



***DOWNTOWN WEST ALLIS***  
BUSINESS IMPROVEMENT DISTRICT

# **DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT**

## **2008 Operating Plan & Budget**

***Downtown West Allis Business Improvement District***

7231 W. Greenfield Avenue, Suite 201

West Allis, WI 53214

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[www.downtownwestallis.com](http://www.downtownwestallis.com)



**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

August 30, 2007

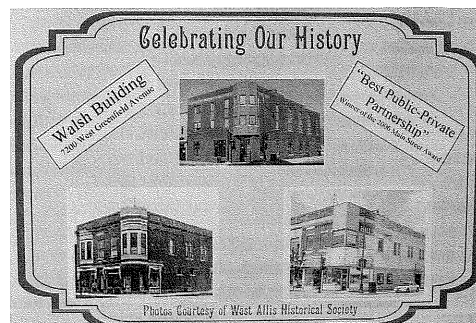
Mayor Jeanette Bell and the Common Council  
**City of West Allis**  
7525 W. Greenfield Avenue  
West Allis, WI 53214

To the Honorable Mayor Bell and the Common Council:

The mission statement of the *Downtown West Allis* Business Improvement District is: *“Build a Positive Image that Encourages Customer Growth and Community Involvement.”* Since 1989, the *Downtown West Allis* BID has had a positive impact on the economic viability of our Downtown. The City of West Allis and the *Downtown West Allis* BID have encouraged business growth, celebrated business success and provided sound management of the downtown commercial district.

Please find a partial list of our successes in 2007 and plans for 2008:

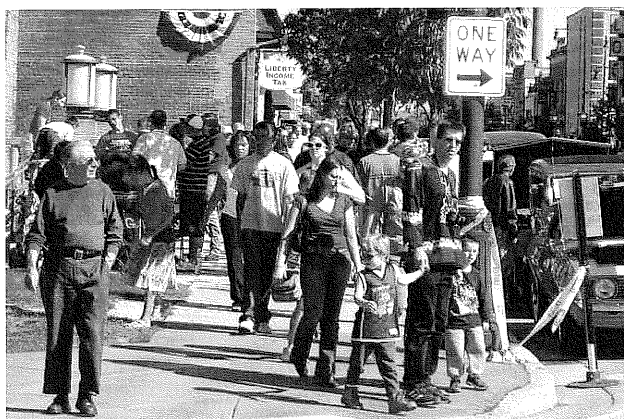
1. **Downtown West Allis, Inc.**, in compliance with Wisconsin State Statute Chapter 66.1109 and the City of West Allis Resolution 22925 has continued to contract with the Downtown West Allis Business Improvement District in regards to the effective management of the Downtown.
2. [www.downtownwestallis.com](http://www.downtownwestallis.com) Our web site is updated on a regular basis. You may continue to view our newsletter the **“The Downtowner”** on the website.
3. Our Downtown was represented at several of the City of West Allis Centennial Celebration sites including:
  - Participation in the Centennial Parade.
  - The BID produced many poster boards depicting the Downtown of yesterday and today with historic photos along with short narratives of each photo.
  - These poster boards were displayed as a part the City of West Allis 100 Year Festival at State Fair Park.
  - In conjunction with the Arts Affair the BID conducted two Historic Tours of the Downtown.





4. The **16<sup>th</sup> Annual Downtown West Allis Classic Car Show** was an overwhelming success. Sunday, October 1<sup>st</sup> did not have a Packer game to compete with and was the recipient of perfect “Car Show” weather. A record number of classic cars as well as visitors were in attendance. We were able to generate greater a 20% increase over 2005 sponsorships.

The tradition will continue with the **17th Annual Classic Car Show Sunday, October 7th 2007**. For the first time in the history of this wonderful community and family event, Greenfield Avenue between 70<sup>th</sup> & 76<sup>th</sup> Streets will be closed to traffic. This will allow more room for car participants, vendors and visitors in a family-friendly, safe environment.



