



# City of West Allis

7525 W. Greenfield Ave.  
West Allis, WI 53214

## Resolution

**File Number: R-2013-0237**

**Final Action:**

**Sponsor(s):** Administration & Finance Committee

OCT 15 2013

Resolution to approve the Year 2014 Operating Plan for the Downtown West Allis Business Improvement District and to adopt the Special Assessment Method as stated therein (Final).

WHEREAS, the Board of the Downtown West Allis Business Improvement District ("BID") has submitted to the Common Council for approval the Year 2014 Operating Plan ("Plan") for the BID and a schedule of special assessments proposed to be levied under the plan ("Schedule"), said Plan and Schedule being on file in the office of the City Administrative Officer-Clerk/Treasurer under Preliminary Resolution No. R-2013-0224; and,

WHEREAS, the Common Council, pursuant to Preliminary Resolution No. R-2013-0224, reviewed and held the resolution until the public hearing for the Plan for the BID, and to exercise its police powers under Sections 66.0703 and 66.1109 of the Wisconsin Statutes, to levy special assessments under the Plan; and,

WHEREAS, the City Administrative Officer-Clerk/Treasurer gave due notice that the Plan and Schedule for the BID were open for public inspection at the Clerk's office and that all persons interested could appear before the Common Council and be heard concerning the matters contained in the Preliminary Resolution, Plan and Schedule; and,

WHEREAS, the Common Council met, pursuant to the aforesaid notice, at the time and place therein specified, and having considered all statements and communications concerning the BID.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis:

1. That the Plan for the BID and the Schedule of special assessments proposed to be levied under the Plan, be and the same are hereby approved.
2. The properties against which the special assessments are proposed are benefited. The assessments shown on the Schedule are true and correct, have been determined on a reasonable basis and are hereby confirmed.
3. The special assessments to be levied under the Plan shall be paid on or before November 15, 2013, and, if not so paid, the City Administrative Officer-Clerk/Treasurer shall place any such assessment on the next succeeding tax roll for collection as provided by law.
4. All special assessments received under the Plan for the BID shall be placed in a segregated

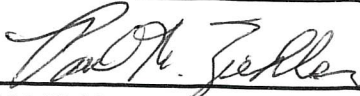
account in the City Treasury and disbursed in accordance with the provisions of Section 66.1109(4) of the Wisconsin Statutes.

cc: Development Dept.

Dev-R-734-10-15-13

ADOPTED

OCT 15 2013



Paul M. Ziehler, City Admin. Officer, Clerk/Treas.

APPROVED

10/18/13



Dan Devine, Mayor

**2013 - 2014**

**D O W N T O W N**  
*West Allis* **BID**

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**Managed by: Downtown West Allis, Inc.**

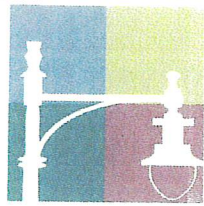
*A collaborative effort*

**A MAIN STREET COMMUNITY**

**BUSINESS PLAN OF  
DOWNTOWN WEST ALLIS  
BUSINESS IMPROVEMENT  
DISTRICT (DWABID)**

This document forms the business plan of Downtown West Allis, Inc. It will be used to document operations that show that our downtown is the hub that connects retail and service businesses with events, entertainment and residential opportunities. It is vibrant and progressive – serving visitors and community members who live, work, shop and play here.





DOWNTOWN  
WEST ALLIS  
INCORPORATED

September 19, 2013

Mayor Dan Devine and the Common Council  
City of West Allis  
7525 W. Greenfield Avenue  
West Allis, WI 53214

To the Honorable Mayor Devine and the Common Council:

Enclosed is a copy of the Downtown West Allis Business Improvement District's (DWABID) annual report for the past 12 months, 2014 Operating Plan, 2014 approved budget and listing of our Board of Directors.

Our organization will persevere to work on marketing West Allis Downtown as a social gathering place in which to shop, visit, socialize and live. We will pursue unique new businesses to add to the cluster of small businesses that have already been established. And we will continue to offer free admission and free parking events to West Allis residents as well as those in neighboring communities.

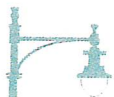
Thank you for your support in the past as well as in all our future endeavors. Our organization looks forward to working with you for the betterment of our Downtown, a vital part of West Allis.

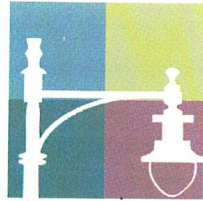
Sincerely,

Chet Parker  
President, DWA-BID

Douglas J. Persich  
President, DWA, Inc.

Dianne M. Eineichner  
Executive Director

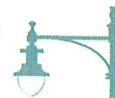


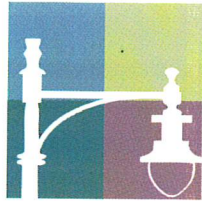


**DOWNTOWN**  
**WEST ALLIS**  
INCORPORATED

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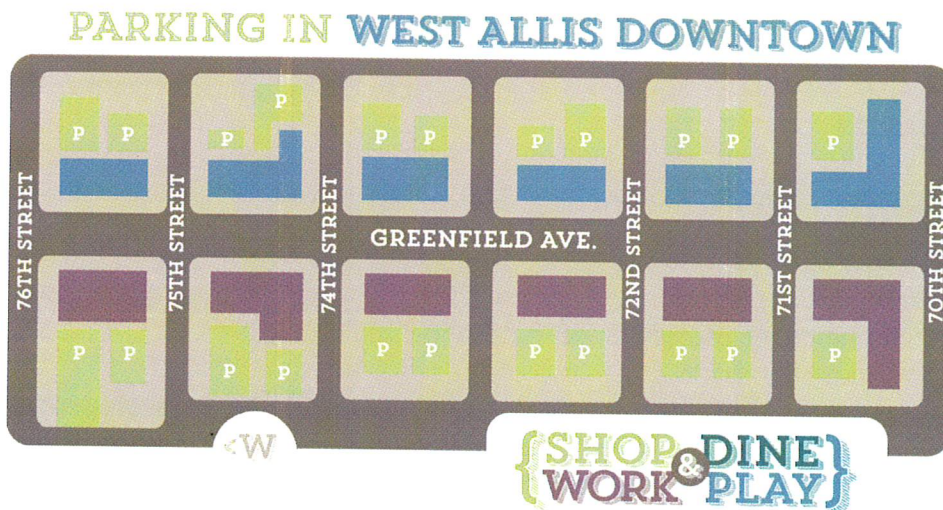


