



DOWNTOWN
WEST ALLIS
INCORPORATED

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

March 9, 2021

Dear Honorable Mayor Devine and Common Council Members:

The *City of West Allis along with the Promotions Committee of the Downtown West Allis Business Improvement District (DWABID) are hosting a Tour of America's Dairyland (ToAD) Bike Race on Sunday, June 20, 2021.* ToAD events have proven to attract participants and visitors from 40 different states and 10 countries. We know this event will have a positive impact on our Downtown as well as the City of West Allis. Due to restrictions because of COVID-19, we are being cautiously optimistic regarding this event taking place in June. Confirmation regarding this event taking place will occur early April 2021.

For this race, we are asking for your permission to close Greenfield Avenue from 70th to 75th streets and areas north of Greenfield to be used as the race route and vendor set-up. We ask that this area (see attached map) be closed from the hours of **5:00am until 10:00pm on Sunday, June 20th.** **Alleyways within this area will be remain open.** We will be welcoming visitors to a festive-type atmosphere with music, bike related vendors and of course cycle racing. We are also **requesting to declare, this Sunday event, "West Allis Father's Day Bike Race" as a Community Event.** *(The name of the event could change as we start promoting it throughout the community.)*

As with all our huge events, the DWABID 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, on Sunday, June 20th, to monitor safety conditions. We invite the display of a Police vehicles and officers in and around the bike course. Again, more information will be sent to police staff once the event has formally been announced.

Our organization holds a one-million-dollar event insurance policy with the City of West Allis listed as an additional insured. (See enclosed.)

Downtown West Allis 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 414-774-2676.

Sincerely,

Donald Falk
DWABID - Promotions Chair

Encl.

cc: David Wepking, Peter Feldhusen, Cindy Rausch, Caitlyn White, Alderperson Marty Weigel & Alderperson Tracy Stefanski

