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# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
R-2004-0284	Resolution	In Committee
Resolution to approve the Year 2005 Operating Plan for the Downtown West Allis Business Improvement District and to adopt the Special Assessment Method as stated therein (Preliminary).		
Introduced: 09/21/2004		Controlling Body: Advisory Committee

**ADOPT**

### COMMITTEE RECOMMENDATION

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
SEP 21 2004			Barczak				✓
			Czaplewski				
		✓	Dobrowski	✓			
			Kopplin				
			Lajsic				
			Narlock				
			Reinke	✓			
			Sengstock				
			Vitale	✓			
		Weigel	✓				
		TOTAL		4	1		1

### SIGNATURE OF COMMITTEE MEMBER

*Michelle Reinke*  
 Chair \_\_\_\_\_ Vice-Chair \_\_\_\_\_ Member \_\_\_\_\_

### COMMON COUNCIL ACTION *Adopt*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
9-21-04			Barczak -				✓
			Czaplewski	✓			
			Dobrowski	✓			
			Kopplin	✓			
			Lajsic -				✓
		✓	Narlock	✓			
			Reinke	✓			
			Sengstock	✓			
			Vitale	✓			
		Weigel	✓				
		TOTAL		8	1		2



BID  
Dev.  
J. Barusick  
Finance

# STANDING COMMITTEES OF THE CITY OF WEST ALLIS COMMON COUNCIL 2004

## ADMINISTRATION & FINANCE

Chair: Michael J. Czaplewski  
Vice-Chair: Martin J. Weigel  
Gary T. Barczak  
Thomas G. Lajsic  
Rosalie L. Reinke

## PUBLIC WORKS

Chair: Richard F. Narlock  
Vice-Chair: Linda A. Dobrowski  
Kurt E. Kopplin  
Vincent Vitale  
James W. Sengstock

## SAFETY & DEVELOPMENT

Chair: Thomas G. Lajsic  
Vice-Chair: Vincent Vitale  
Gary T. Barczak  
Martin J. Weigel  
Rosalie L. Reinke

## LICENSE & HEALTH

Chair: Kurt E. Kopplin  
Vice-Chair: James W. Sengstock  
Linda A. Dobrowski  
Richard F. Narlock  
Michael J. Czaplewski

## ADVISORY

Chair: Rosalie L. Reinke  
Vice-Chair: Gary T. Barczak  
Linda A. Dobrowski  
Vincent Vitale  
Martin J. Weigel



# City of West Allis

7525 W. Greenfield Ave.  
West Allis, WI 53214

## Resolution

**File Number: R-2004-0284**

**Final Action:**

**SEP 21 2004**

Resolution to approve the Year 2005 Operating Plan for the Downtown West Allis Business Improvement District and to adopt the Special Assessment Method as stated therein (Preliminary).

WHEREAS, the Board of the Downtown West Allis Business Improvement District ("BID") has submitted to the Common Council for approval, the Year 2005 Operating Plan ("Plan") for the BID and a schedule of the special assessments proposed to be levied under the plan ("Schedule"), copies of which are attached hereto and incorporated herein by reference.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis that it hereby declares its intention to approve the Plan for the BID and to exercise its police powers under Secs. 66.0703 and 66.1109 of the Wisconsin Statutes, to levy special assessments upon each nonresidential property that is not used exclusively for manufacturing purposes, as provided in such Plan.

BE IT FURTHER RESOLVED that the properties, against which the assessments are proposed, are benefited and the total amount to be assessed against each property shall be as provided in the Schedule.

BE IT FURTHER RESOLVED that the special assessments proposed to be levied under the Plan shall be paid on or before November 8, 2004, and, if not so paid, shall be extended upon the tax roll and collected against the property as provided by law.