5. **Halloween Meet-n-Treat.** Our third annual hosting of this community orientated event was another success. Our Downtown businesses experienced hundreds of visitors. We had a treasure chest of prizes, donated by our Downtown businesses. The road to treasure included visiting all the participating businesses accompanied by a parent, collecting treats and having a game card stamped by the business owner. After their game card was completed, the children were eligible for our door prize drawings. Most participants won a prize donated by area businesses. All participating children went home with a bag full of goodies.

The fourth Annual Meet & Treat will take place Saturday October 27, 2007 from 10:00am – 12:00Noon. Once again, West Allis area children are expected to participate in this fun filled event. Instead of the door prize drawing, each child who completes their game card will receive a “shiny hand clapper” for their accomplishment.

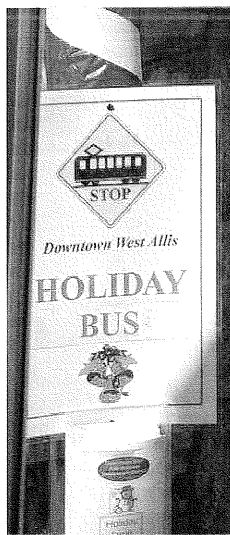
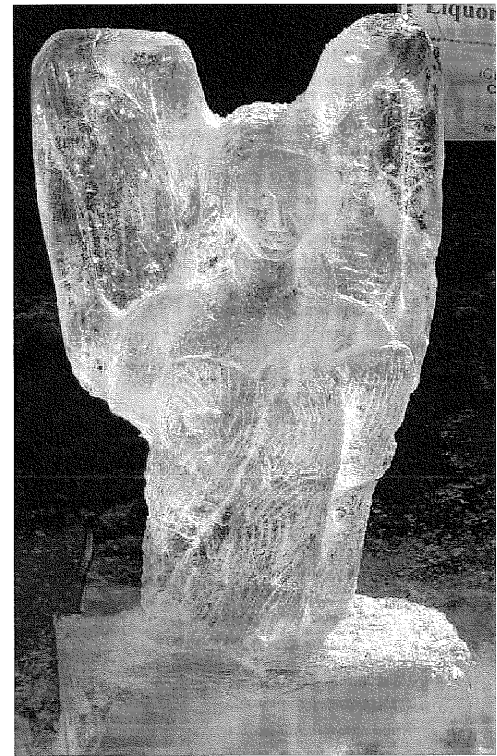




**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

6. Our **Holiday Stroll** once again kicked off the holiday season for many West Allis residents and business owners. Santa visited with many children who came with their wish lists and went home with a BID coloring book and crayons. Holiday buses whisked riders up and down the Greenfield Avenue with many stops along the way. Ice Sculptors delighted all with their skills and imaginations. Merchants offered Holiday treats and specials for all visitors. Inside City Hall letters were written and mailed to our soldiers over seas. The City Hall Courtyard was the site for our Award Ceremony where winners of our coloring contest and window decorating contest were acknowledged.

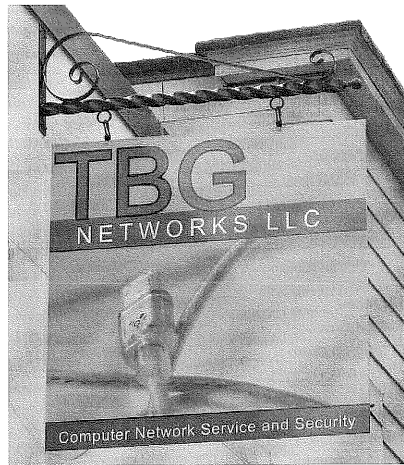
New for 2007 “Christmas on the Avenue,” is an expanded version of the original Holiday Stroll. A joint effort between our Business Improvement District, West Allis Charities, WAWM Chamber of Commerce and City Hall has resulted in exciting new activities. We will start with Breakfast w/ Santa followed by the WA Charities Annual Christmas parade. The ice sculpting competition will be moved to the new Centennial Plaza. Free holiday transportation and strolling entertainment will again be offered to all our visitors. As in the past, merchants will offer Holiday treats, a visit with Santa and store specials. This year we are adding hands-on projects for children, raffle baskets and games. The day of festivities will end with our awards ceremony, community sing, dedication of the Centennial Plaza and the Christmas tree lighting ceremony.