**DOWNTOWN  
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## **Downtown West Allis Business Improvement District Boundaries**

The geographic boundaries of the Downtown West Allis Business Improvement District (*DWABID*) are West Greenfield Avenue between 70<sup>th</sup> and 76<sup>th</sup> Streets. For the most part, it extends to the alleyways of the buildings on the north side of Greenfield Avenue and the alleyways of the buildings on the south side of Greenfield Avenue. The exception is 70<sup>th</sup> Street where our boundaries extend north to Madison Street and south to Orchard Street.

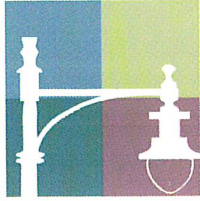
This area contains a large number of single and multi-story buildings. Most of the properties are in excess of 60 years old, with many over 80 years old. The *DWABID* is home to approximately 100 small and diverse retail/service businesses.



### **Introduction**

Since 1989, the *DWABID* has had a positive impact regarding the economic viability of our Downtown. *DWABID* has maintained its initial premise, to retain free parking in the downtown area as well as pro-actively support revitalization efforts. The downtown continues to change as the mix of residential, commercial and professional customers fill the district. The City of West Allis and the *DWABID* welcome these changes as opportunities to continue economic development in our central city. Through the *DWABID* property owners' assessments, improvements and activities are made possible to enhance and develop the downtown area.





# DOWNTOWN WEST ALLIS INCORPORATED

- **Downtown West Allis, Inc. (DWA, Inc.)** is a Wisconsin non-stock nonprofit corporation holding tax exempt charitable status under IRS 501 (c) 3.
- DWA, Inc is an active Wisconsin Business Improvement District (BID) under Wisconsin stats. Chapter 66.1109.
- DWA, Inc. is a designated Wisconsin Main Street organization <http://wedc.org/mainstreet> in good standing.
- DWABID is proud to be on one of only 18 Main Street Communities to receive the National Main Street Accreditation.
- The organization works extensively to keep the district economically vibrant using various collaborative efforts.

## Mission Statement

Our mission is “To build a positive image that encourages customer growth and welcomes community involvement.”

## Vision Statement

We envision a revitalized Downtown West Allis that, drawing on its unique and genuine sense of place, fosters economic opportunity, creative endeavors, and community spirit.

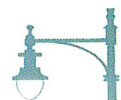
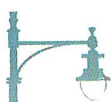
We envision a Downtown West Allis that enhances the quality of life for residents and visitors alike by offering a safe, clean and colorful setting and by providing a comfortable and attractive environment of accessible, pedestrian friendly streets.

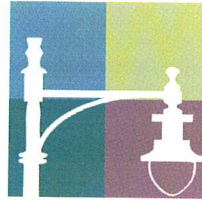
We envision a Downtown West Allis that protects, preserves and promotes its heritage, historic assets, and wealth of fine architecture for the active enjoyment of current and future generations, and offers educational opportunities and enrichment to people of all ages, abilities and background.

We envision a Downtown West Allis that is conducive to business enterprises, employment opportunities and stores that offer special and distinctive merchandise and services with a personal touch that creates a pleasant shopping experience.

We envision a Downtown West Allis that celebrates and shares it’s ever evolving ethnic and cultural diversity by providing an urban setting and cultural experiences, diverse dining, entertainment and community festivals.

Our vision is achieved and maintained through a strong public-private partnership among local government, businesses, educational institutions, non-profit community based organizations, and the residents of West Allis. This partnership is devoted to constantly working together to make Downtown West Allis and attraction, an asset, and a success as both a business district and a thriving neighborhood.





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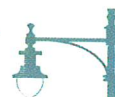
## Downtown West Allis Business Improvement District Downtown West Allis, Inc. 2013 Annual Report

### Administrative

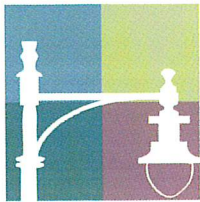
- Dianne Eineichner, **Executive Director** of our organization, has taken on numerous responsibilities inside and outside the office. Dianne has been with the organization for 7 years and has helped establish events, marketing activities and volunteer recruitment.
- Emily Eineichner is our part-time **Program Assistant**. Emily's computer and graphic design skills are useful when preparing flyers, posters and handouts for our promotional events. Emily is attending MATC where she is working towards her Marketing Degree. The knowledge she is gaining is being used to market Downtown West Allis and its events.
- **Quarterly City Hall Meetings with the Mayor, Alderpersons and City Department Heads:** Our goal is to work closely with City of West Allis officials to establish the *DWABID* as a City Central focal point. These informal meetings are geared toward opening up the lines of communication between our Board of Directors and the City of West Allis.
- **Quarterly DWA-BID Crime Prevention Meetings:** Each quarter, Lt. Chad Evenson and Patricia Kompas from the Crime Prevention Unit, meet with DWABID business and property owners. These individuals are on-hand to give an update on what is happening in the area, as well as answer any questions that are of concern. These morning meetings usually last for one hour and are held at Steakhouse 100.
- **Annual DWA-BID Town Hall Meeting, Tuesday, February 12, 2013:** This meeting was held at Steakhouse 100. It was open to City officials, all building owners, business merchants and their employees. Its purpose was to relay information regarding our organization and new programs being implemented. A power point presentation was given to approximately 25 individuals. Discussions regarding the closing of the Greenfield Avenue Bridge and different marketing options were also addressed.

