



DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

**DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT
DISTRICT**

2005 Operating Plan & Budget

Downtown West Allis Business Improvement District

7231 W. Greenfield Avenue, Suite 201

West Allis, WI 53214

Phone: (414) 774-2676 Fax: (414) 774-7728

Email: director@downtownwestallis.com

www.downtownwestallis.com



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BUSINESS IMPROVEMENT DISTRICT

August 25, 2004

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 regarding 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.

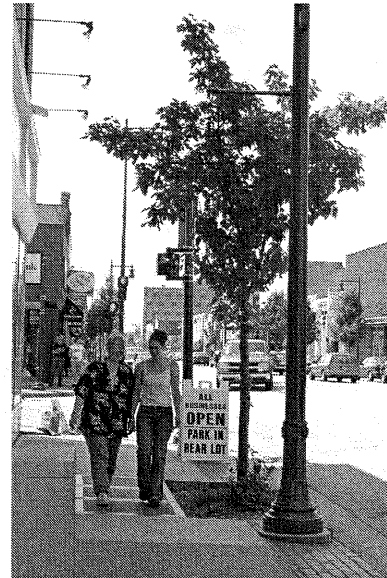
A partial list of our successes in 2004 and plans for 2005:

1. **Downtown West Allis, Inc.** has received a **501(c)3 designation**. This designation allows us to receive funds on a tax deductible basis for the donor.
2. **Downtown West Allis, Inc.** has contracted with the Downtown West Allis Business Improvement District in regards to the effective management of the Downtown, in compliance with Wisconsin State Statute Chapter 66.608 and the City of West Allis Resolution 22925.
3. **www.downtownwestallis.com** is presently undergoing a complete and impressive revamping. The result will be a much more inclusive and user friendly site to promote the Downtown.
4. We are pleased to welcome **Pam Zorko** as our Program Assistant & Promotions Coordinator. When you meet her you will understand why we are excited to have her on board.
5. The **13th Annual Downtown West Allis Classic Car Show** attracted many participants and spectators to our Downtown. We were able to generate greater than \$3,500 in sponsorships to assist in the promotions of Downtown West Allis. Please plan on joining us for our **14th Annual Classic Car Show** as we continue this wonderful community and family tradition on **Sunday, October 3rd**.
6. Our **Holiday Stroll** once again kicked off the holiday season for many West Allis residents and business owners. This year, we contracted a significant amount of radio advertising. WFMR aired over 100 spots during the holiday season, reminding people to come back to Downtown West Allis and take a look at us again. We plan to continue this holiday tradition.



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7. Look for community-centered **Homecoming and Halloween** events in October of this year.
8. **Community Days**, a new twist on the traditional **Sidewalk Sales**, are scheduled on three Fridays in 2005: June 10th, July 8th and August 14th.
9. Our goal the next few years is to utilize our 501 (c) 3 status to procure more sponsors. These additional funds will **increase our promotional capabilities**.
10. The **Streetscape Program** of the summer of 2003 was a big step in the Downtown Revitalization. Keeping the flower beds looking good has been a priority. This year with the help of the City we have planted and maintained our flower beds. Next year we will plant and maintain the planters utilizing our funds and initiating an "Adopt a Planter" program.
11. **Clean streets** make the Downtown sparkle. We have hired and will continue to employ the services of a street cleaner.
12. To strengthen our organization we have and continue to receive new input by recruiting **new committee members** from within and outside of the Business Improvement District.
13. As a provision of the **Wisconsin Main Street Community** contract, Jay Shlingsog of **Downtown Professionals Network** prepared a Marketing & Promotions Strategy for our Downtown. Our future looks bright. We will be implementing his suggestions during the next few years. Check out our new slogan:



"There's Only One...Your Hometown Downtown West Allis."

14. Our **Store Front Vacancies** are at **9%**, the lowest in years. Utilizing **Community Development Block Grant funds** as an incentive for relocation or



opening of a new business, we have and will continue to provide a suitable business mix. So far this year we have paid, approved or have pending, relocation assistance for 9 businesses in the amount of **\$28,000**. These new businesses will support **20-25 low to moderate income jobs** in our Downtown. In 2005 we intend to fill additional vacancies and continue to

encourage building owners to provide second and third floor residences.



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15. Our **Downtown Aesthetics** have improved. Utilizing **Community Development Block Grant funds** as incentive for façade improvements, removal of antiquated signs, alley entrance improvement and new signage/awnings have initiated the following. We have paid, approved or have pending assistance for **8 projects** in the amount of **\$17,000**. We have **16 proposed** projects to be completed this year and in 2005.



Thank you for your support in the past. 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 2005 OPERATING PLAN AND BUDGET attached for your review. We hope you find it informative and beneficial.

