



ENGINEERING DEPARTMENT

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Memorandum

TO: Richard Narlock, Chair, Board of Public Works
Vincent Vitale, First District
Kurt Kopplin, Second District
Linda Dobrowski, Fourth District
James Sengstock, Fifth District

FROM: Michael Lewis, City Engineer

DATE: March 12, 2008

RE: **West Allis Business Improvement District's Request to Close
Greenfield Avenue for the 1st Annual "Ala Carte" on Sunday, June 8,
2008**

Attached is a letter from Brian Preiss, BID Executive Director, requesting that Greenfield Avenue be closed on Sunday, June 8, 2008. We don't find a problem with the request and recommend approval.



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February 22, 2008

City of West Allis
Attn: Brian Block
Engineering Department
7525 W. Greenfield Avenue
West Allis, WI 53214

RECEIVED

FEB 22 2008

CITY OF WEST ALLIS
ENGINEERING DEPT

Re: Closing of Greenfield Avenue

Our 1st Annual West Allis "Ala Carte" Sunday, June 8, 2008.

The inception West Allis "Ala" Carte's" came about as Western Days had been discontinued. The three Promotional events in the DWABID; Classic Car Show, Halloween Meet & Treat and Christmas on the Avenue are held from the beginning of October through the beginning of December.

DWABID has considered these events essential to the exposure of our businesses. Therefore hosting an event in the early summer would lessen the time gap between promotional events.

Christmas on the Avenue came about as a collaborative effort with DWABID, City of West Allis, West Allis Charities and the WA/WM Chamber of Commerce. A similar collaboration has been assembled for West Allis "Ala Carte."

This event will be advertised with an offering of Music, Food & Fun. We plan to incorporate the ribbon cutting ceremony for the Centennial Plaza, entertainment and children's activities, Barbeque/Baking contests, a variety of restaurants from West Allis, music on the Plaza and Greenfield Avenue with a variety of games and contests along Greenfield Ave., with adults in mind.

Proposed time table for the event:

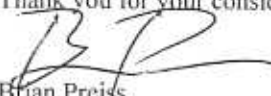
- 11:00am: Open
- Noon: Centennial plaza Dedication
- 1:00pm: Start of Activities
- 7:00pm: Closing

Our intentions are to host this event annually.

Thank you again for honoring our request to close Greenfield Avenue for the 17th. Annual Classic Car Show last October 7th. A major factor regarding the great success of the Car Show can be attributed to the closing of Greenfield Avenue.

We are asking you to consider our request of closing Greenfield Avenue from the hours of 10:00am until 8:00pm, Sunday June 8, 2008. We are happy to discuss any costs or other conditions associated with our request.

Thank you for your consideration.


Brian Preiss
Executive Director

CC: Mayor Jeannette Bell, Alderperson Martin Weigel and Alderperson Kurt E. Kopplin

A Main Street Community Managed by Downtown West Allis, Inc. A 501(c) (3) Non-Profit Corporation

Building a positive image that encourages customer growth and welcomes community involvement.