



DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

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March 11, 2008

Mayor Jeannette Bell and Common Council Members
City of West Allis
7525 W. Greenfield Ave.
West Allis, WI 53214

Dear Honorable Mayor and Common Council Members:

Thank you in advance for reviewing our request 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 (DWABID) boundaries.

DWABID is producing West Allis Ala Carte as a reflection of our Mission Statement: “*Build a positive image that encourages customer growth and welcomes community involvement.*” We intend West Allis Ala Carte to continue as an Annual Event along with the *Classic Car Show, Halloween Meet & Treat* and *Christmas on the Avenue*.

“Christmas on the Avenue 2007” set a wonderful precedence pertaining to co-operation among the City of West Allis, West Allis Charities, WAWM Chamber of Commerce and the DWABID in the establishment of a true Community Event. West Allis Ala Carte has also come about as a co-operative effort of these same four community groups.

West Allis Ala Carte is planned to be “family orientated” event including:

- A variety of DWABID & other West Allis restaurants .
- West Allis & Regional Artists
- Charitable organizations i.e. American Cancer Society, Humane Society etc.
- Participation of West Allis Schools.
- Representation of businesses located in DWABID s along with vendors outside DWABID .
- A battle of the bands
- Other appropriate games/activities
- Centennial Plaza Ribbon Cutting Ceremony
- Entertainment and activities held at the Centennial Plaza

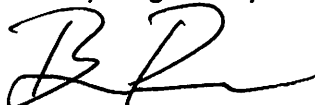
Our research has indicated the availability of adult beverages was inherent to the success of community events.

Our West Allis Ala Carte Committee has expressed concerns regarding liability of the DWABID and or its businesses as a host for this event. Of the three alternatives presented to us regarding availability of adult beverages:

1. Extension of Premises
2. Sponsored Picnic
3. Community Event

We consider declaration as a Community Event will satisfy our concerns.

Thank you again for your consideration.

A handwritten signature in black ink, appearing to read 'BP', with a long horizontal flourish extending to the right.

Brian Preiss

Executive Director