

[] 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>	La Crosse Distilling Co. <u>LACROSSE Tribune</u> changed to 324 Jay St per December 8, 2025 email from property owner.	

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; display: inline-block;"></div> <div style="background-color: black; width: 100px; height: 20px; display: inline-block;"></div>	

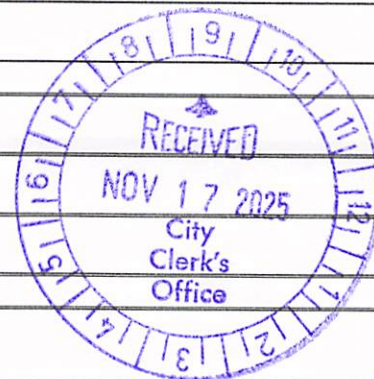
HAVE YOU EVER BEEN CONVICTED OF A FELONY OR MISDEMEANOR?

[] 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.



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
-----------------------------------	---

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. 5th 2025

APPROVAL OF MUNICIPAL AUTHORITY

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

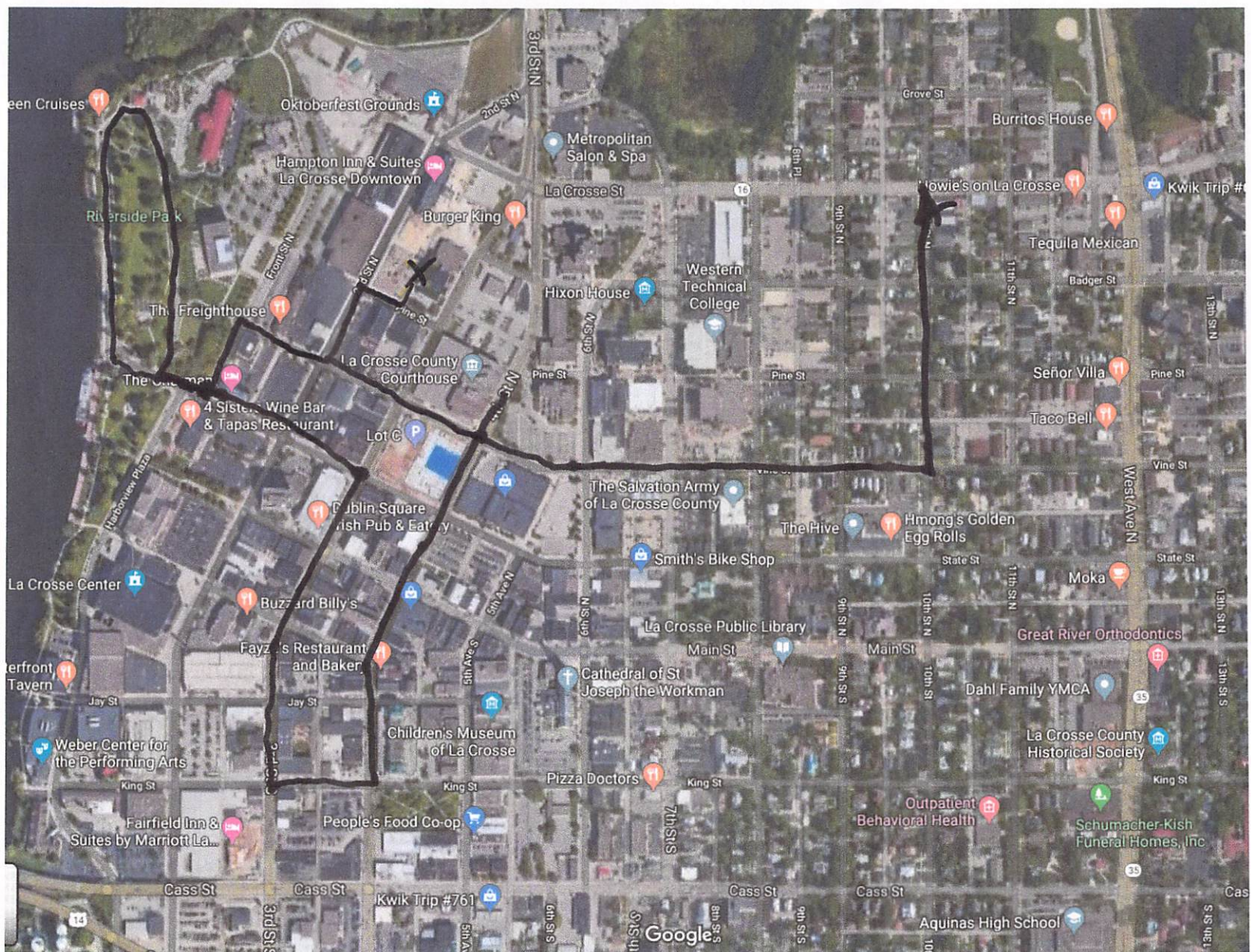
☒ APPROVED ☐ DENIED

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
---------------------------------	--------------------------	----------------------	-----------------------



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