

# DOWNTOWN WEST ALLIS, INC.

## Business Improvement District

7231 W. Greenfield Ave • Suite 201 • West Allis, Wisconsin 53214

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www.downtownwestallis.com

March 13, 2012

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  
CLERK/TREASURER

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the *Downtown West Allis Business Improvement District* would like to host *Downtown West Allis...Third Thursday Art Crawls*. This activity would run the third Thursday in the months from May through September from 5pm to 9pm.

We are encouraging at least 15 artists in the area to showcase their talents in our downtown businesses. This, in turn, will spotlight our area by drawing visitors to see the art work as well as what Downtown West Allis has to offer. This being an after work timeframe, we hope to attract those who otherwise are not able to visit us during normal business hours.

We hope to add strolling musicians as well as offer specials, sales and refreshments to all who visit. In order to make this an appealing event, we ask you to declare our **Third Thursday Art Crawls** as a "Community Event." If at any time, during the five months, you feel having this event declared a "Community Event," is causing a problem or concern, we will surrender this status and continue the art crawl without this added feature.


We hope to encourage residents in the immediate area as well as those in the surrounding communities to walk down Greenfield Avenue enjoying the music, art and culture we will provide.

As with other events, the BID requests the assistance of the City of West Allis for parking restrictions and the use of signs to ensure the safety of our visitors. We will not be closing Greenfield Avenue to traffic on these nights, but may need parking space for our artists to showcase their work outside a business as well as inside. 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, these nights, 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,



Stephanie Halfmann

DWA...Third Thursday Art Crawls Chair

Encl.

cc: Mike Lewis, Tom Harmatys, Doug Bartels, Chief Jungbluth, 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*