### Administrative - Milestones and Deliverables

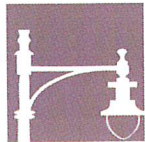
- Jon Sagovic, a **marketing intern** from the University of Wisconsin-Milwaukee, was a huge help in making the transition from our old logos/branding to the new logo and color schemes.
- Working with Main Street consultant, Ben Muldrow from Arnett Muldrow, on a new consistent **marking campaign** that will become recognized within the West Allis community and surrounding areas.







# DOWNTOWN WEST ALLIS INCORPORATED



## PROMOTION DOWNTOWN WEST ALLIS INC.

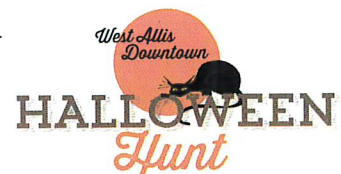
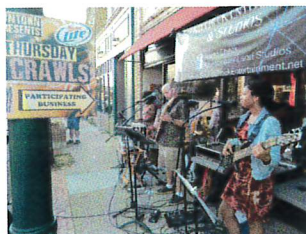
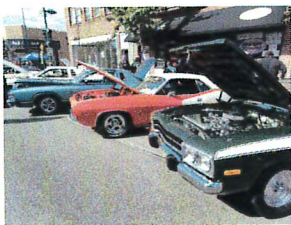
The goal of the Promotion Committee is to *“Create and maintain a positive image; coordinate special events/activities to increase retail and service traffic and Market West Allis Downtown to tourists, visitors, and residents.”*

Since the last Annual Report, The DWA Promotions Committee is proud to present the following numbers for each of their events.

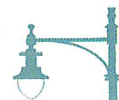
Event Name	Attendance
22 <sup>nd</sup> Annual DWA Classic Car Show	4,500
DWA Halloween Meet and Treat	600
Christmas On The Avenue	2,000
3 <sup>rd</sup> Thursday Art Crawls (May – Sept.)	Average: 75 per night
6 <sup>th</sup> Annual West Allis A La Carte	5,500

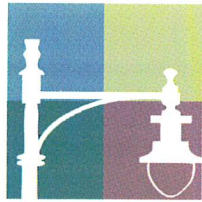
Each of the above events was planned and organized with the approval by the West Allis Common Council.

The goal of the Promotions Committee is to *“Create and maintain a positive image; coordinate special events/activities to increase retail and service traffic and market West Allis Downtown to tourists, visitors and residents.”*



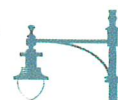
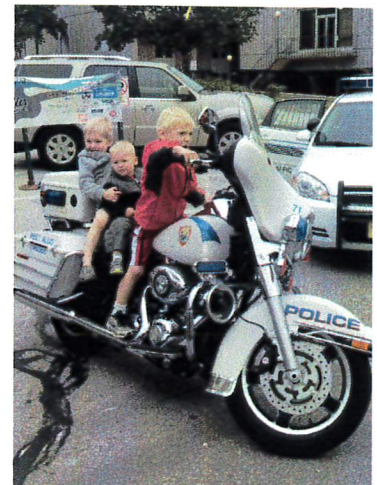
A MAIN STREET COMMUNITY — A 501(C) NON-PROFIT CORPORATION  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT

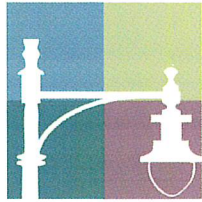




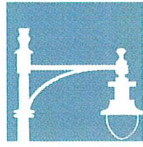
### Promotions Committee - Milestones and Deliverables

- Our **Classic Car Show** added a new category for judging and awards. The “Import” Category welcomed owners of foreign classic vehicles.
  - We intend to add more vendors, giving our visitors more options for food and entertainment.
- Because the “*Halloween Meet & Treat’s*” name was similar to the all City “*Halloween Meet ‘N Treat*”, we have decided to change the name of our event to “**Halloween Hunt.**” This will help parents in differentiating between the two events.
  - Every child will receive a small token for their efforts in participating in this even.
- **Christmas On The Avenue** was a huge success in 2012 because of the free hay rides and activities taking place at City Hall.
  - In 2013, we plan to add an additional hay ride, food trucks and carnival games. We hope to attract more families and encourage them to stay in West Allis Downtown until the Community Sing, Tree Lighting and the Parade.
- Even though our list of participating artists continues to grow for the **3<sup>rd</sup> Thursday Art Crawls**, we need to attract more visitors to this event.
  - In 2013, we added a “Silent Auction” on different pieces of artwork. By having the artwork displayed along Greenfield Avenue, it attracted those driving, walking and riding their bikes. It also generates a source of income for this event.
  - Also in 2013, we have multiple music artists adding to the great atmosphere along Greenfield Avenue.
  - We will continue to market this event in the hopes of generating more interest and visitors to the area.
- **West Allis A La Carte** received a new logo as well as a slight “name” change. Major improvements to the 2013 event included: Animal Avenue, additional inflatable and games for the children’s area and a photo booth for the older crowd.
  - One idea already being worked on for 2014 includes finding a way to get more vendors near the main stage music area.





