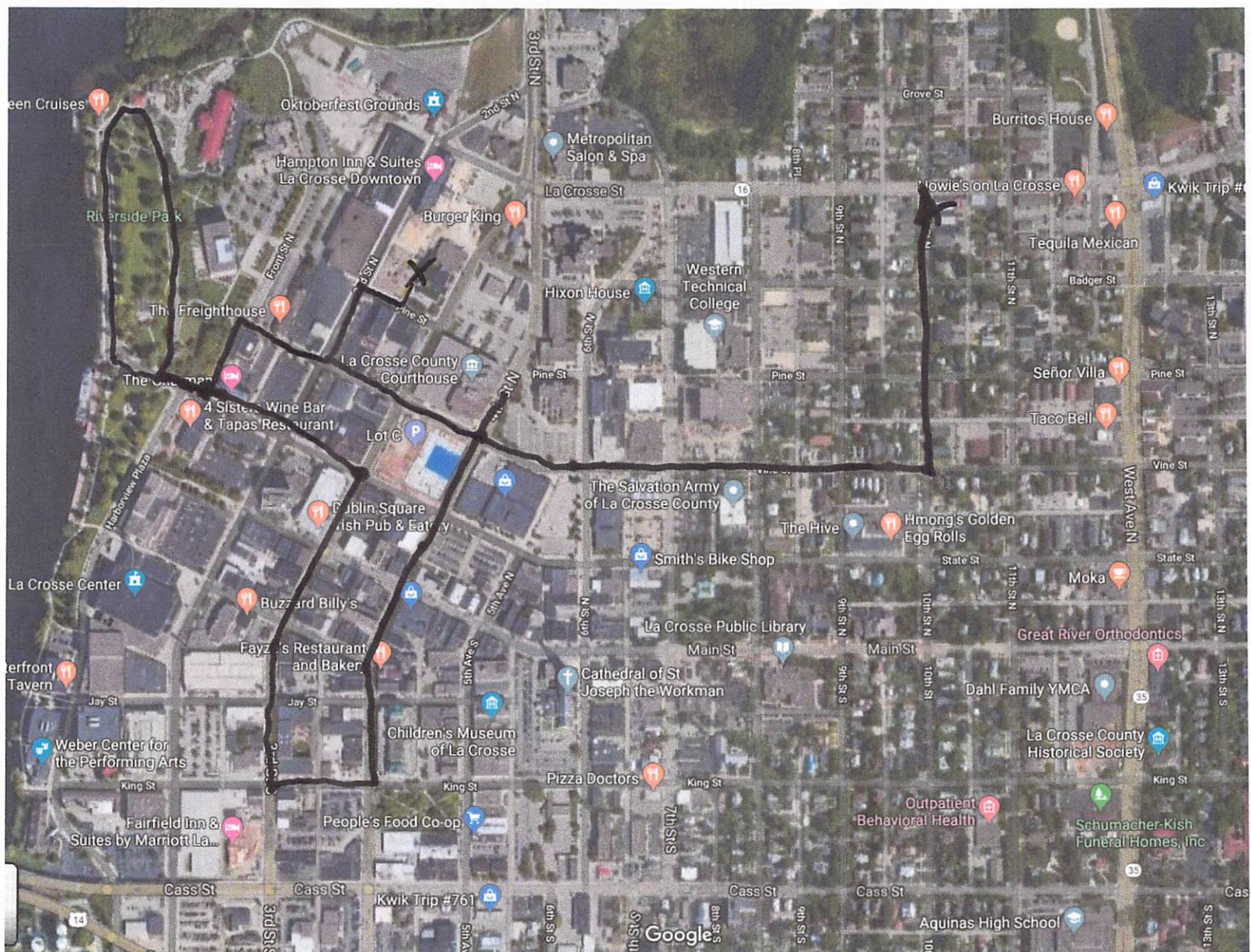
\_\_\_\_\_  
Signature of Police Department Representative & Date

The issuance of a Pedicab or Pedal Car License is conditional at all times. A license may be revoked or suspended when necessary to protect the public health, safety or welfare, to prevent a nuisance from developing or continuing, in emergency situations or due to noncompliance of this section, the Municipal Code of Ordinances or applicable state or federal laws.

#### TO BE COMPLETED BY CLERK

Date filed with municipal clerk	Date reported to Council	Date license granted	License number issued
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The Trolley Pub tours start & end at the LaCrosse Tribune building at 401 N. 3rd St.  
Tours run from Pine St. down 2nd, through Riverside Park, up to 3rd,  
down to King St. - Up to 4th St. back down to Pine.  
“Family” Tours may also run up & down Vine St. to 10th St  
with a stop at Rudys Drive in **prior to 8pm.**



## **Trolley Pub La Crosse 2026 Rate Schedule**

**Mixer Tickets** \$24@ Tues-Fri  
\$29@ Sat, Sun

**Private Tours** \$349 Tues-Fri  
\$399 Sat, Sun