



**Dan Devine**  
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February 8, 2018

West Allis Tourism Commission  
Attn: Ms. Rebecca Grill, City Administrator  
7525 W. Greenfield Ave.  
West Allis WI 53214

Dear Commission Members:

The City's tradition of providing free summer band concerts fell victim to budget cuts in 2005, and in the hopes of keeping the concerts alive, private donations were solicited from city businesses. The response at that time was both positive and immediate. Through generous donations from West Allis businesses, the program was saved. Since that time, the city has continued to solicit donations, and a core group of businesses have been giving for over ten years.

As you may know, six weekly band concerts are held at Veteran's Park at 70<sup>th</sup> and National Avenue. The concerts are held on Thursday evenings and begin in June. The cost of each concert is \$600 for a total cost of \$3,600 for the complete concert series. The concert program is very popular and attracts both residents and visitors alike to this summer time activity.

In view of the fact that the City formed the Tourism Commission with the purpose of promoting the city through community events and activities, we thought the summer band concert program was a good fit for tourism funding. In addition, realizing that area businesses are continually called upon to support many community events and fundraisers, it was the perfect opportunity to reach out to the Commission for its consideration to support this much-loved community music program.

Thank you for your attention to this request, and we hope to hear from you before the end of February. If you need further information, please do not hesitate to contact me.

Sincerely,

Dan Devine,  
Mayor

DD:jfw  
Enclosure

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