BE IT FURTHER RESOLVED that a copy of the Plan and Schedule for the BID be filed in the Office of the City Clerk and made available for public inspection and that the City Clerk cause notice to be given for a hearing to be conducted by the Common Council in accordance with the provisions of Sec. 77.0703(7)(a) of the Wisconsin Statutes.

cc: Department of Development

Dev-R-364\bjb\9-21-04

ADOPTED September 27<sup>th</sup> 2004

Paul M. Ziehler

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

APPROVED September 27<sup>th</sup> 2004

Jeannette Bell

Jeannette Bell, Mayor



**DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT  
SCHEDULE OF PROPOSED SPECIAL ASSESSMENTS  
FOR PROJECT YEAR 2005**

**PROJECT YEAR 2005**

TAX KEY NO.	PROPERTY ADDRESS	2002 Assessments	2003 Assessments	2004 Assessments	PROPOSED Special Assessment Rate for 2005	PROPOSED Amount of Special Assessment
440-0235-004	7000 W. Greenfield	\$ 1,453,400	\$ 1,453,400	\$ 1,566,600	\$ 0.00417	\$6,529.13
440-0233-000	7016 W. Greenfield					
440-0232-000	7020-2-4 W. Greenfield					
440-0231-000	7028-36 W. Greenfield	\$ 154,200	\$ 154,200	\$ 181,500	\$ 0.00417	\$756.44
440-0230-000	7038-42 W. Greenfield	\$ 106,500	\$ 106,500	\$ 144,800	\$ 0.00417	\$603.48
440-0229-000	7044 W. Greenfield	\$ 185,700	\$ 185,700	\$ 212,500	\$ 0.00417	\$885.64
440-0314-000	7100 W. Greenfield Ave	\$ 380,000	\$ 380,000	\$ 401,300	\$ 0.00417	\$1,672.50
440-0313-000	7116-18 W. Greenfield	\$ 293,800	\$ 293,800	\$ 338,700	\$ 0.00417	\$1,411.60
440-0312-000	7130 W. Greenfield	\$ 224,300	\$ 224,300	\$ 257,500	\$ 0.00417	\$1,073.19
440-0311-000	7134-36 W. Greenfield	\$ 110,000	\$ 110,000	\$ 120,000	\$ 0.00417	\$500.13
440-0310-000	7140-4 W. Greenfield	\$ 291,400	\$ 291,400	\$ 263,400	\$ 0.00417	\$1,097.77
440-0350-000	7200-06 W. Greenfield 1375 S. 72nd	\$ 225,100	\$ 164,700	\$ 145,000	\$ 0.00417	\$604.32
440-0349-000	7210 W. Greenfield	\$ 261,100	\$ 261,100	\$ 324,700	\$ 0.00417	\$1,353.26
440-0348-000	7218 W. Greenfield	\$ 129,200	\$ 129,200	\$ 151,100	\$ 0.00417	\$629.74
440-0347-000	7224-6 W. Greenfield	\$ 231,800	\$ 231,800	\$ 262,400	\$ 0.00417	\$1,093.61
440-0346-000	7234 W. Greenfield	\$ 158,700	\$ 158,700	\$ 177,000	\$ 0.00417	\$737.68
440-0345-000	7240-42 W. Greenfield	\$ 121,400	\$ 121,400	\$ 135,900	\$ 0.00417	\$566.39
440-0344-000	7244-6 W. Greenfield 1370-4 S. 73rd	\$ 278,500	\$ 278,500	\$ 315,600	\$ 0.00417	\$1,315.33
440-0383-000	7300 W. Greenfield	\$ 274,700	\$ 274,700	\$ 316,800	\$ 0.00417	\$1,320.33
440-0382-000	7308-12 W. Greenfield	\$ 143,500	\$ 143,500	\$ 158,300	\$ 0.00417	\$659.75
440-0381-000	7316 W. Greenfield	\$ 94,400	\$ 94,400	\$ 103,800	\$ 0.00417	\$432.61
440-0380-000	7326-8 W. Greenfield	\$ 725,000	\$ 725,000	\$ 767,500	\$ 0.00417	\$3,198.72
440-0379-000	7334-6 W. Greenfield	\$ 111,700	\$ 111,700	\$ 125,400	\$ 0.00417	\$522.63
440-0378-000	7338-46 W. Greenfield	\$ 194,000	\$ 194,000	\$ 219,100	\$ 0.00417	\$913.15
440-0377-000	1370 S. 74th	\$ 190,800	\$ 151,500	\$ 135,000	\$ 0.00417	\$562.64
440-0414-000	7412 W. Greenfield	\$ 107,300	\$ 100,000	\$ 111,600	\$ 0.00417	\$465.12
440-0413-000	7418-20 W. Greenfield	\$ 77,900	\$ 77,900	\$ 110,900	\$ 0.00417	\$462.20
440-0446-000	7500-04 W. Greenfield & 1375 S. 75th	\$ 125,000	\$ 125,000	\$ 135,000	\$ 0.00417	\$562.64
440-0445-000	7506-08 W. Greenfield	\$ 75,500	\$ 75,500	\$ 85,900	\$ 0.00417	\$358.01

**DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT  
SCHEDULE OF PROPOSED SPECIAL ASSESSMENTS  
FOR PROJECT YEAR 2005**

**PROJECT YEAR 2005**

TAX KEY NO.	PROPERTY ADDRESS	2002 Assessments	2003 Assessments	2004 Assessments	PROPOSED Special Assessment Rate for 2005	PROPOSED Amount of Special Assessment
440-0443-001	7520 W. Greenfield	\$ 473,600	\$ 473,600	\$ 525,500	\$ 0.00417	\$2,190.13
440-0442-000	7546 W. Greenfield	\$ 413,000	\$ 413,000	\$ 451,600	\$ 0.00417	\$1,882.14
453-0035-001	7001 W. Greenfield	\$ 185,200	\$ 185,200	\$ 219,100	\$ 0.00417	\$913.15
453-0037-000	7015 W. Greenfield	\$ 159,400	\$ 159,400	\$ 161,900	\$ 0.00417	\$674.75
453-0038-000	7023-31 W. Greenfield	\$ 130,000	\$ 130,000	\$ 211,400	\$ 0.00417	\$881.05
453-0039-000	7035 W. Greenfield	\$ 94,600	\$ 94,600	\$ 122,300	\$ 0.00417	\$509.71
453-0040-000	7041 W. Greenfield	\$ 270,200	\$ 270,200	\$ 318,300	\$ 0.00417	\$1,326.58
453-0059-000	7101-05 W. Greenfield	\$ 312,500	\$ 312,500	\$ 342,400	\$ 0.00417	\$1,427.02
453-0060-000	7111 W. Greenfield	\$ 124,500	\$ 124,500	\$ 145,700	\$ 0.00417	\$607.24
453-0061-000	7117-25 W. Greenfield	\$ 229,300	\$ 229,300	\$ 241,500	\$ 0.00417	\$1,006.50
453-0062-000	7131-37 W. Greenfield	Tax Exempt	Tax Exempt	\$ 275,000	\$ 0.00417	\$1,146.12
453-0063-000	7139-49 W. Greenfield & 1410-12 S. 72nd	\$ 433,900	\$ 433,900	\$ 481,600	\$ 0.00417	\$2,007.17
453-0088-000	7201 W. Greenfield	\$ 150,000	\$ 150,000	\$ 242,000	\$ 0.00417	\$1,008.59
453-0089-000	7211 W. Greenfield	\$ 167,600	\$ 167,600	\$ 186,100	\$ 0.00417	\$775.61
453-0090-000	7217-19 W. Greenfield	\$ 85,400	\$ 85,400	\$ 87,100	\$ 0.00417	\$363.01
453-0091-000	7223 W. Greenfield	\$ 92,600	\$ 92,600	\$ 240,000	\$ 0.00417	\$1,000.25
453-0092-000	7229 W. Greenfield	\$ 208,800	\$ 208,800	\$ 305,300	\$ 0.00417	\$1,272.40
453-0093-000	7239-49 W. Greenfield	\$ 502,700	\$ 408,200	\$ 272,000	\$ 0.00417	\$1,133.62
453-0115-000	7301 W. Greenfield & 1407-11 S. 73rd	\$ 207,100	\$ 207,100	\$ 256,400	\$ 0.00417	\$1,068.60
453-0116-000	7311-13-15 W. Greenfield	\$ 174,400	\$ 174,400	\$ 201,700	\$ 0.00417	\$840.63
453-0117-000	7321 W. Greenfield	\$ 153,000	\$ 153,000	\$ 168,900	\$ 0.00417	\$703.93
453-0118-000	7335 W. Greenfield	\$ 205,900	\$ 205,900	\$ 225,000	\$ 0.00417	\$937.73
453-0119-000	7341-43 W. Greenfield	\$ 75,100	\$ 75,100	\$ 90,100	\$ 0.00417	\$375.51
453-0120-000	7347 W. Greenfield	\$ 92,000	\$ 92,000	\$ 112,400	\$ 0.00417	\$468.45
453-0324-002	7401 W. Greenfield	\$ 779,300	\$ 779,300	\$ 804,500	\$ 0.00417	\$3,352.92
453-0322-000	7413-15 W. Greenfield	\$ 195,700	\$ 195,700	\$ 234,800	\$ 0.00417	\$978.58
453-0321-000	7421-23-25 W. Greenfield	\$ 143,600	\$ 143,600	\$ 168,600	\$ 0.00417	\$702.68
453-0320-000	7429-41-47 W. Greenfield	\$ 426,600	\$ 426,600	\$ 482,600	\$ 0.00417	\$2,011.34
440-0242-000	1325-27-29 S. 70th St	\$ 267,800	\$ 267,800	\$ 315,300	\$ 0.00417	\$1,314.08
453-0049-001	14** S. 70th St	\$ -			\$ 0.00417	

**DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT  
SCHEDULE OF PROPOSED SPECIAL ASSESSMENTS  
FOR PROJECT YEAR 2005**

**PROJECT YEAR 2005**

TAX KEY NO.	PROPERTY ADDRESS	2002 Assessments	2003 Assessments	2004 Assessments	PROPOSED Special Assessment Rate for 2005	PROPOSED Amount of Special Assessment
453-0052-000	1439-41 S. 70th St	\$ 121,400	\$ 121,400	\$ 121,400	\$ 0.00417	\$505.96
453-0056-000	1427 S. 70th St	\$ 289,300	\$ 289,300	\$ 340,500	\$ 0.00417	\$1,419.10
453-0058-000	1417-21 S. 70th St	\$ 85,900	\$ 85,900	\$ 93,600	\$ 0.00417	\$390.10
453-0273-000	1469 S. 70TH	\$ 137,900	\$ 258,000	\$ 274,100	\$ 0.00417	\$1,142.37

Average 2002	Average 2003	Average 2004	PROPOSED Special Assessment Rate for 2005	PROPOSED Amount of Special Assessment
\$ 14,113,200	\$ 14,031,800	\$ 15,986,000	\$ 0.00417	\$66,625.00

\* The numbers are an estimated BID Assessment. The Operating Plan specifies the method of assessment. The assessment method proposed in the Operating Plan and approved by the Council is based upon the assessed value of the commercial properties within the BID district. **The rate of Special Assessment must be approved each year by the West Allis Common Council.**

<i>Proposed 2004 B.I.D. Budget</i>	\$ 68,625.00
<i>Less Other Prc (interest, event revenue, etc.)</i>	\$ 2,000.00
<i>Proposed Special Assessment Levy</i>	<b>\$ 66,625.00</b>



**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](mailto:director@downtownwestallis.com)

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





**DOWNTOWN WEST ALLIS**  
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](http://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 **13<sup>th</sup> 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 **14<sup>th</sup> Annual Classic Car Show** as we continue this wonderful community and family tradition on **Sunday, October 3<sup>rd</sup>**.
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.



