



**Dan Devine**  
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## MEMORANDUM

TO: Honorable Members of the Common Council

FROM: Mayor Dan Devine 

RE: Additional Opportunities for Events at the Farmers Market

DATE: August 30, 2018

As we continue to discuss additional opportunities for events at the Farmers Market, I wanted to share that we were approached by Raised Grain Brewery about hosting one of their "Pop-Up Beer Gardens" at the West Allis Farmers Market. Raised Grain Brewing Company is located in Waukesha. They have held these events several times at parks in Waukesha County, Washington County, and the City of Muskego. They would like to hold an Oktoberfest-themed event on October 13-14, 2018 at the West Allis Farmers Market. It would include a few food trucks and music. In August, we held an organizational meeting with Public Works, City Attorney, Health Department, and the City Clerk to coordinate all necessary details. The resulting event agreement is attached.

In addition, we were approached by Westallion Brewing Company about setting up a small pop-up tent at the West Allis Farmers Market on the afternoons of September 8 and September 22. I have heard that craft brewers set up at several neighboring markets and have been well received. This would essentially be a pilot program to see if we want to try more in the future. They would have a smaller footprint on Lapham Avenue similar to what they set up at the Markers Market earlier this year.

As you may remember, the last Oktoberfest at the Farmers Market was appreciated by the farmers and vendors. They were all happy about the extra business. I feel these would be good compliments to the offerings at our own Farmers Market.

I am available if you have any additional questions. I look forward to your support of these additional, exciting events coming to West Allis.

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