

cc: Rertmer
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DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



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September 2, 2008

OFFICE OF THE MAYOR
RECEIVED

SEP 8 2008

WEST ALLIS, WI

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 Downtown West Allis Business Improvement District (BID) in cooperation with the City of West Allis, WA/WM Chamber of Commerce and the West Allis Charities is planning to host the **Downtown West Allis Christmas On The Avenue** on **Saturday, December 6, 2008 from 11:00AM – 4:00PM**. Last year the West Allis Charities Christmas Parade went through our Downtown prior to our activities. By holding the parade the same day as the BID's Christmas On The Avenue, the BID was able to offer Breakfast with Santa, showcase our Ice Sculpting Competition and present our businesses to a much larger group. In addition, we were able to offer the entire West Allis community a day of family fun.

This year the BID would like to expand the event by having vendors and activities located on the north and south side of Greenfield Avenue. In order to do this, we are requesting permission for 71st, 72nd, 73rd, 74th and 75th streets – north and south of Greenfield Avenue, to the alleyways, to remain closed after the parade to accommodate our outdoor activities. These side streets will be closed at 9am, prior to the parade, and reopened at 4pm. Greenfield Avenue will be opened to traffic after the parade, but we are requesting that only the side streets remain closed after the parade. **The alleyways will remain open throughout the day.** Just like last year, Christmas On The Avenue will feature Breakfast with Santa, in-store specials, games, giveaways, strolling carolers, and a special visit with Santa Claus.

- To accommodate the participants of the 'Breakfast with Santa' activity, we are offering VIP seating for the parade. With this in mind, we request **nine park benches to be provided on the south side of Greenfield on 73rd street and nine park benches to be provided on the north side of Greenfield on 73rd street.**
- To assist in keeping the side streets closed to traffic, we ask for an **additional 20 barriers** (2 on each side street north of Greenfield Avenue and 2 on each side street south of Greenfield Avenue) and an **additional 20 "No Parking" signs** (2 on each side street north of Greenfield Avenue and 2 on each side street south of Greenfield Avenue).
- We ask that the benches, additional barriers and "No Parking" signs be delivered on Friday, December 5th and that the Department of Public Works picks them up on Monday, December 8th. We look forward to working on additional features for this event with the City of West Allis staff.

The BID holds a one-million dollar event insurance policy with the City listed as an additional insured.

The BID wishes to send continued thanks to Mayor Devine and the Common Council for your on-going support. Additional thanks to Public Works, the Police Department, the Fire Department, and our residential neighbors of Downtown for their continued services and interest.

If you have any questions, please contact the BID office at 774-2676. Thank you.

Sincerely,

Donald Falk
DWA – Promotions Chairperson