

DOWNTOWN  
WEST ALLIS  
INCORPORATED

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May 4, 2017

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

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the **Downtown West Allis Business Improvement District (DWABID)** is looking to host a new activity for our Downtown entitled "**Wood & Wings.**" **This marketing activity will be held on the Saturday, September 16, 2017 from 11am to 5pm.** The event will be held in the City municipal parking lot just east of 75<sup>th</sup> Street. With this event, we are hoping to attract local artists and hold a friendly competition to determine who has the "Best Wings in West Allis."

We are working with the West Allis Forestry Department, using logs from trees that have been cut down, we will create a checkerboard table and two chairs for local artists to embellish. During the "Wood & Wings" event, our visitors will watch the artists take a blank canvas and create a beautiful piece of art that they can purchase and proudly display in their yard. This event will also focus on the recycling efforts our City is promoting.

We will also be reaching out to West Allis eating establishments asking them to join us in a "Best Wings in West Allis" competition. Each restaurant will be asked to create their best wing recipe at this event and our visitors and judges will vote on the "Best Wings in West Allis." We feel these forms of friendly competition bring the business community as well as the neighborhoods together in a positive atmosphere. This event will coincide with our last "Stroll in Shop" for the year, which will give our visitors something else to do as well as give our businesses additional exposure as to what they offer.

We are asking the City of West Allis to use the Municipal Parking lots just east of City Hall and to provide us several barricades to block off this area. We would like to contain this aspect of the event within this footprint. (See attached) We will encourage visitors to use the Old National Bank's parking lot as an added convenience.

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.

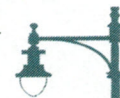
Sincerely,

Don Falk  
Downtown West Allis  
Promotions Chair  
Encl.

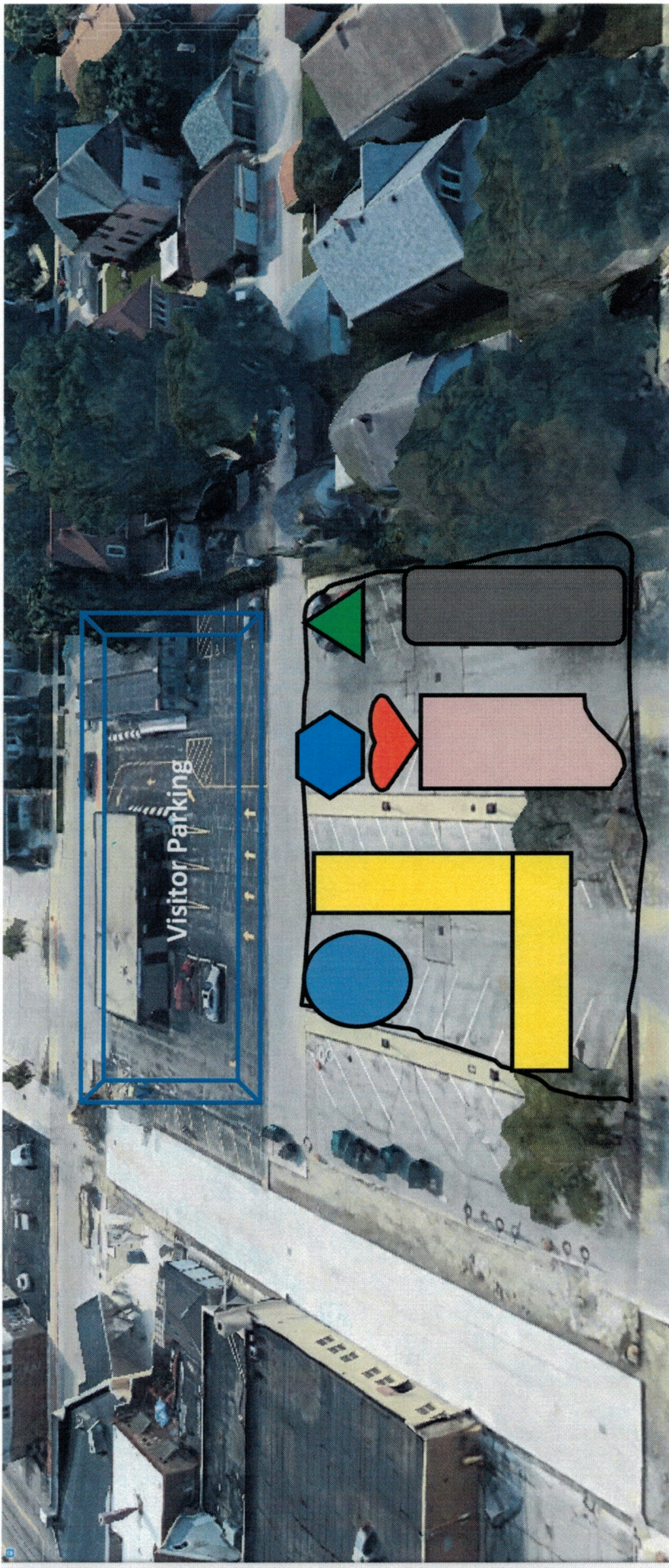
cc: Michael Lewis, David Wepking, Paul Barwick, Peter Feldhusen, Mike Rushmer, Alderperson Marty Weigel & Alderperson Cathleen Probst



**A MAIN STREET COMMUNITY**      **A 501(C) NON-PROFIT CORPORATION**  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND  
WELCOMES COMMUNITY INVOLVEMENT







# 75th Street

ONE WAY



Cooking Area



Serving Area



Artists painting table & chairs



Beer Tent & Sitting Area



Restrooms



West Allis Forestry  
and/or City Tent



DWABID Ticket Booth

