

License Fee: _____

Invoice #: _____

CITY OF LA CROSSE
APPLICATION FOR DIRECT SELLERS/TRADE SHOW LICENSE
 PLEASE PRINT CLEARLY OR TYPE - WILL BE RETURNED IF ILLEGIBLE

Applications must be received in the City Clerk's Office at least ten (10) days prior to issuance of said license. The non-refundable license fee and certificate of insurance (including additional insured endorsement) must accompany the application at the time of filing.

- | | |
|----------------------------------|---|
| <input type="checkbox"/> NEW | <input type="checkbox"/> DOOR TO DOOR/TRAVELING SALES |
| <input type="checkbox"/> RENEWAL | <input type="checkbox"/> SINGLE FIXED LOCATION |
| | <input type="checkbox"/> TRADE SHOW |

DWD Certificate of Registration: Required Provided on _____ Stamped on _____

WI Seller's Permit Number _____
(Must be in the same legal/real name as below and a photocopy must be provided to the City Clerk's Office)

Business Name: _____
(Legal/Real Name of business) *(Trade name, if applicable)*

Address of Business: _____
(Street Address) *(City)* *(State)* *(Zip)*

Phone Number of Business: _____
(xxx-xxx-xxxx)

Nature of Business: _____ **Years in Business:** _____

Local Address and Telephone: _____

LIST LOCATION IN LA CROSSE WHERE YOU PLAN TO USE THIS LICENSE AND DATES:

Location: _____

Start Date: _____

LIST THREE (3) LOCATIONS IN PAST 3 MONTHS WHERE YOU HAVE DONE BUSINESS:

Date _____	Where _____
Date _____	Where _____
Date _____	Where _____

The above hereby makes application for a Direct Seller/Trade Show License within the City of La Crosse pursuant to Chapter 10, Article XVI of the Code of Ordinances of the City of La Crosse.

I certify the above information is true, correct and complete, and that falsification may result in denial of such license. Further, I understand that refunds are not allowed for any portion of the application fee paid even if denied for past and/or pending offenses and/or for any outstanding debts owed to the City.

 Signature of Applicant

 Date

INSURANCE REQUIRED ... MUST BE SUBMITTED WITH THE APPLICATION

Prior to the issuance of a Direct Seller or Trade Show License, the applicant shall furnish a certificate of liability and contractual liability policy in the minimum amount of \$100,000.00 each person, \$300,000.00 each accident for bodily injury and \$100,000.00 for property damage. Said policy shall be in force and effect during the duration of the license period. The Certificate of Insurance shall provide 30 days' written notice to the City upon cancellation, or nonrenewal or material change in policy. Said policy shall be endorsed naming the City of La Crosse as additional insured and the endorsement must accompany the certificate of insurance.

CERTIFICATE OF INSURANCE ATTACHED	<input type="checkbox"/> YES <input type="checkbox"/> NO	Due at time of filing application with endorsement.
WEIGHTS & MEASURES CERTIFICATE ATTACHED	<input type="checkbox"/> YES <input type="checkbox"/> NO	Due at time of filing application, if applicable.
BOND REQUIRED	<input type="checkbox"/> YES <input type="checkbox"/> NO	Due at time of filing application, if applicable.

LICENSE APPROVED DENIED
SIGNATURE OF POLICE REPRESENTATIVE & DATE _____

PERSONAL INFORMATION FOR:

- ID's for Door to Door/Traveling Sales
- Person in Charge for Single Fixed Location
 - Person in Charge for Trade Show

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[] NEW [] RENEWAL

Name _____
(Last) (First) (FULL Middle) (Also, include maiden name, if applicable)

Address _____
(House Number) (Street) (City) (State) (Zip)

Will you be absent overnight from your permanent place of residence for the purpose of this license? Yes___No___

D.O.B. _____ Phone # _____
(mm/dd/yyyy) (xxx-xxx-xxxx) Please provide home and cell, if applicable

Height _____ Weight _____ Hair _____ Eyes _____

Vehicle _____
(License #) (State) (Make) (Model) (Year)

Driver's License _____
(Driver's license number) (State of driver's license)

Have you been convicted of a crime, statutory ordinance or ordinance violation? [] YES [] NO
If you answer yes, explain in detail on the back. Please answer this question to the best of your knowledge. Ordinance violations include traffic violations such as speeding.

Failure to answer this question or omit an answer knowingly shall constitute grounds for denial or revocation of the license.

SIGNATURE _____ **DATE** _____

LICENSE [] APPROVED [] DENIED
SIGNATURE OF POLICE REPRESENTATIVE & DATE _____