

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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February 12, 2014

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)**, in partnership with **CAAD (Community Alliance Against Drugs) the West Allis Senior Community and City of West Allis**, has again committed the first Sunday in June for our West Allis A la Carte. **This event will be held on Sunday, June 1, 2014 from 12 Noon to 6pm.** Last year's event had record crowds of over 6,000 visitors to Greenfield Avenue. With the positive feedback from vendors and visitors, we anticipate an increase in the number of families to West Allis Downtown.

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 **6:00am 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, local organizations and City Hall activities which included music from our WA/WM students.

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

As in previous years, 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, this day, to monitor safety conditions. We invite the display of a Police vehicle and an Officer in or around Greenfield Avenue.

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
Downtown West Allis Business Improvement District
Promotions Chair

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CITY OF WEST ALLIS
CLERK/TREASURER

Encl.

cc: Brian Block, Mike Lewis, David Wepking, Dan Koralewski, Doug Bartels, 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