



DOWNTOWN  
WEST ALLIS  
INCORPORATED

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February 7, 2017

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

RECEIVED

FEB 10 2017

CITY OF WEST ALLIS  
MAYOR

Dear Honorable Mayor Devine and Common Council Members:

The Promotions Committee of the ***Downtown West Allis Business Improvement District (DWABID)*** is looking to host a new activity for our Downtown entitled "***Stroll & Shop.***" ***This marketing activity will be held on the third Saturday of each month, from May through September from 10am to 6pm.*** In trying to bring back the "Hometown – Downtown" feel, we are asking permission to have our store owners open their doors and put a few of their items on the sidewalk outside their business during these time frames.

We believe that this additional exposure to what our stores offer will help benefit them as well as give our Downtown the old-fashioned feel of sidewalk shopping.

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,

Don Falk  
Downtown West Allis  
Promotions Chair

Encl.

cc: Mike Lewis, Ed Lisinski, Alderperson Marty Weigel & Alderperson Cathleen Probst



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

