

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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www.downtownwestallis.com

November 24, 2010

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

RECEIVED

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CITY OF WEST ALLIS
MAYOR

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the ***Downtown West Allis Business Improvement District, in partnership with the WA/WM Chamber of Commerce, CAAD (Community Alliance Against Drugs) the West Allis Senior Community, West Allis Arts A'Fair and City of West Allis***, has again committed the first Sunday in June for our West Allis Ala Carte. ***This event will be held on Sunday, June 5, 2011 from 12 Noon to 6pm.*** Last year's event had record crowds of over 4,500 visitors to Greenfield Avenue. With the positive feedback from vendors and visitors, we anticipate to increase the number of families to Downtown West Allis.

We are asking for your permission to close down Greenfield Avenue, to traffic, for our event. We ask that Greenfield Avenue from 70th to 76th street and the adjacent side streets, north and south to the alleys, be closed from the hours of **7:00am until 8:00pm. Alleyways will remain open.** Last year, with Greenfield Avenue closed, visitors were greeted to a festive-type atmosphere with live music, food vendors, children's games, artists, baking contest and City Hall activities which included music from our WA/WM students.

We are also, once again, requesting to declare "West Allis Ala Carte" as a Community Event.

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 enclosed.)

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,



Donald Falk
Downtown West Allis Business Improvement District
Promotions Chair

Encl.

cc: Brian Block, Mike Lewis, Tom Harmatys, Terry Brandenburg, Alderperson Marty Weigel & Alderperson Kurt Kopplin

A Main Street Community

A 501(c) Non-Profit Corporation

Building a Positive Image that encourages customer growth and welcomes community involvement