

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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March 31, 2011

Mayor Dan Devine and Common Council Members
City of West Allis, City Hall
7525 W. Greenfield Ave.
West Allis, WI 53214

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MAR 31 2011

CITY OF WEST ALLIS
MAYOR

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the **Downtown West Allis Business Improvement District** has again committed the first Sunday in October for our Classic Car Show. **Our 21th Annual Classic Car Show will be held on Sunday, October 2, 2011.** Registration will be held from 6:30 AM to 9:30 AM with the show beginning at 10:00 AM. Winning cars will be announced at 2:30 PM. As always with this event, we anticipate a record number of visitors to Downtown West Allis.

This year we are again asking for your permission to close down Greenfield Avenue, to traffic, from the hours of **5:00am until 6:00pm** and use the City Hall parking lot for our registration site. Last year, with Greenfield Avenue closed, we were able to accommodate over 400 Classic Car participants, additional vendors and more visitors to this event. Visitors were greeted to a festive-type atmosphere with classic cars, food, games and family fun.

As in previous years, the BID requests the assistance from the City of West Allis for parking restrictions and the use of signs and supplies to ensure event safety. A letter and map, outlining these requests will be submitted to Department of Public Works at a later date. Additional police presence is requested in the area, this day, to monitor safety conditions. We invite the display of a Police vehicle and an Officer in or around Greenfield Avenue.

The BID holds a one-million dollar event insurance policy with the City of West Allis listed as an additional insured (see attached).

The BID extends its thanks to Mayor Devine and the Common Council for their continued support and consideration in this matter. If you have any questions, please call the BID office at 774-2676.

Sincerely,



Alex Geiger

21th Annual Downtown West Allis Classic Car Show Committee Chair

cc: Michael Lewis, Brian Block, Tom Harmatys, Captain Jungbluth, Terry Brandenburg, Alderperson Marty Weigel and Alderperson Kurt Kopplin

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