Sincerely,

Jacqueline Ellington
President

Sincerely,

Brian J. Preiss
Executive Director

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BID Projected 2005 Budget

	Amount	% of Budget		Amount	% of Budget
TOTAL PROFESSIONAL SERVICES	\$38,475.00	56.07%	TOTAL OFFICE EXPENSES	\$10,500.00	15.29%
TOTAL DESIGN EXPENSES	\$ 2,000.00	2.91%			
TOTAL PROMOTIONAL EXPENSES	\$9,500.00	13.84%	TOTAL ECONOMIC DEVELOPMENT EXPENSES	\$4,900.00	7.14%
TOTAL ORGANIZATION EXPENSES	\$2,250.00	3.27%	BOARD OF DIRECTOR'S RESERVE	\$1,000.00	1.46 %
		TOTAL BUDGET		\$68,625.00	100%
		LESS			
		Interest Income		\$ 400.00	
		Retained Surplus		1,600.00	
		TOTAL INTEREST INCOME & RETAINED		\$ 2,000.00	
		ASSESSED VALUE FOR 2004		\$15,986,000.00	
		PROPOSED SPECIAL ASSESSMENT LEVY		\$ 66,622.09	
		ASSESSMENT PER \$1,000 OF ASSESSED VALUE		\$ 4.17	

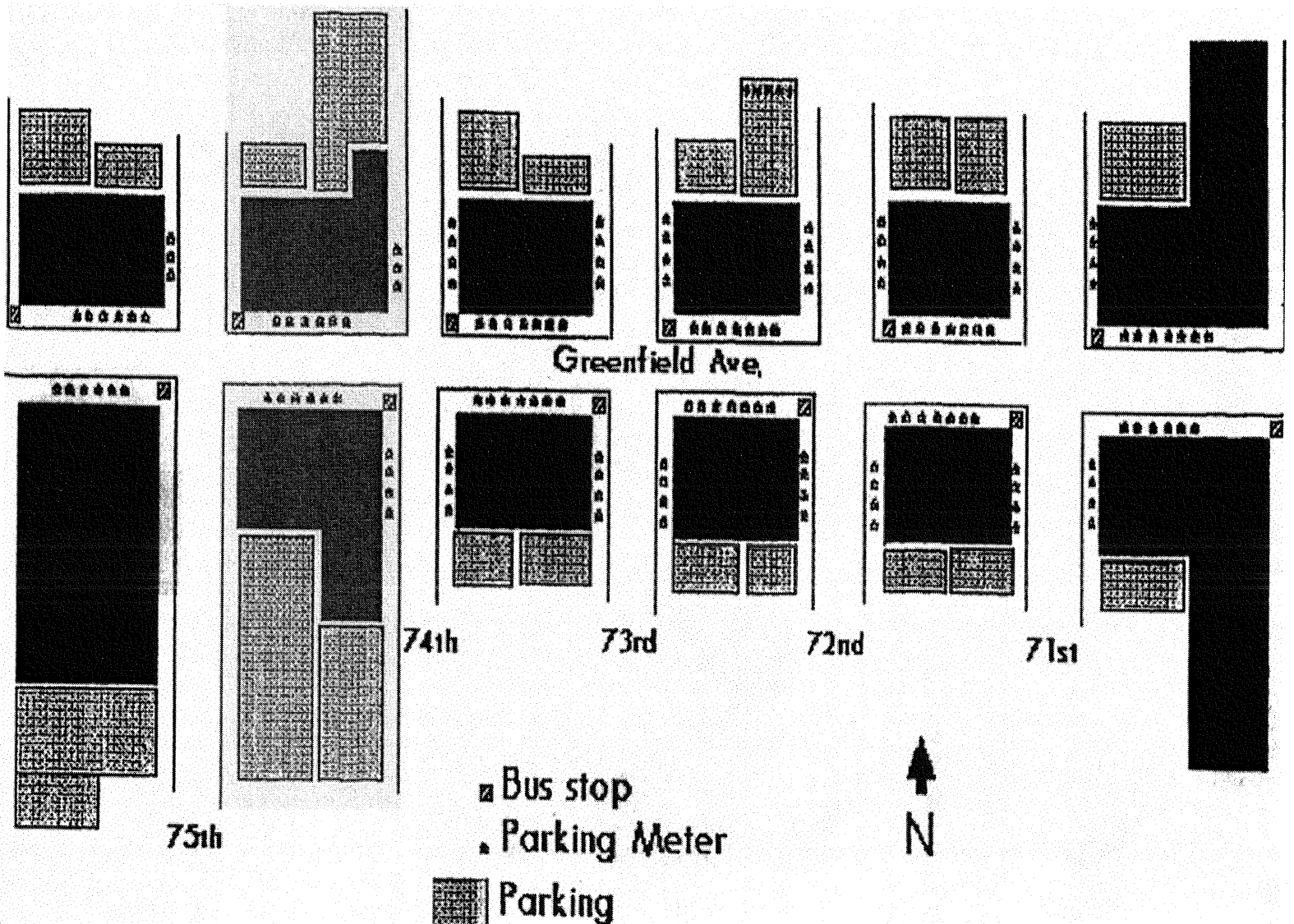


DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

Downtown West Allis Business Improvement District Boundaries & Description

The geographic boundaries for the *Downtown West Allis* Business Improvement District is located on Greenfield Avenue between 70th to 76th Street, extending to the north and south alleys and to West Madison St. & West Orhard St. on 70th Street.

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





DESIGNATION OF METHOD OF FINANCING

Financing of expenditures shall be stated in the 2005 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 FOUR AND 17/100 DOLLARS (\$4.17) 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 2005 Operating Plan for the *Downtown West Allis* Business Improvement District is complete and complies with Section 66.608(1)(f) of the Wisconsin Statutes.

Scott Post
Attorney
City of West Allis