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

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 10<sup>th</sup>, July 8<sup>th</sup> and August 14<sup>th</sup>.
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



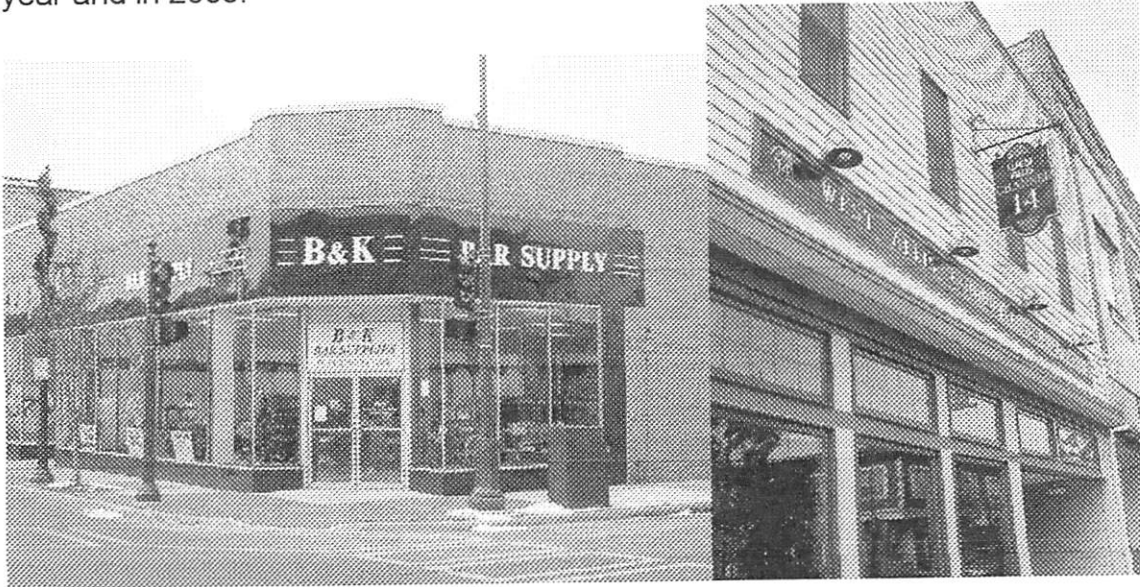
opening of a new business, we have and will continue to provide a suitable business mix. So far this year we have paid, approved or have pending, relocation assistance for 9 businesses in the amount of **\$28,000**. These new businesses will support **20-25 low to moderate income jobs** in our Downtown.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

encourage building owners to provide second and third floor residences.



