

# 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

March 30, 2011

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

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CITY OF WEST ALLIS  
MAYOR

Dear Honorable Mayor Devine and Common Council Members:

**Downtown West Allis, Inc. (DWA, Inc.)** is requesting permission to use the public parking lot on the south side of Greenfield Avenue between 73<sup>rd</sup> & 72<sup>nd</sup> Streets behind Avant-Garde as a location to hold the **4<sup>th</sup> Annual Downtown West Allis BID Merchants Appreciation Picnic on Wednesday, May 18, 2011 from 11:00am until 1:00pm.**


Our plans are to prepare, serve and enjoy the food in the parking lot. In the past, the DWA, Inc. has requested the assistance from the City of West Allis for parking restrictions and the use of signs and supplies to ensure event safety. We are grateful for your support and request the use of:

- **"No Parking" signs placed in the public parking lot south of Greenfield Avenue behind Avant-Garde.** We ask that parking in this lot be restricted from 6am until 2pm on Wednesday, May 18<sup>th</sup>.
- **Barricades on either side of the public parking lot** to create a picnic-type area for merchants to enjoy their food and socialize. If possible we request 2 barricades on each side of the public parking lot.
- **Alleyways will remain open.**
- Please deliver signs, barricades and picnic tables to the public parking lot by 6am on Wednesday, May 18<sup>th</sup>. They can be picked up any time after 2pm on Wednesday, May 18<sup>th</sup>.

The DWA, Inc. holds a one-million dollar event insurance policy with the City of West Allis listed as an additional insured (see attached).

The DWA, Inc. extends its thanks to Mayor Devine and the Common Council for their continued support. Please also send further thanks to Public Works and the Police Department for their services. If you have any questions, please call me at 414-774-2676.

Sincerely,

  
Dianne M. Einreichner  
Executive Director

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APR 01 2011

CITY OF WEST ALLIS  
CLERK/TREASURER

Enc.

cc: Mike Lewis and Tom Harmatys