

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

7231 W. Greenfield Ave • Suite 201 • West Allis, Wisconsin 53214

(414) 774-2676 • FAX (414) 774-7728

www.downtownwestallis.com

April 27, 2011

Mayor Dan Devine and Common Council Members
City of West Allis, City Hall
7525 W. Greenfield Ave.
West Allis, WI 53214

RECEIVED

APR 29 2011

CITY OF WEST ALLIS
CLERK/TREASURER

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the *Downtown West Allis Business Improvement District* would like to host *Downtown West Allis...Lunch On The Avenue*. This activity would run every Wednesday in the month of June from 10 a.m. to 2 p.m. Several businesses within the District are interested in participating.

Steakhouse 100, Mis Suenos, Papa Johns and B & K Bar Supplies have stepped forward and expressed an interest in Lunch On The Avenue. These businesses would set up a serving station in one of the designated parking spots in front of their business. For the safety of our pedestrians, food items will be served toward their establishment, on the sidewalks.

We hope to encourage employees and residents in the immediate area to walk down Greenfield Avenue, enjoy the weather, get in their exercise and still have time to enjoy a great lunch.

Postcards advertising this activity will be distributed to businesses and residents within the 5 mile radius of Downtown West Allis.

We are asking for your permission, to start promoting this event and then to have the use of 5 "No Parking" signs to be used throughout the month of June. It will be the responsibility of the BID Business to, each week, place the "No Parking" sign outside their business, set up their stand, serve during the designated hours and then to turn the "No Parking" sign around to be used again for the following week.

I have already contacted Dan Koralewski, from the West Allis Health Department. Dan has given his approval of this project as long as participating food vendors remain BID members only and that these vendors maintain health and safety standards.

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

The BID 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 the BID office at 774-2676.

Sincerely,


Dianne M. Eneichner
Executive Director

Encl.

cc: Mike Lewis, Tom Harmatys, Terry Brandenburg, Doug Bartels, Alderperson Marty Weigel & Alderperson Kurt Kopplin

A Main Street Community

A 501(c) Non-Profit Corporation

Building a Positive image that encourages customer growth and welcomes community involvement