



DOWNTOWN  
WEST ALLIS  
INCORPORATED

7231 W. GREENFIELD AVE., SUITE 201 · WEST ALLIS, WI 53214  
PHONE (414) 774-2676 · FAX (414) 774-7728  
WWW.WESTALLISDOWNTOWN.COM

September 23, 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 host a new event for our Downtown entitled "***West Allis Downtown Fall Crawl***." ***This event will be held on Wednesday, November 18, 2020 from 5pm to 8pm.***

This event will be very similar to our "Fair Food Crawl" we held in August. With this event we are looking to include our retail businesses as well as our restaurants. We are hoping to attract visitors to our Downtown by providing at least 10 different stops where they will be able to sample fall food favorites and receive a small "fall" token, such as a candle, incense, or piece of jewelry. There will be specials, sales and refreshments to all who visit, encouraging our Shop Small Campaign. To make this an appealing event and encourage social distancing, we ask you to declare our **West Allis Downtown Fall Crawl** as a "Community Event."

To maintain the COVID-19 guidelines, participants will drive to Old National Bank's parking lot where they will receive information on participating businesses and promotional items. Masks will be encouraged and worn by all volunteers, business owners and participants. We will use our own sandwich board signage but will need 5 barricades to direct traffic through and around Old National Bank's parking lot. 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 300 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



A MAIN STREET COMMUNITY A 501(C) NON-PROFIT CORPORATION  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND  
WELCOMES COMMUNITY INVOLVEMENT