**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

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





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

**BID Projected 2005 Budget**

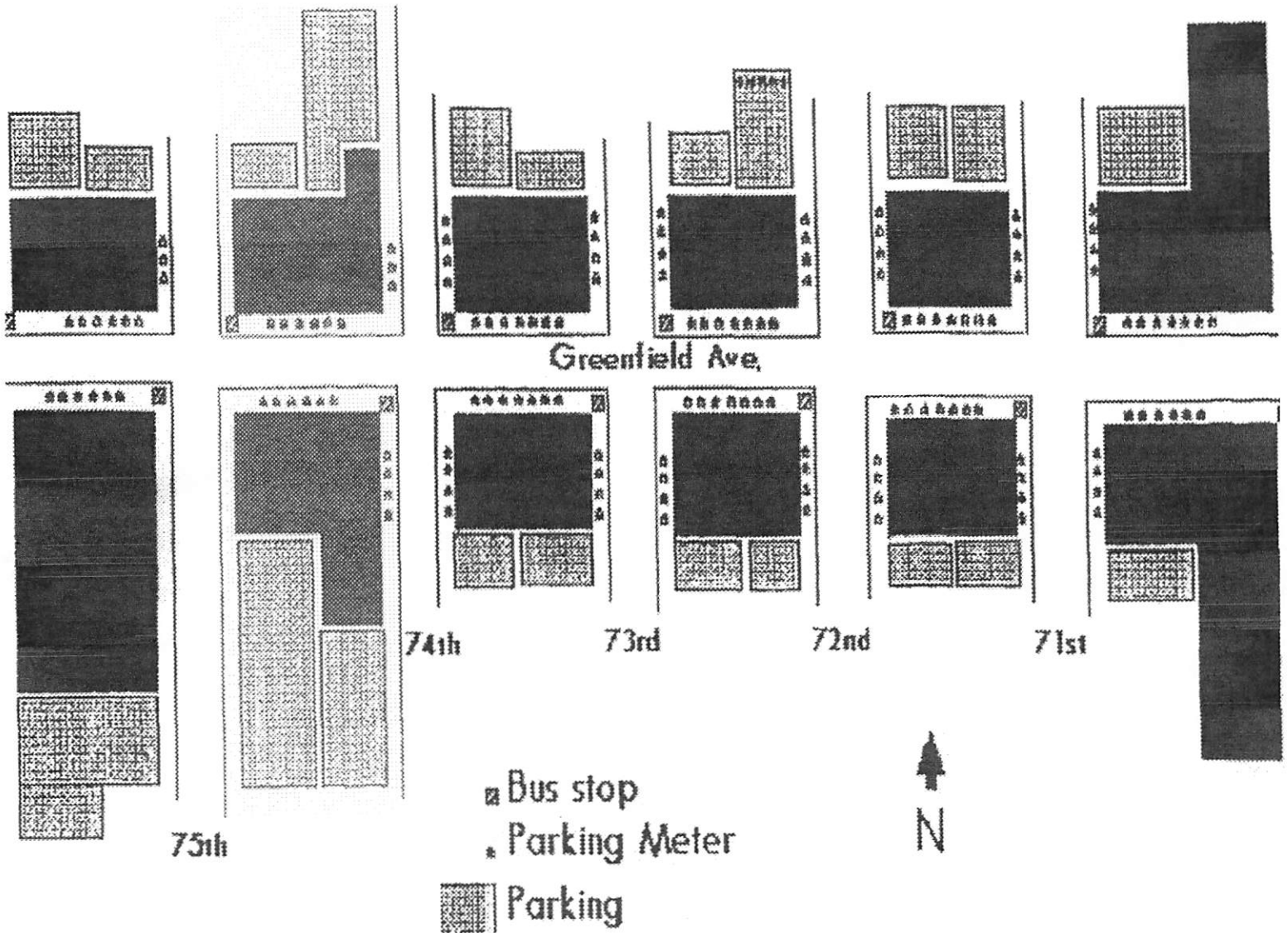
	Amount	% of Budget		Amount	% of Budget
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$38,475.00</b>	<b>56.07%</b>	<b>TOTAL OFFICE EXPENSES</b>	<b>\$10,500.00</b>	<b>15.29%</b>
<b>TOTAL DESIGN EXPENSES</b>	<b>\$ 2,000.00</b>	<b>2.91%</b>			
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$9,500.00</b>	<b>13.84%</b>	<b>TOTAL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



**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

**Downtown West Allis Business Improvement District  
Boundaries**

The stretch of West Greenfield Avenue with the East border at 70<sup>th</sup> Street and West border at 76<sup>th</sup> Street, including 70<sup>th</sup> Street North to West Madison Street and South to West Orchard Street and the adjacent numbered streets North and South to the alleys.





## **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.

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Scott Post  
Attorney  
City of West Allis





***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](mailto:director@downtownwestallis.com)**

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**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

August 25, 2004

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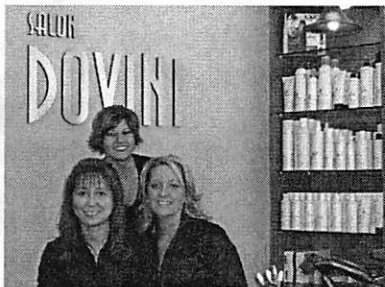
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8. **Community Days**, a new twist on the traditional **Sidewalk Sales**, are scheduled on three Fridays in 2005: June 10<sup>th</sup>, July 8<sup>th</sup> and August 14<sup>th</sup>.
9. Our goal the next few years is to utilize our 501 (c) 3 status 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.







