



DOWNTOWN  
WEST ALLIS  
INCORPORATED

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December 1, 2024

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 area businesses***, is looking to, once again, host an event entitled "***West Allis Downtown Soup-er Wednesday Soup Crawl.***" ***This event will be held on Wednesday, January 17, 2024, from 4:30 pm to 7:30 pm.***

This event will be similar to our previous crawls we hosted. We are hoping to attract visitors to our Downtown by providing at least twelve different stops where they will be able to sample up to twelve different soups. To make this an appealing event, we ask you to declare our **West Allis Downtown Soup-er Wednesday Soup Crawl** as a "Community Event."

***Barricades for this event are not required.*** Visitors will park their vehicles in one of the municipal lots and walk to their destinations. This will be a pre-paid event and limited to three hundred-fifty attendees.

Our organization holds a one-million-dollar event insurance policy with the City of West Allis listed as an additional insured. (See enclosed.)

Soup-er Wednesday Soup Crawl is part of an overall event entitled "West Allis Winter Week." We will be working with other organizations such as the West Allis Library, West Allis Historical Society, West Allis Senior Center, Liberty Heights Neighborhood Associations and West Allis Rotary promoting activities and community spirit throughout the entire week.

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  
Promotions Committee Chair

Encl.

cc: Peter Feldhusen, Alderperson Marty Weigel & Alderperson Tracy Stefanski and Dave Wepking



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BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND  
WELCOMES COMMUNITY INVOLVEMENT