# DOWNTOWN WEST ALLIS INCORPORATED



## DESIGN DOWNTOWN WEST ALLIS INC.

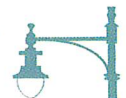
The goal of the Design Committee is to *“Develop design guidelines and/or provide technical assistance to improve the aesthetics of signage, façade projects & new development; Encourage preservation of historic buildings and improve and maintain physical environment, public space, parking & green space.”*

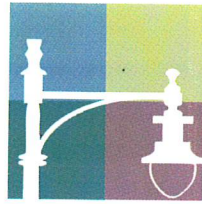
Since the last Annual Report, The DWA Design Committee is proud to present the following tasks that have completed with West Allis Downtown.

- **Five Additional Brick Flower Planters** have been added to the 7300 block of Greenfield Avenue. These planters, once again constructed by MATC (Milwaukee Area Technical College) masonry students, gave our organization the opportunity to work with the area school and also gave the MATC students a community project that they can be proud of. Working with a local nursery, hearty and colorful flowers were planted creating a pedestrian-friendly environment.
- **Mulch** was added to the street level planters. In May of 2013, the Design Committee had double-shredded mulch added to the tree beds. The new mulch has enhanced the appearance of our streetscape.
- **Snow removal**, as in the past, was addressed. Our organization contracted with a landscaping company to remove the snow from the sidewalk corners and make cut-throughs along the Greenfield Avenue sidewalks. One pass along all side street sidewalks was also made to gain access from the back municipal parking lots. We believe the accessibility to our stores and the safety of our pedestrians is our number one priority.
- Through **Signage Assistance**, our organization continues to assist business owners with improving their establishments. Funds were granted to Double B's to help in their business name change.
- We continue to work with the City of West Allis' IT Department to improve on the **Sound/WIFI System** that was installed two years ago.



**A MAIN STREET COMMUNITY — A 501(C) NON-PROFIT CORPORATION**  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT

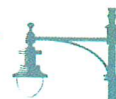
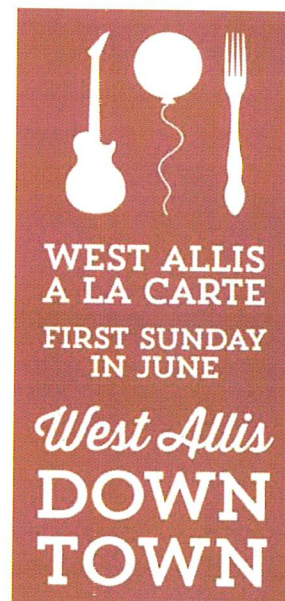


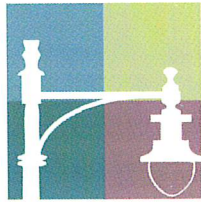


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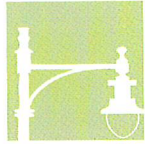
### Design Committee - Milestones and Deliverables

- We will continue to have **brick planters** built and added to the remaining 2 blocks of our Business Improvement District
- We will continue to have our summer staff maintain our **tree beds** by keeping them weed free and presentable.
- **Snow removal** will be a continued concern for our committee as we get closer to the winter months. We will again contract with an outside company to help in keeping the crosswalks easily accessible.
- We will continue to offer **signage assistance** to any new business or a current business looking to update.
  - We will continue to work with the City of West Allis in their signage code changes and help enforce this code in order to make West Allis Downtown a pleasing place to work, shop, play and live.
- We will actively pursue the adding of **security cameras** to the light poles at each of the intersections.
  - These security cameras will help to ensure a safe environment for our business owners, customers and residents.
- Before the end of 2013, our Design Committee will be designing new pole banners for West Allis Downtown. Over the past few years, the banners are starting to fray and show wear.
  - We will design 3 different colored banners. West Allis A La Carte, Classic Car Show and Welcome to West Allis Downtown will proudly be displayed during most of the month. We hope the three different color schemes will be eye appealing as well as more noticeable.





# DOWNTOWN WEST ALLIS INCORPORATED



## ECONOMIC RESTRUCTURING DOWNTOWN WEST ALLIS INC.

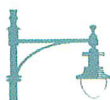
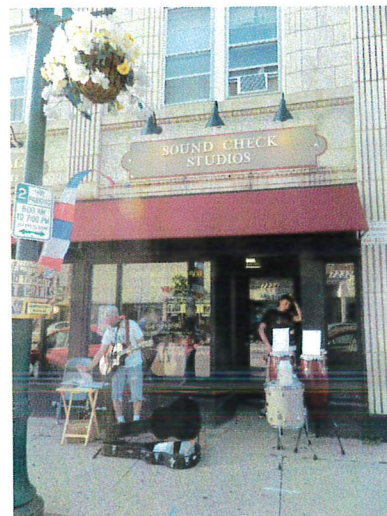
The goal of the Economic Restructuring Committee is to ***“Implement a business retention and recruitment plan and create a marketing program to attract prospective business that will insure a quality business mix and maintain a current business directory.”***

Since the last Annual Report, The DWA Economic Restructuring Committee is proud to present the following information regarding West Allis Downtown:

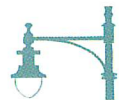
- Presently, our **Store Front Vacancies are at 12%**. In the past months we have and will continue to promote a suitable business mix for our Downtown. Since mid- 2012 we have welcomed:
  - a. **Budget Mobile**
  - b. **Exclusive Fits**
  - c. **Sound Check Studios**
  - d. **Envied Images**
  - e. **Crane Finance**
  - f. **Very Important People**
- Our organization continues to encourage businesses to relocate into Downtown West Allis with **Relocation Assistance**. The following businesses were awarded Relocation Assistance: Sound Check Studios and Exclusive Fits.

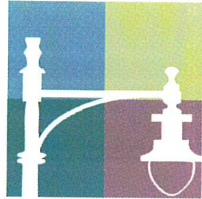
### *Economic Restructuring Committee - Milestones and Deliverables*

- Our Economic Restructuring Committee will continue to work with the City of West Allis on attracting new businesses to West Allis Downtown.
- Our committee will seek to fill at least 3 vacancies as well as develop a marketing package to encourage future entrepreneurs to move or expand into our Downtown.

