

**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

February 24, 2021

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the *Downtown West Allis Business Improvement District (DWABID)* has again committed the first Sunday in June to the *West Allis A la Carte*. ***This event will be held on Sunday, June 6, 2021 from 12 Noon to 6pm.*** Each year this event attracts visitors from the area as well as neighboring communities and with the positive feedback we receive, we anticipate an increase in the number of people to West Allis Downtown.

Due to the COVID-19 outbreak, our organization decided to cancel the 2020 event, but are being cautiously optimistic regarding the event taking place in 2021. We understand the pandemic is still a concern in our community and are closely monitoring the situation and its impact it will have on this festival. **An official decision about whether the 13th Annual West Allis A La Carte will take place will be made by April 1, 2021**, so this request for street closure and community event status is precautionary. Once a final decision has been made by our organization, we will inform City Council Members.

For the 2021 West Allis A la Carte, we are asking for your permission to close 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 **5:00am until 8:00pm on Sunday, June 6th**. **Alleyways will remain open.** Each 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. We are also, once again, **requesting to declare, this Sunday event, "West Allis A la Carte," as a Community Event.**

In asking for your permission to close Greenfield Avenue, to traffic, for our event on Sunday, we are also asking to **close 72nd street – south of Greenfield and 74th street – south of Greenfield starting at 2pm, June 5th through 8pm the following day.** Each location will have one A 30' X 60' tent and will remain there until the end of the event on Sunday, June 6th. No tables or chairs will be set up until Sunday, June 6th. We will be requesting barricades with flashing lights to ensure visibility during the nighttime hours. We have discussed this with Jeff Gebhardt, manager from Old National Bank, as this will affect their ATM drive-thru facility. Mr. Gebhardt has given his permission to proceed with this time frame.

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, on Sunday, June 6th, 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
DWABID - Promotions Chair

Encl.

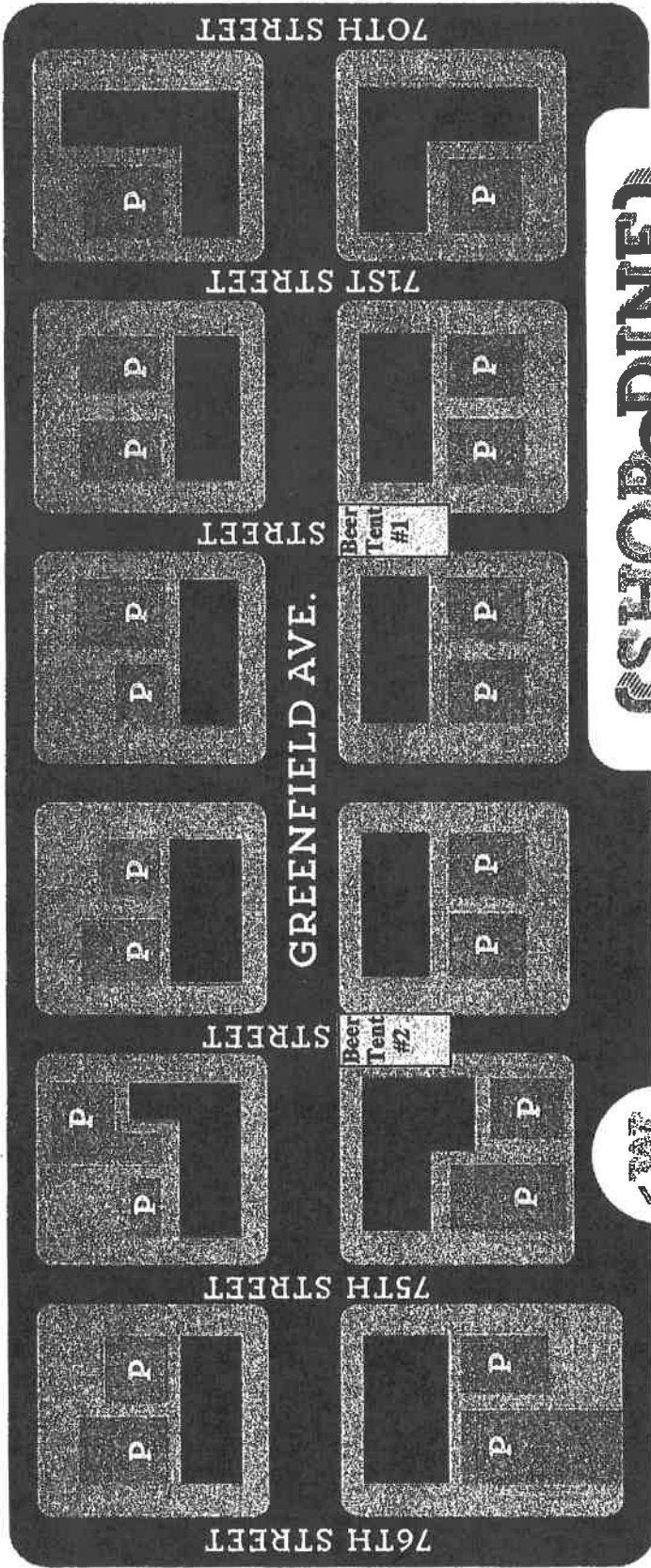
cc: David Wepking, Peter Feldhusen, Cindy Rausch, Alderperson Marty Weigel & Alderperson Tracy Stefanski



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





Beer Tent #1

- 30' X 60'
- 72nd & Greenfield (south of Greenfield)

Beer Tent #2

- 30' X 60'
- 74th & Greenfield (south of Greenfield)