



# City of La Crosse, Wisconsin

## APPLICATION FOR FARMERS MARKET OR TRADE SHOW

12.2024

(Ch. 10, Article XVI)

Check One:

Farmers Market       Trade Show      2026

For period January 1, 2026 to December 31, 2027

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

Date Received: \_\_\_\_\_ Fee: \$ 200<sup>00</sup> 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.**

### BUSINESS INFORMATION – Person, Firm, Association or Corporation/LLC

<b>Legal/Real Name of Business:</b> La Crosse Farmers Market Association	<b>Trade Name:</b> Pearl Street Market	<b>Years in Business:</b> 20+
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<b>Address:</b>	<b>Street</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>
	PO BOX 1292	La Crosse	WI	54602

<b>Telephone Number:</b> 608 769 5564	<b>Website:</b> lacrossefarmersmarkets-square.etc
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### APPLICANT INFORMATION – Manager/Person in Charge

<b>Name: First</b>	<b>Full Middle</b>	<b>Last</b>
Sadee	Marie	Linero

<b>Address:</b>	<b>Street</b>	<b>City</b>	<b>State</b>	<b>Zip Code</b>
	2605 Weston St.	La Crosse	WI	54602

<b>Telephone Number:</b> 608 697 4731	<b>Email:</b> lacrossefarmersmarkets@gmail.com
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**\*The attached Personal Data Sheet must be completed for each officer/member of business and manager/person in charge\***

### NATURE OF BUSINESS

**Location of sales:**  
Pearl St., 2nd to 4th (in street, not on sidewalks)

**Dates of sales, if on a regular schedule:**  
May 1st ± every Friday through October 3<sup>30</sup>-7<sup>30</sup>pm  
(road closure 2-9pm)

**Brief description of the goods offered or services:**  
Producer only market; produce, spices, baked goods, honey, pottery, soaps, meats, flowers, much more (no multi-level marketing or wholesale)



✓ = spoke with

Businesses 2nd to 4th on Pearl

\* underline = business wants to partake in market & meetings for Pearl St. Market

✓ Pearl St Hotel  
email

• Buzzard Billys

✓ Subway  
HR at Rothmans Co.

• (empty)  
salon

• Taco ~~Bro~~ Mex

• (empty)  
casino

• Brothers

✓ Jimmy Johns  
email

• Boots

✓ (curated → selling)  
want be in business  
by summer

✓ Cannabiz  
John Wadzinski

• (warehouse)

Concerns:

- parking not closed all day (will be in effect at 2pm)  
\* OKayed by businesses

- portapotties (to be placed in alleyways next to dumpsters)

- communicate with distributors regarding Friday deliveries

✓ Satori Arts

(John Satory has our into to communicate concerns)

✓ Pearl Ice Cream

Dani & Azia Peterslie

✓ TJ Cheddarheads

Dani & Azia

✓ Drift Mercantile

Dani & Azia

• Asian Sunng Massage

✓ Pearl St. Gallery

Bailey Nelson

• Legends

✓ Markos / The Original

Khouri Markos

• (empty)  
wild

✓ All Glazed Up

Jillian & Angre - coowners

• Yesterdays

✓ (Kroner → ~~going~~ selling business)

✓ Pearl St. Books

Beth - owner, email

(email attached)

✓ Jules

Jenny - owner



**ADDITIONAL INSURED - DESIGNATED PERSON OR ORGANIZATION**

**CG-2026F(12-19)**

This endorsement modifies insurance provided under the following:

**COMMERCIAL GENERAL LIABILITY COVERAGE PART**

- 1. Section II - Who Is An Insured is amended to include as an additional insured the person(s) or organization(s) shown in the Schedule, but only with respect to liability for *bodily injury, property damage* or *personal and advertising injury* caused, in whole or in part, by your acts or omissions or the acts or omissions of those acting on your behalf:
  - a. In the performance of your ongoing operations; or
  - b. In connection with your premises owned by or rented to you.

However:

- a. The insurance afforded to such additional insured only applies to the extent permitted by law; and

- b. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.
- 2. With respect to the insurance afforded to these additional insureds, the following is added to Section III - Limits Of Insurance:
 

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

    - a. Required by the contract or agreement; or
    - b. Available under the applicable limits of insurance;

whichever is less.

This endorsement shall not increase the applicable limits of insurance.

**SCHEDULE**

**Name of Additional Insured  
 Person(s) or Organization(s)  
 (Name and Address)**

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CITY OF LA CROSSE  
 400 LA CROSSE ST  
 LA CROSSE WI 54601

UNIVERSITY OF WI - LA CROSSE  
 1725 STATE ST  
 LA CROSSE WI 54601