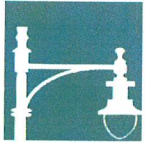


**A MAIN STREET COMMUNITY — A 501(C) NON-PROFIT CORPORATION —**  
**BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT**





**DOWNTOWN  
WEST ALLIS  
INCORPORATED**



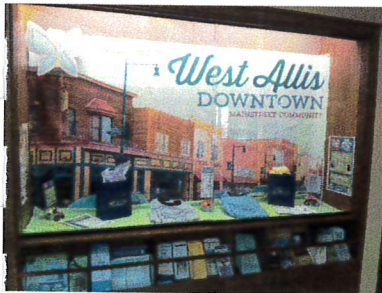
**ORGANIZATION  
DOWNTOWN WEST ALLIS INC.**

The goal of the Organization Committee is to *“Develop and improve an image campaign for Downtown West Allis and create public awareness that will lead to volunteers, sponsorships and additional funds.”*

Since the last Annual Report, The DWA Organizational Committee is proud to present the following information regarding West Allis Downtown:

- Our **website, newsletter and business directory** have all received a branding “makeover.” Each form of media has our new color scheme and is easier to access and utilize.
- **Volunteer Recruitment** and **“Friends of West Allis Downtown”** programs were introduced once again. We received three new volunteers as well as one family who became our first “Friend of West Allis.” Their involvement is an asset to our District and we hope to keep their involvement and friendship growing.
- Our office staff continues to maintain our **‘Facebook’** page, uses **‘Twitter’** and **‘Linked In’** to communicate to our 442 loyal fans with updates as to what is happening in West Allis Downtown.
- **City of West Allis’ Library** was kind enough to let us use their lobby display case to showcase Downtown West Allis during the month of May. Flyers and brochures were made available in the racks.
- **National Night Out and Settlers’ Weekend** continues to be a great outlet for our staff to market Downtown West Allis, meet West Allis residents and be a strong supporter of our City and community.
- This year we were given the opportunity to be part of the **Hank Aaron Walk/Run and Stein & Dine**. As a vendor at each event, we reached out to approximately 2,000 people distributing our brochures and flyers. It was great experience to hear the positive things people had to say about West Allis.

*Participation in the above areas draws attention to our Downtown and what we have to offer.*



West Allis Library Display



Stein & Dine



Hank Aaron Walk/Run

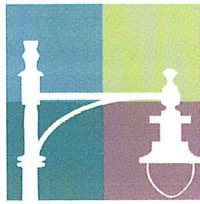


Settler's Weekend



**A MAIN STREET COMMUNITY A 501(C) NON-PROFIT CORPORATION**  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT





DOWNTOWN  
WEST ALLIS  
INCORPORATED

## Downtown West Allis Business Improvement District Downtown West Allis, Inc. 2014 Operating Plan

On August 23, 2013, the Downtown West Allis Business Improvement District celebrated its 24<sup>th</sup> year of operation. Our Main Street Program will be in its 11<sup>th</sup> year. Our organization is currently working on meeting the goals set by our 2010 Strategic Plan. We will continue to work with business and property owners to share the interest of a downtown renewal. This will create West Allis Downtown as a City Center working towards being a great Wisconsin Main Street Community.

Our Board of Directors has established allocations for the 2014 Operating Plan for each program category after reviewing previously supported activities and soliciting new ideas. Our Board will carry out the proposed program of objectives listed below. The projected costs include all services related to Event Support, Marketing & Development, Beautification and Recruitment Efforts.

Our Board of Directors is comprised of 10 members representing the following interests:

- 9 Business Owners/Occupants
- 1 Person-At-Large (West Allis resident)
- 1 City of West Allis Representative (Ex-Officio)

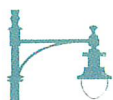
In addition, Board members represent different areas within the District, including retail and service businesses. As a City entity, the Board will continue to conduct its affairs under the open meeting law and public record requirements. Board meetings are held the last Wednesday of the month at the BID Office.

The Board is responsible for the management of the Business Improvement District.

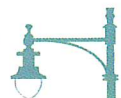
Responsibilities of the Board include:

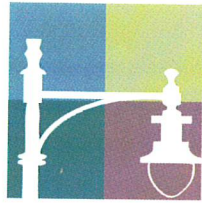
- Implement the Operating Plan
- Annually consider and make changes to the Operating Plan
- Submit the Operating Plan to the Common Council for approval.

DOWNTOWN  
**BID**  
*at Work*



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**WEST ALLIS**  
**INCORPORATED**

### Administrative Committee Objectives

The Administrative Committee will focus on the following 2014 goals:

- To continue to **employ** a full-time Executive Director and part-time Program Assistant.
- Maintain **partnerships** with the City of West Allis, WA/WM Chamber of Commerce and the West Allis Crime Prevention.
- Continue to maintain and improve the **WestAllisDowntown.org website, The Downtowner newsletter, Twitter and Facebook** accounts.

### Promotion Committee Objectives

The Promotions Committee will focus on the following 2014 goals:

- Maintain our **traditional family events**: West Allis Ala Carte, Classic Car Show, Halloween Hunt and Christmas on the Avenue.
- Explore ways to increase our **nighttime traffic** with the Third Thursday Art Crawls.
- Promote *DWA-BID* by **participating in West Allis activities** such as: parades, National Night Out, Settlers Weekend, Hank Aaron Walk/Run and other community activities.

