

[ ] 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) (Property owner permission required)	La Crosse Distilling Co. <i>La Crosse Tribune</i> changed to 324 Jay St per December 8, 2025 email from property owner.	
OWNER(S) NAME (First, Full Middle, Last)	Scott Kenneth Gumz & Kimberly Dawn Gumz	
OWNER(S) DATE OF BIRTH		
OWNER(S) ADDRESS	N7304 County Road HD, Holmen, WI 54636	
OWNER(S) TELEPHONE	[REDACTED] [REDACTED]	

HAVE YOU EVER BEEN CONVICTED OF A FELONY OR MISDEMEANOR?

[ ] YES [X] NO

HAVE YOU BEEN CONVICTED OF AN ORDINANCE VIOLATION?

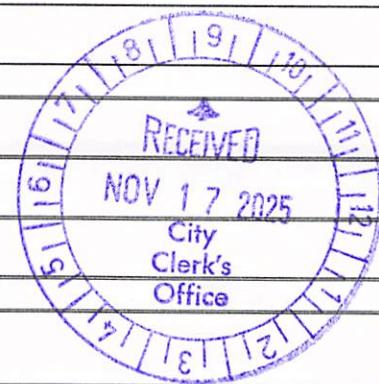
[ ] YES [X] NO

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

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INSURANCE CARRIER	The Insurance Center	
POLICY NUMBER	CPS7775823	
POLICY LIMITS (min. \$2,000,000 liability)	2,000,000	
NUMBER OF VEHICLES TO BE LICENSED	1	

DESCRIPTION OF VEHICLE (Brand, Model, Body Style)	CAPACITY (incl. driver)	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

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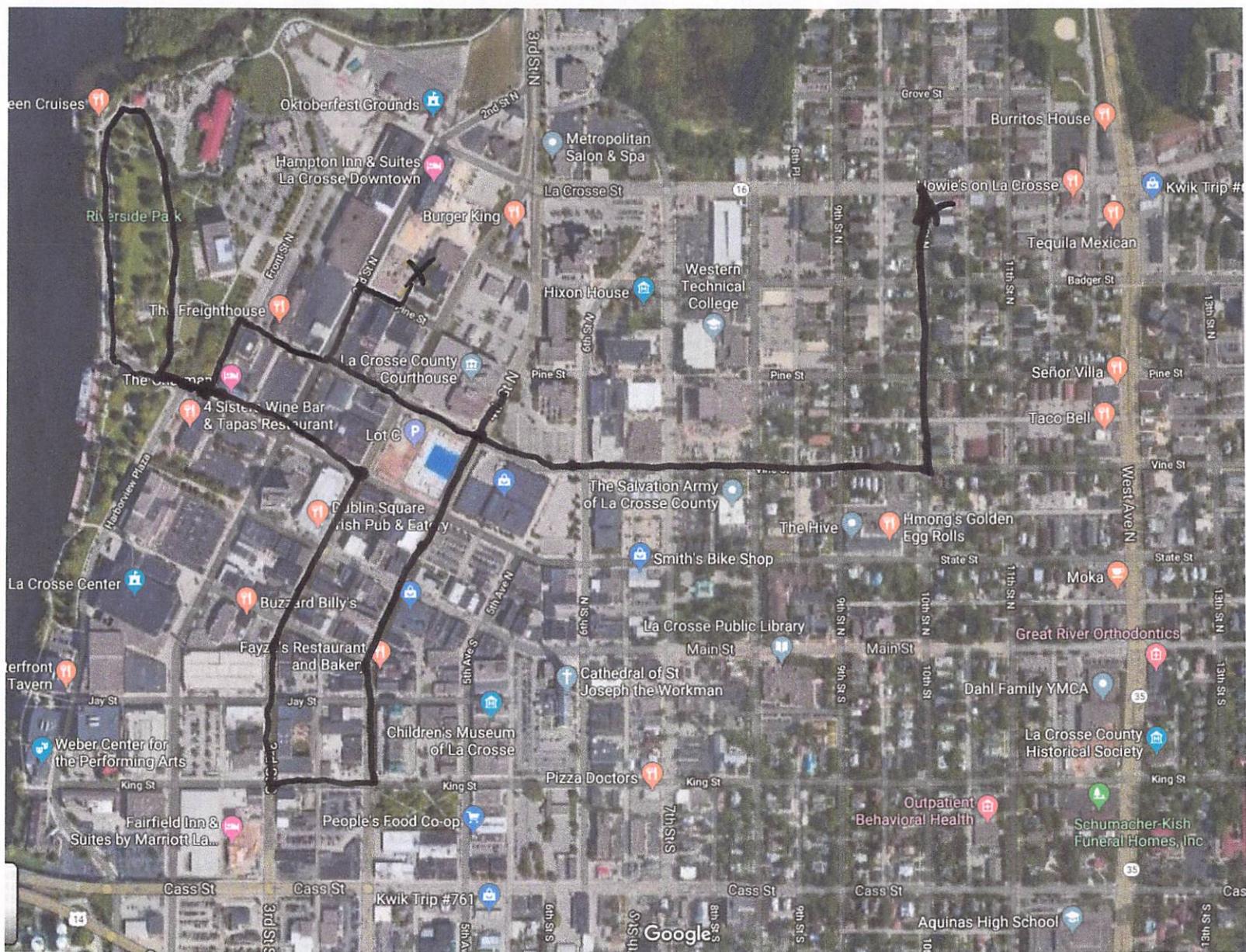
Signature of Police Department Representative & Date

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.

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#### 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