



DOWNTOWN
WEST ALLIS
INCORPORATED

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October 29, 2018

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 Downtown West Allis Business Improvement District (BID) is planning to again sponsor *Christmas On The Avenue* on Saturday, December 1, 2018 from 2 to 4pm. Christmas On The Avenue will feature roving entertainment, hay rides, refreshments and children's crafts and games.

We are requesting the assistance from the City of West Allis for the following:

- Like last year, we are asking that there be no parking on the south side of Greenfield Avenue (from 70th to 76th Streets) starting at noon until the parade finishes. This way our hay wagons do not have to merge into traffic. The wagons will use the parking lane to keep our visitors, riders and animals safe.
- Barricades, in front of City Hall, with signage prohibiting visitors to reserve spots along the sidewalk. People arrive early in the morning and leave their chairs and blankets on the sidewalk thinking they are saving their spot to view the parade. These obstacles only hinder the walking area and could cause someone to trip and fall. VIP bleachers for our parade sponsors will also be placed at this location during our event.
- Due to congestion around City Hall during the event, we are asking to close 75th Street – south of Greenfield to the alley starting at 1pm until the end of the parade. This will give a safe feeling to those enjoying the City Hall activities. This location will be our on/off for visitors wanting to ride in our hay wagons. This extra space will add to the safety of those participating in this activity.

A letter outlining this request will be sent to Public Works prior to the event.

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 call 774-2676. Thank you.

Sincerely,

Donald Falk
Christmas On The Avenue - Chair

Encl

cc: Dave Wepking, Paul Barwick, Alderperson Eutencier, Alderperson Weigel and Sergeant Cato



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BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND
WELCOMES COMMUNITY INVOLVEMENT