**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

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

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

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**DOWNTOWN WEST ALLIS  
BUSINESS IMPROVEMENT DISTRICT**

**BID Projected 2005 Budget**

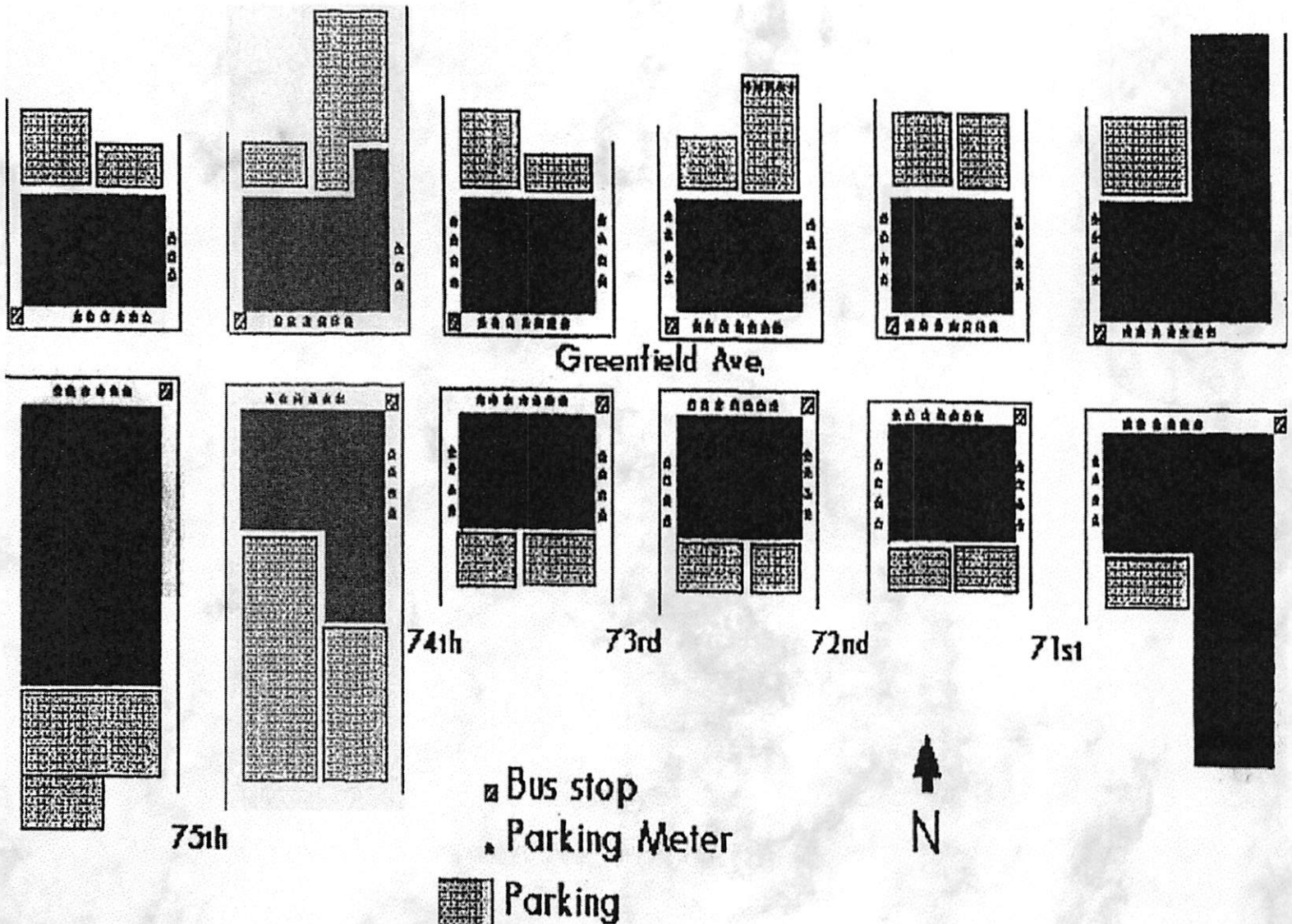
	Amount	% of Budget		Amount	% of Budget
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$38,475.00</b>	<b>56.07%</b>	<b>TOTAL OFFICE EXPENSES</b>	<b>\$10,500.00</b>	<b>15.29%</b>
<b>TOTAL DESIGN EXPENSES</b>	<b>\$ 2,000.00</b>	<b>2.91%</b>			
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$9,500.00</b>	<b>13.84%</b>	<b>TOTAL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



## 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 70<sup>th</sup> 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.

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Scott Post  
Attorney  
City of West Allis