

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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February 1, 2013

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

RECEIVED

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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 once again host the *West Allis Downtown...Third Thursday Art Crawls*. This activity would run the third Thursday of each month from May through September, from 5pm to 8pm.

We are encouraging at least 15 artists in the area to showcase their talents in our downtown businesses. This, in turn, will promote our area by drawing visitors to see the art work and what West Allis Downtown has to offer. Because this is an after work timeframe, we hope to attract those who otherwise are not able to visit us during normal business hours.

We hope to add more strolling musicians and artists, as well as offer specials, sales and refreshments to all who visit. Once again we ask you to declare our **Third Thursday Art Crawls** as a "Community Event," in order to take full advantage of the opportunities associated with that status and provide visitors with the best experience possible. Last year, we hosted this event without any problems or concerns, but if at any time, during the five months, you feel having this event declared a "Community Event" is causing a problem or concern, we will surrender this status and continue the art crawl without this added feature.

We hope to encourage residents in the immediate area as well as those in the surrounding communities to walk down Greenfield Avenue enjoying the music, art and culture we provide.

We will **not** be closing Greenfield Avenue to traffic on these nights. We will, in fact, be asking the West Allis Police Reserves for their help in monitoring the area. Last year, the City of West Allis Police Department did provide a Police Officer for a few hours to patrol the area and to monitor safety conditions. Having both the West Allis Police Reserves and a Police Officer was an added safety feature.

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,



Stephanie Halfmann
DWA...Third Thursday Art Crawls Chair

Encl.

cc: Alderpersons Marty Weigel, Cathleen Probst and Acting Chief Charles Padgett