**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

7. Each year the BID office celebrates the successes of the year by hosting a **Holiday Party** at different Downtown locations. Again, the **Landmark of West Allis** hosted the party attended by many BID members and guests.
8. Our Board of Directors has approved a budget facilitating the continuance of our promotional activities and a Part Time Program Assistant. We intend to utilize our 501 (c) 3 status as a fund raising tool to procure additional sponsorships for our **Promotional Activities**.
9. Our **Downtown Aesthetics** have again improved. We continue to utilize **Community Development Block Grant Funds** as an incentive for façade improvements, removal of antiquated signs, alley entrance improvement and new signage/awnings. Please see the new signs installed in our community during this last year. We will continue to work with building owners and the City to promote attractive aesthetics in our downtown.





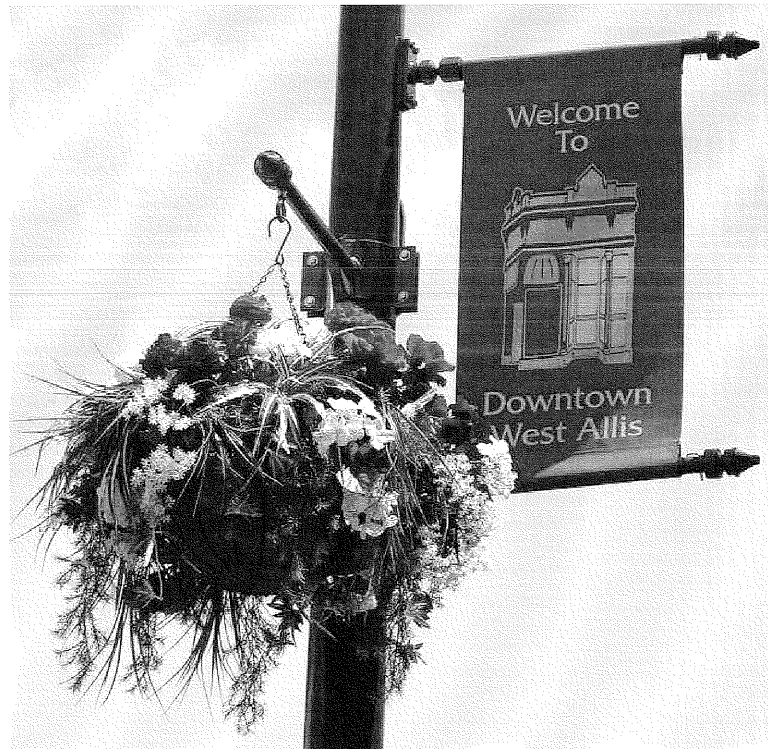
**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

10. **A Clean/Attractive Streetscape** is a good indicator as to the overall health of a Downtown. Again we have hired and will continue to employ the services of a street cleaner. We continue to maintain and improve the aesthetics of the street level planter beds.



11. **Hanging Flower Baskets** are a beautiful addition to the aesthetics of our downtown. Funding for this project was a collaborative effort of the DWABID, Doug Persich, D.D.S., Milwaukee County and utilization of CDBG Funds.

