

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

7231 West Greenfield Avenue • Suite 201 • West Allis, Wisconsin 53214 • (414) 774-2676 • Fax (414) 774-7728
www.downtownwestallis.com

OFFICE OF THE MAYOR
RECEIVED

OCT 20 2008

WEST ALLIS, WI

October 17, 2008

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, in partnership with the WA/WM Chamber of Commerce 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 7, 2009 from 12 Noon to 6pm.*** Despite last year's weather, we had a great turnout. With the positive feedback from vendors and visitors, we anticipate a record number of families to Downtown West Allis.

This year we are again asking for your permission to close down Greenfield Avenue, from 70th to 76th street and the adjacent side streets, to traffic, from the hours of 9:00am 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.

We are also, once again, requesting to declare "West Allis Ala Carte" as a Community Event. Therefore allowing open intoxicants to be consumed within the Downtown West Allis Business Improvement District boundaries. Even though this event will be promoted as a "family oriented," our committee feels the availability of adult beverages is inherent to the success of community events.

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,



Don Falk
Downtown West Allis Business Improvement District
Promotions Co-Chair

Encl.
Cc: Brian Block