



DOWNTOWN
WEST ALLIS
INCORPORATED

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December 15, 2020

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 20, 2021 from 5 pm to 8 pm.***

This event will be very similar to our previous crawls we hosted in 2020. We are hoping to attract visitors to our Downtown by providing at least 10 different stops where they will be able to sample 10 different soups. To make this an appealing event and encourage social distancing, we ask you to declare our **West Allis Downtown Soup-er Wednesday Soup Crawl** as a "Community Event."

To maintain the COVID-19 guidelines, participants will drive to our check-in point where they will receive information on participating businesses and promotional items. Masks will be encouraged and worn by all volunteers, business owners and participants. ***Barricades for this event are not required.*** Visitors will then park their vehicles in one of the municipal lots and walk to their destinations. This will be a pre-paid event and limited to 200 participants.

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

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