*The baskets will be installed each year around Memorial Day and taken down around Labor Day.*





**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

12. Presently our **Store Front Vacancies are at 10%**. We have and will continue to promote a suitable business mix for our Downtown. Since mid 2006 we have welcomed:

- a. **121 Workouts**, 7028 W. Greenfield Ave.
- b. **Kashka's**, 7334 W. Greenfield Ave.
- c. **TBG Networks**, 7343 W. Greenfield Ave.
- d. **Equity 1 Mortgage**, 7235 W. Greenfield Ave.
- e. **Spirit of healing**, 7037 W. Greenfield Ave.
- f. **Blenkinsop**, 7143 W. Greenfield Ave.
- g. **Information Technology Professionals**, 1377 S. 72<sup>nd</sup> St.
- h. **Bunker's Nostalgic Lounge**, 7420 W. Greenfield Ave.(To open September 2007)
- i. **Internal Medicine Associates**, 7200 W. Greenfield Ave. (To open September 2007)

13. Our **Downtown Upper Floor Residence** situation has been evolving. In the past, most of the upper floor residences have been low rent efficiency/one bedroom apartments. Our neighbors, including the Summit Place, Six Points Project and State Fair have been undergoing renovations, expansions and new construction. As our neighbors grow, adding more upscale, upper floor apartments in our Downtown are essential. New owners of existing buildings with upper floor residences have committed to improvements.

14. **Downtown West Allis** was the recipient of four **Wisconsin Main Street Awards** including, the **Temps Plus Building**, and **7017 W. Greenfield Avenue** who won the award for the best façade improvement greater than \$7,500.



15. Our neighbors, **State Fair Park, Milwaukee Mile, Expo Center, Summit Place and Six Points Project** have expressed interest in the success of our downtown. We will be working with them as a team to develop a long term plan to improve multiple aspects of our Downtown and community.

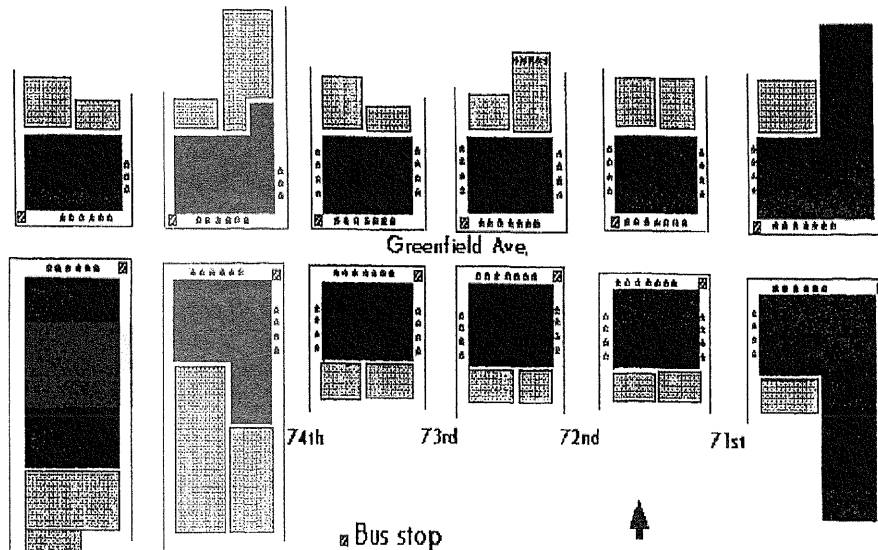
16. The future of our BID is reliant upon the influx of new ideas. As our organization is Committee driven, we are pleased to have secured **6 new volunteers** to serve on our committees in 2007. As our successes become more evident, we expect many more interested parties to become involved.



## **Downtown West Allis Business Improvement District Boundaries & Description**

The geographic boundaries of the Downtown West Allis Business Improvement District are West Greenfield Avenue between 70<sup>th</sup> and 76<sup>th</sup> Streets, extending to the North and South alleys & the West side of South 70<sup>th</sup> Street North to West Madison Street and South to West Orchard Street.