### Design Committee Objectives

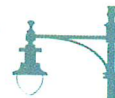
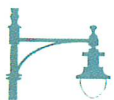
The Design committee will focus on the following 2014 goals:

- **Maintain Brick Flower Planters and Street Level Planters.** We will continue to maintain the old and new brick planters as well as adding new mulch to the tree beds.
- **Maintain Sidewalks through Snow Removal and Cleanup.** We will continue to keep our area clean by having the snow removed in the winter and the weeds and trashed picked up on a weekly basis.
- **Sound System/WIFI/Cameras.** We will continue to work with the City of West Allis in finalizing the installation of the security cameras, WIFI and sound system along the avenue.
- **Signage Assistance.** We will continue to work with the City of West Allis in signage issues as well as help businesses with new signage.

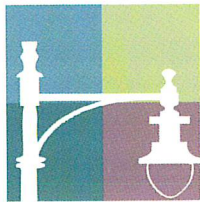
### Economic Restructuring Committee Objectives

The Economic Development Committee will focus on the following 2014 goals:

- Work with Downtown West Allis property owners in **recruiting businesses** to fill vacancies and offering incentives through our Relocation Grant Program.
- Create a **business retention/recruitment** plan that will help business owners utilize the municipal parking lots within the BID area.
- Work with the City of West Allis regarding **façade improvements** to buildings.
- Utilize **Main Street's** assistance in developing programs to strengthen small businesses.





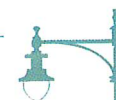
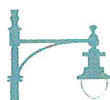


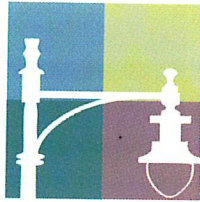
Organization Committee Objectives

The *DWA-BID* Marketing Committee will focus on the following 2014 goals:

- Increase **volunteer participation** and encourage community support.
- Promote **marketing opportunities to our businesses** through our Advertising Assistance Grant Program and flyer inserts.
- Improve **business to business communication** through our quarterly newsletter, periodic email blasts and meetings.
- Update the web page to keep the **calendar of events** most current. We will continue working on branding our area and spread the word about West Allis Downtown.
- Continue to **reach out to the community** through press releases in the West Allis NOW, DWA-Inc. Facebook and Twitter, radio ads on 88NINE RadioMilwaukee, Division of Motor Vehicle monitors and print ads in the Shepherd Express.

<b>2013 Board of Directors</b>	
<b>Name-Title-Work Address</b>	
Douglas Persich, DWA, Inc. President West Allis Dental 7130 W. Greenfield Avenue	Tom Miller – DWA, Inc. Vice President Steakhouse 100 7244 W. Greenfield Avenue
Chet Parker – DWA-BID President The Wedding Centre 7140 W. Greenfield Avenue	Alex Geiger – DWA-BID Vice President Model Empire 7116 W. Greenfield Avenue
Don Falk – Inc. & BID Secretary B & K Bar Supplies 7100 W. Greenfield Avenue	Timothy A. Klare – Inc. & BID Treasurer BMO Harris Bank 7000 W. Greenfield Avenue
Jackie Ellington DC Ellington Company 7412 W. Greenfield Avenue	Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue
Stephanie Halfmann Blue 7223 W. Greenfield Avenue	Jim Mejchar Citizen 3200 S. 116 <sup>th</sup> Street
Patrick Schloss – Ex Officio City of West Allis 7525 W. Greenfield Avenue	





# DOWNTOWN WEST ALLIS INCORPORATED

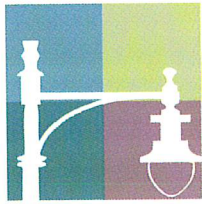
## Summary

- With a proposed total budget of \$81,100 we request a special assessment of \$81,100.
- Assessment shall be Four & 27/100 DOLLARS (\$4.27) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.
- The Executive Director, Program Assistant and two street cleaners are employees of the Business Improvement District. Our office allows these individuals to carry out the day to day activities. We have a meeting room for our Board and Committee members, and their subcommittees giving them an access to a professional working atmosphere.
- Our Board and Committee members are volunteers within this organization. Each volunteer gives freely of their time and expertise. The Board of Directors votes for a President, Vice President, Secretary and Treasurer at our December meeting. All members of the Downtown West Allis Business Improvement District are welcome and encouraged to attend meetings via the newsletter and in discussion with the Executive Director and Board Members.
- The Downtown West Allis Business Improvement District is a quasi-governmental, not-for-profit, community coalition dedicated to an economically strong, safe, attractive and exciting downtown. Through our five major promotional events we seek to strengthen the retail, cultural, educational and residential life of the city center. Leadership is energized by using human and financial resources, from both within our downtown neighborhood and the greater community.

