

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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November 6, 2012

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:

The Downtown West Allis Business Improvement District (BID) is planning to again sponsor *Christmas On The Avenue* on Saturday, December 1, 2012 from 1:30 to 3:30pm. The highlights of this annual tradition include an ice-sculpting contest on Greenfield Avenue (from 70th to 76th Streets). The Christmas On The Avenue will also feature in-store specials, giveaways, roving entertainment, hay rides and a special visit from Santa Claus. We look forward to working on additional features for this event with the City of West Allis staff.

As in previous years, the ice sculpting contest consists of sculptors working on 400-pound ice blocks throughout our Downtown. The ice blocks occupy one parking space and will be partitioned with security tape. Placement will not interfere with traffic, pedestrian safety, bus stops, turn lanes, etc.

We will use the "No Parking" signs that will be delivered for the West Allis Community Christmas Parade to secure the 10 parking spaces needed for the ice blocks.

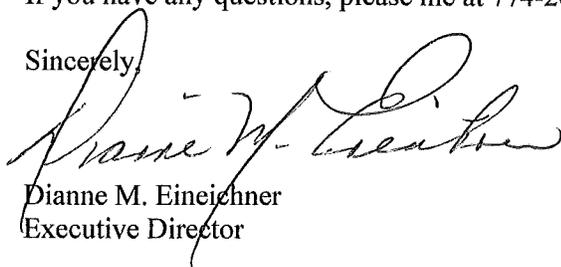
Prior to the parade, the ice blocks will be moved to the alcove of the business sponsoring the ice blocks.

The BID holds a one-million dollar event insurance policy with the City listed as an additional insured.

The BID wishes to send continued thanks to Mayor Devine, Common Council and Department of Public Works for your on-going support.

If you have any questions, please me at 774-2676. Thank you.

Sincerely,



Dianne M. Eineichner
Executive Director

Encl.