

NEW
 RENEWAL

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

Fee: \$ 170993
Invoice No. 60.00

For the license period beginning April 10 20 20;
ending December 31 20 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 a Pedicab and/or Pedal Car License.

BUSINESS NAME	River Town 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) <i>(Property owner permission required)</i>	La Crosse Distilling Co. (Permission letter Attached)
OWNER(S) NAME <i>(First, Full Middle, Last)</i>	Scott Kenneth Gumz + Kimberly Dawn Gumz
OWNER(S) DATE OF BIRTH	[REDACTED]
OWNER(S) ADDRESS	N7304 County Road HD, Holmen WI 54636
OWNER(S) TELEPHONE	608-792-8676 / 608-386-1264

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	AXIS Insurance Co.
POLICY NUMBER	TBD once application is approved
POLICY LIMITS <i>(min. \$2,000,000 liability)</i>	2,000,000

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

- ATTACH **SCHEDULE OF RATES**.
**NO CHANGES MAY BE MADE TO RATES WITHOUT PRIOR COMMON COUNCIL APPROVAL.
- ATTACH **PROPOSED ROUTES** FOR PEDAL CAR TOURS.
**NO CHANGES MAY BE MADE TO ROUTES WITHOUT PRIOR COMMON COUNCIL APPROVAL.
- 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.
- 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.
- 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 3/16/20

APPROVAL OF MUNICIPAL AUTHORITY

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

APPROVED **DENIED**

CITY OF LA CROSSE, WI
 General Billing - 170993 - 2020
 008239-0063 Courtney.. 03/16/2020 04:04PM
 200361 - RIVER TOWN PEDAL TOURS LLC

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

Spring 2020



Summer 2021



Bike Summary

River Town Pedal tours LLC is a franchise partner of Trolley Pub of North Carolina ("Trolley Pub") which opened in April of 2012 in Raleigh, NC. We promote healthy fun and support our strong biking community by operating customized low-speed vehicles which take pedaling patrons around on "Tours" on public streets. Customers book two-hour tours for sightseeing, Birthday Parties, Wedding parties, Church gatherings, Corporate events, School Team outings, special events and many more. The Pedal Tour vehicle, driven by a trained, entertaining, Tour guide employee, is powered by an electric motor as well as the pedaling power of the customers. The Pedal Tour Bike seats up to 14 passengers and customers are allowed to bring coolers with snacks, and NON alcoholic beverages. NO alcohol will be permitted on the Pedal Tour Bike.

River Town Pedal Tours is excited to be working with the Beer By Bike Brigade and partnering for several Fund raising events annually. Since opening in Madison, Trolley Pub has become a popular local attraction, drawing tourism from all over the state and bringing hundreds of patrons to the downtown area every week. River Town Pedal Tours hopes to do the same for La Crosse.

The Pedal Tour vehicles have many safety features, including seatbacks, seat belts, turn signals, headlights, rearview mirrors, redundant braking, among others. The vehicles meet all the safety requirements for low speed vehicles under the Federal Highway Administration's requirements. There has never been a significant accident involving the Trolley Pub Vehicle. The vehicles themselves are titled and registered as low speed vehicles. The tours typically travel around 5mph and obey all traffic laws.

The Pedal Tour Bike would be stored downtown (location TBD soon) and tours would operate in the historic district along Front, State & connecting side streets. (exact routes TBD soon) Pedal Tours would take customers around Riverside Park, past historic sites, and make a few stops enroute at different shops, restaurants and or local breweries around the downtown.

Cities and states across the country have passed and amended regulations to encourage this industry. The states of Wisconsin, Minnesota, and Michigan have passed laws at the state level to define and regulate the industry. California and Kentucky currently have bills being considered to do the same. Similar businesses operate in over 60 locations across the country including Eau Claire, Madison & Milwaukee.

Tours are two hours long and customers book online ahead of time through our website. Tours will be offered Tuesdays thru Sundays between 10am – 10pm with no bike tours running between 3-6pm. Customers can choose between history sightseeing tours, Architecture tours, Ghost tours, food tours, pubcrawls and more. River Town Pedal Tours would be a fantastic addition to the Downtown La Crosse community.

River Town Pedal Tours LLC
Scott & Kim Gumz – Owners
608-792-8676

Bike Quick Facts

- **River Town Pedal Tours Bike is an eco-friendly vehicle which seats up to 14-passengers and one driver.**
- **Our parent company Trolley Pub currently operates in Raleigh NC, Charlotte NC, Arlington VA, Madison WI and Houston Texas.**
- **Similar businesses operate in over 60 locations throughout the country, including Eau Claire, Madison and Milwaukee. We have worked with cities such as Madison, WI on passing local ordinances to allow Trolley Pub operations.**
- **River Town Pedal Tours vehicles are titled and registered, and meet or exceed the National Highway Standards for low speed vehicles.**
- **Pedal Tour vehicles have many safety features, including seatbacks, seat belts, turn signals, headlights, rearview mirrors, redundant braking, among others. The drivers must be certified and enforce our strict rules during the tours. Customers are prohibited from bringing alcohol, breaking local laws or behaving in a way which would disrupt the local community.**
- **In addition to pedal-power, our vehicles are outfitted with small electric motors, which can be used to navigate traffic, assist with hills, and give the driver complete control over the vehicle.**
- **Pedal Tours is great for tourism. In fact, in Madison we bring in hundreds of people each week to the downtown area, many of them are from other cities or even other states. Our customers spend money on local bars, restaurants, hotels and retail before, during and after the tours.**
- **Pedal Tours creates quality, high paying jobs for local residents. In Raleigh, we employ 17 people, including three full-time employees.**
- **Our company has over eight years of experience operating and managing this business and we uphold the highest safety standards in the industry. We are committed to running a fun, responsible business in a way that enhances the downtown community.**
- **River Town Pedal Tours would love to eventually expand to 2 Bikes in the La Crosse area as well as bringing the Pedal Paddle boat to the area in 2021!**