Downtown West Allis Business Improvement District  
2014 APPROVED BUDGET

Note: Expenditure Location for all Budgeted Expenses: Entire District

	Proposed	% of Budget		Proposed	% of Budget
<b>PROFESSIONAL SERVICES</b>					
Executive Director's Salary	\$ 33,500.00	41.31%	<b>OFFICE EXPENSES</b>		
Program Assistant's Salary	\$ 6,500.00	8.01%	Telephone and Internet	\$ 2,500.00	3.08%
FICA, Unemployed & WC	\$ 4,100.00	5.06%	Web Hosting & Comp. Maintenance	\$ 600.00	0.74%
Professional Services (Accountant)	\$ 3,000.00	3.70%	Rent - BID Office	\$ 5,400.00	6.66%
Administrative Support (Misc. Personal Expenses)	\$ 100.00	0.12%	Supplies and Printing	\$ 2,000.00	2.47%
Dues, Subscriptions & Memberships	\$ 1,000.00	1.23%	Copier	\$ 200.00	0.25%
Education and Travel	\$ 1,000.00	1.23%	Newsletter	\$ 500.00	0.62%
			Postage and Delivery	\$ 500.00	0.62%
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$ 49,200.00</b>	<b>60.67%</b>	Insurance	\$ 2,000.00	2.47%
			Misc. Office Expenses	\$ 500.00	0.62%
			<b>TOTAL OFFICE EXPENSES</b>	<b>\$ 14,200.00</b>	<b>17.51%</b>
<b>DESIGN COMMITTEE</b>					
Maintenance Materials	\$ 500.00	0.62%	<b>ECONOMIC DEVELOPMENT/ORGANIZATIONAL COMMITTEES</b>		
Street Cleaning	\$ 5,000.00	6.17%	Relocation Assistance	\$ 5,000.00	6.17%
Hanging Baskets	\$ 1,000.00	1.23%	Recruitment Materials	\$ 500.00	0.62%
Signage Assistance Program	\$ 5,000.00	6.17%	Sponsorship Recruitment	\$ 500.00	0.62%
<b>TOTAL DESIGN EXPENSES</b>	<b>\$ 11,500.00</b>	<b>14.18%</b>	<b>TOTAL ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$ 6,000.00</b>	<b>7.40%</b>
			<b>Executive Board</b>		
			Board Recruitment/Development	\$ 200.00	0.25%
			<b>TOTAL EXECUTIVE BOARD EXPENSES</b>	<b>\$ 200.00</b>	<b>0.25%</b>
			<b>Total Expenses</b>	<b>\$ 81,100.00</b>	
			<b>ASSESSED VALUE FOR 2013</b>	<b>\$ 18,992,500.00</b>	
			<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>	<b>\$ 81,100.00</b>	<b>100.00%</b>
			<b>Total Income</b>	<b>\$ 81,100.00</b>	
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$ 4.27</b>	



## Assessment Method

### Financing Method

The proposed expenditures contained in the *2014 Downtown West Allis BID Approved Budget*, attached to the Operating Plan, will be financed from funds collected from the BID special assessment. It is estimated that \$81,100 will be raised through special assessments. Any other funds, which may be made available to the BID for the purposes contained herein, shall be collected and expended as identified in the *2014 Downtown West Allis BID Approved Budget*.

### Method of Assessment

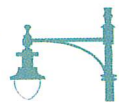
All tax parcels within the Downtown West Allis Business Improvement District boundaries required to pay real estate taxes, with the exception of property used exclusively for manufacturing purposes, will be assessed. Real property used exclusively for residential purposes may not be assessed, as prescribed by the BID law. Property exempt from paying real estate taxes or owned by government agencies will not be assessed.

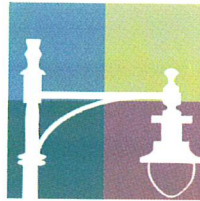
### Allocation of Assessments

Special assessments under this 2014 Operating Plan are hereby levied against each tax parcel property within the District that has a separate Parcel Identification Number. The assessment is based on the assessed value of the parcels (land and improvements) as shown in the record of the City Assessor's office on January 1, 2014 except as otherwise identified. Assessment shall be Four & 27/100 DOLLARS (\$4.27) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

### Assessment Collection

- The City of West Allis shall include the special assessment levied herein as a separate line on the real estate tax bill for each parcel. The City shall collect such assessment with the taxes as a special charge, and in the same manner as such taxes, and shall turn over all moneys so collected to the BID Board for distribution in accordance with the BID Operating Plan by the 15<sup>th</sup> day of the month following such collection.
- Any BID assessment collected by the City before or after the Operating Plan year for which the assessments were made shall be delivered to the BID Board by the 15<sup>th</sup> of the month following the month during which such sums were collected and are to be used by the BID Board in the same manner as if received during the applicable Operating Plan year. This provision is intended to govern BID assessments prepaid in December prior to the applicable Operating Plan year, as well as delinquent and late payment made after the Operating Plan year.





# DOWNTOWN WEST ALLIS INCORPORATED

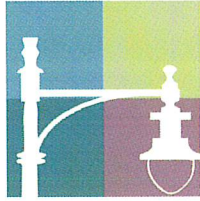
- The BID Board shall prepare and make available to the public and the City's Council annual reports describing the current status of the BID, including expenditures and revenues, at the time it submits its amended Operating Plan to the City for the following Operating Plan year. This report shall include an independent certified audit of the implementation of the Operating Plan, which shall be paid for out of the BID budget.
- The presentation of this proposed Operating Plan to the City shall be deemed a standing order of the Board under Wis. Stat. sec. 66.1109(4) to disburse the BID assessments in the manner provided herein.
- This section shall be sufficient instruction to the City to disburse the BID assessment, without necessity of an additional disbursement agreement, disbursement method or accounting method. Disbursements made under this Plan shall be shown in the City's budget as a line item. Other than as specified herein, the disbursement procedures shall follow standard City disbursement policy.