This area contains a large number of single and multi-story buildings. Downtown is a unique mixture of businesses and buildings presenting a character all it's own. Most of the properties are in excess of 60 years old, with many over 80 years old. The Downtown West Allis BID is home to greater than 100 small and diverse retail/service businesses.



Thank you for your ongoing support. We are looking forward to working with you in the years to come for the betterment of our Downtown.

Please find the DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT 2008 BUDGET and TIME TABLE FOR PLANNED EXPENDITURES attached for your review. We hope you find it informative.

Sincerely,

*Jacqueline Ellington*

Jacqueline Ellington  
President, DWABID

Sincerely,

*Douglas Persich*

Douglas Persich, DDS  
President, DWA, Inc.

Sincerely,

*Brian J. Preiss*

Brian J. Preiss  
Executive Director





## **DESIGNATION OF METHOD OF FINANCING**

Financing of expenditures shall be stated in the 2008 Proposed Budget attached to the Operating Plan and made part hereof. Special assessments will be levied upon all property within the *Downtown West Allis* Business Improvement District boundaries with the exception of residential property and property used exclusively for manufacturing purposes.

## **PLANNED EXPENDITURES & SPECIAL ASSESSMENT METHOD**

Each property within the *Downtown West Allis Business Improvement District* area benefits from the efforts of the organization. Thus, the special assessment method applicable to the BID shall be based upon a sum sufficient to fund the operation budget when distributed upon the basis of the BID. Assessment shall be Three & 98/100 DOLLARS (\$3.98) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

All special assessments received from the BID, all other appropriations by the City of West Allis, if any, and other monies received for the benefit of the BID shall be placed in a segregated account. No disbursements from the account shall be made except as provided by law. All interest earned by virtue of the temporary investment of funds in the BID shall remain in said account for activities delineated under the approved BID Operating Plan.

## **LEGAL OPINION**

I hereby certify that the 2008 Operating Plan for the *Downtown West Allis* Business Improvement District is complete and complies with Section 66.1109(1)(f) of the Wisconsin Statutes.

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Scott Post  
Attorney  
City of West Allis



## BID 2008 Proposed Budget

### DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

Note: Expenditure Location for all Budgeted Expenses: Entire District

% of Amount Budget			% of Amount Budget		
<b>PROFESSIONAL SERVICES</b>			<b>OFFICE EXPENSES</b>		
Program Assistant Salary	\$14,060.00	17.24%	Computer and Internet	\$2,500.00	3.06%
Executive Director's Salary	\$27,450.00	33.65%	Rent	\$4,200.00	5.15%
FICA, Unemploy. & W.C.	\$4,100.00	5.03%	Supplies and Printing	\$1,716.00	2.10%
Health Insurance	\$1,000.00	1.23%	Copier	\$400.00	0.49%
Professional Services	\$2,000.00	2.45%	Hosting	\$500.00	0.61%
Administrative Support	\$1,000.00	1.23%	Newsletter	\$500.00	0.61%
Education and Travel	\$800.00	0.98%	Postage and Delivery	\$250.00	0.31%
Memberships	\$850.00	1.04%	Insurance	\$2,000.00	2.45%
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$51,260.00</b>	<b>62.84%</b>	<b>TOTAL OFFICE EXPENSES</b>	<b>\$12,066.00</b>	<b>14.79%</b>
<b>DESIGN COMMITTEE</b>					
Signage Assistance Program	\$5,000.00	6.13%			
Exterior Treatment	\$400.00	0.49%			
Sound System Rental	\$600.00	0.74%			
<b>TOTAL DESIGN EXPENSES</b>	<b>\$6,000.00</b>	<b>7.36%</b>			
<b>PROMOTIONS COMMITTEE</b>			<b>ECONOMIC DEVELOPMENT COMMITTEE</b>		
Advertising			Recruitment Materials	\$250.00	
Classic Car Show			STREET CLEAN/SHOVEL	\$2,000.00	
Holiday Promotions			Maintenance Materials	\$250.00	
			Planters/Planter Maintenance	\$3,500.00	
			Relocation Assistance	\$0.00	
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$2,500.00</b>	<b>3.06%</b>	<b>TOTAL ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$6,000.00</b>	<b>7.36%</b>
<b>ORGANIZATION COMMITTEE</b>			<b>BOARD OF DIRECTOR'S RESERVE</b>		
Organization Development	\$250.00	0.31%		\$1,000.00	1.23%
Audit	\$2,500.00	3.06%			
<b>TOTAL ORGANIZATION EXPENSES</b>	<b>\$2,750.00</b>	<b>3.37%</b>			
			<b>TOTAL BUDGET</b>	<b>\$81,576.00</b>	<b>100%</b>
			<b>LESS</b>		
			Interest Income	\$0.00	
			Retain Surplus	\$0.00	
			<b>TOTAL INTEREST INCOME &amp; RETAINED</b>	<b>\$0.00</b>	
			<b>ASSESSED VALUE FOR 2007</b>	<b>\$20,496,500.00</b>	
			<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>	<b>\$81,576.00</b>	
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$3.98</b>	