7/16/2013

## Downtown West Allis Business Improvement District

### 2014 Time Table for Planned Expenditures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<b>Professional Services</b>	\$ 5,850.00	\$3,825.00	\$4,100.00	\$3,800.00	\$3,675.00	\$ 4,050.00	\$4,000.00	\$4,125.00	\$ 3,950.00	\$3,900.00	\$4,275.00	\$3,850.00	\$ 49,200.00
Executive Directors Salary	\$ 2,800.00	\$2,800.00	\$2,800.00	\$2,750.00	\$2,800.00	\$ 2,900.00	\$2,800.00	\$2,750.00	\$ 2,800.00	\$2,750.00	\$2,750.00	\$2,800.00	\$ 33,500.00
Labor Reserve Salary	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 700.00	\$ 6,500.00
FICA, Unemploy & Work Comp	\$ 350.00	\$ 300.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 4,100.00
Professional Services (Audit)	\$ 2,000.00												\$ 2,000.00
Administrative Support		\$ 25.00			\$ 25.00			\$ 25.00					\$ 75.00
Dues Subscriptions & Memberships		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00		\$ 200.00	\$ 2,000.00
Education & Travel			\$ 350.00				\$ 350.00			\$ 300.00			\$ 1,000.00
<b>Office Expenses</b>	\$ 2,950.00	\$1,010.00	\$1,085.00	\$ 875.00	\$1,035.00	\$ 1,135.00	\$ 960.00	\$1,010.00	\$ 1,085.00	\$ 885.00	\$1,035.00	\$1,135.00	\$ 14,200.00
Telephone & Internet	\$ 200.00	\$ 210.00	\$ 210.00	\$ 200.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 2,500.00
Web hosting & Comp. Maintenance	\$ 75.00		\$ 75.00		\$ 75.00	\$ 75.00	\$ 75.00		\$ 75.00		\$ 75.00		\$ 600.00
Rent	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 5,400.00
Supplies & Printing	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 200.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 2,000.00
Copier			\$ 50.00			\$ 50.00				\$ 50.00			\$ 200.00
Newsletter			\$ 125.00			\$ 125.00			\$ 125.00				\$ 500.00
Postage & Delivery		\$ 125.00			\$ 125.00			\$ 125.00				\$ 125.00	\$ 500.00
Insurance	\$ 2,000.00							\$ 125.00			\$ 125.00		\$ 500.00
Misc. Office Expenses	\$ 75.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 25.00	\$ 50.00	\$ 500.00
<b>Design Committee</b>	\$ 966.67	\$1,416.67	\$ 666.67	\$1,416.67	\$ 966.67	\$ 766.67	\$ 916.67	\$ 916.67	\$ 766.67	\$ 916.67	\$1,066.67	\$ 716.67	\$ 11,500.00
Maintenance Materials	\$ 50.00	\$ -	\$ 50.00	\$ -	\$ 50.00	\$ 150.00	\$ -	\$ -	\$ 50.00	\$ -	\$ 150.00	\$ -	\$ 500.00
Street Cleaning (Materials & Wages)	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 5,000.00
Hanging Baskets	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Signage Assistance	\$ 500.00	\$ 500.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 5,000.00
<b>Economic Development Committee</b>	\$ 500.00	\$ 500.00	\$ 700.00	\$ 500.00	\$ 500.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 800.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 6,000.00
Relocation Assistance	\$ 500.00	\$ 500.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 200.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 500.00	\$ 500.00	\$ 300.00	\$ 5,000.00
Recruitment Materials	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 500.00
Sponsorship Recruitment	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 500.00
<b>Executive Board</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00
Board Recruitment/Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00
<b>TOTAL</b>	<b>\$ 10,066.67</b>	<b>\$6,761.67</b>	<b>\$6,551.67</b>	<b>\$6,591.67</b>	<b>\$6,176.67</b>	<b>\$ 6,151.67</b>	<b>\$6,376.67</b>	<b>\$6,551.67</b>	<b>\$ 6,801.67</b>	<b>\$6,201.67</b>	<b>\$6,876.67</b>	<b>\$6,001.67</b>	<b>\$ 81,100.00</b>



# DOWNTOWN WEST ALLIS INCORPORATED

## City Role

The City of West Allis is committed to helping private property owners in the District promote its development. To this end, the City intends to play a significant role in the creation of the Business Improvement District and in implementation of the Operating Plan. In particular, the City will:

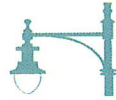
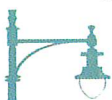
- Encourage the County and State governments to support the activities of the District.
- Monitor and when appropriate, apply for outside funds that could be used in support of the District.
- Collect assessments, maintain the funds, and disburse the funds of the District to the BID along with an identification of those BID assessments included in the disbursement.
- Obtain and review annual audits as required per Wis. Stat. sec. 66.1109(3) (c).
- Provide the BID Board through the Assessor's Office on or before September 1 of each Operating Plan year with the official City records on assessed value for each Parcel Identification Number within the District, as of that date in each plan year, for purposes of calculating the BID assessments.
- Adopt this Operating Plan in the manner required by Wis. Stat. sec. 66.1109.

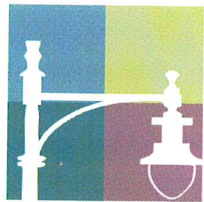
## Required Statements

- The Business Improvement District law requires the Operating Plan to include several specific statements:
- Wis. Stat. sec. 66.1109(1)(f)1m: The District will contain property used exclusively for manufacturing purpose, as well as properties used in part for manufacturing. These properties will be assessed according to the formula contained herein because it is assumed that they will benefit from development in the District.
- Wis. Stat. sec. 66.1109(5)(a): Real property used exclusively for residential purposes and real property that is exempted from general property taxes under s. 70.11 may not be specially assessed.

## Severability and Expansion

- This BID has been created under authority of Wis. Stat. sec. 66.1109.
- Should any court find any portion of the BID law or this Operating Plan invalid or unconstitutional, said decision will not invalidate or terminate the BID and this BID Operating Plan should be amended to conform to the law without the need to reestablish the Operating Plan.
- Should the State amend the statute to narrow or broaden the purposes of a Business Improvement District so as to, among other things, exclude or include as assessable properties of a certain class or classes of properties, then this BID Operating Plan may be amended by the Common Council of the City of West Allis as and when it conducts its annual budget approval without necessity to undertake any other act.
- All of the above is specifically authorized by Wis. Stat. sec. 66.1109(3) (b).
- If it is determined by a court or administrative body that a parcel of property not subject to general real estate taxes may not be included within the District, then such parcels shall be excluded from the definition of the District.





**DOWNTOWN**  
**WEST ALLIS**  
 INCORPORATED

**Legal Option**

I hereby certify that the 2014 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.

<u>Sheryl L. Kuhary</u>		<u>9/27/13</u>
Scott Post	Sheryl L. Kuhary	Date
Attorney	Asst. City Attorney	
City of West Allis		