## Downtown West Allis Business Improvement District

### 2008 Time Table for Planned Expenditures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<b>Executive Directors Salary</b>	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$2,287.50	\$ 27,450.00
<b>Program Assistant Salary</b>	\$1,171.66	\$1,171.67	\$1,171.67	\$1,171.66	\$1,171.67	\$1,171.67	\$1,171.66	\$1,171.67	\$1,171.67	\$1,171.66	\$1,171.67	\$1,171.67	\$ 14,060.00
<b>Professional Services</b>	\$1,000.00		\$1,750.00			\$3,400.00			\$1,800.00				\$ 9,750.00
Unemployment, Health Ins., FICA, W.C., Prof. Services Administration Support													
<b>Office Expenses</b>	\$ 265.00	\$ 265.00	\$1,797.00	\$ 265.00	\$ 265.00	\$ 4,601.00	\$ 242.00	\$ 242.00	\$1,797.00	\$ 265.00	\$ 265.00	\$1,797.00	\$ 12,066.00
Rent, Copier, Internet, Supplies Printing, Hosting, Newsletter Postage & Delivery, Insurance													
<b>Design Committee</b>	\$ 50.00	\$ 50.00	\$1,400.00	\$ 50.00	\$ 50.00	\$ 1,400.00	\$ 50.00	\$ 50.00	\$1,400.00	\$ 50.00	\$ 50.00	\$1,400.00	\$ 6,000.00
Signage Assistance Program Exterior Treatment Sound System Rental													
<b>Promotions Committee</b>										\$1,250.00	\$ 625.00	\$ 625.00	\$ 2,500.00
Advertising, Classic Car Show Holiday Promotions													
<b>Economic Development Com.</b>	\$ 392.00	\$ 267.00	\$ 267.00	\$ 767.00	\$ 767.00	\$ 638.00	\$ 767.00	\$ 767.00	\$ 667.00	\$ 167.00	\$ 267.00	\$ 267.00	\$ 6,000.00
Recruit. Mtrls., St. Clean/Shovel Main. Mtrls, Planters Maint.													
<b>Organization Committee</b>			\$ 250.00							\$2,500.00			\$ 2,750.00
<b>Board of Directors Reserve</b>			\$ 250.00			\$ 250.00			\$ 250.00			\$ 250.00	\$ 1,000.00
	<b>\$5,166.16</b>	<b>\$4,041.17</b>	<b>\$9,173.17</b>	<b>\$4,541.16</b>	<b>\$4,541.17</b>	<b>\$13,748.17</b>	<b>\$4,518.16</b>	<b>\$4,518.17</b>	<b>\$9,373.17</b>	<b>\$7,691.16</b>	<b>\$4,666.17</b>	<b>\$9,598.17</b>	<b>\$ 81,576.00</b>