



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

**DOWNTOWN  
WEST ALLIS  
BUSINESS  
IMPROVEMENT  
DISTRICT**

**2009 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.org](mailto:director@downtownwestallis.org)

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



August 25, 2008

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

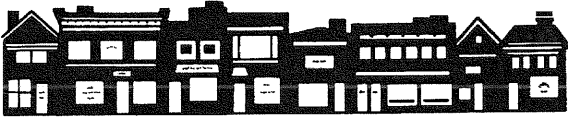
To the Honorable Mayor Devine and the Common Council:

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.

Please find a partial list of our successes in **2008** and plans for **2009**:

## **ORGANIZATION**

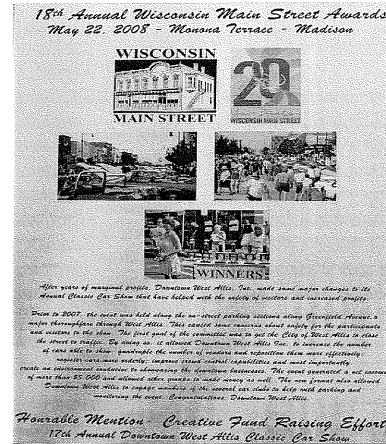
- **Downtown West Allis, Inc.**, in compliance with Wisconsin State Statute Chapter 66.1109 and the City of West Allis Resolution 22925 has continued to contract with the Downtown West Allis Business Improvement District in regards to the effective management of the Downtown.
- Our **Board of Directors** has approved a budget with funding appropriate to the successful operation of the Business Improvement District as developed through its annual planning.
- The Downtown West Allis Business Improvement District will be celebrating its **20<sup>th</sup> anniversary** throughout 2009.
- We will continue to employ a Part Time Program Assistant.
- We also intend to utilize our 501(c)3 status as a fund raising tool to procure additional sponsorships for our **Promotional Activities**.
- Our **Board of Directors** has and will continue to promote and implement strategies consistent to assure the perpetuity of the Business Improvement District.
- 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 **8 new volunteers** to serve on our committees in 2008. As our successes become more evident, we expect many more interested parties to become involved.
- Downtown West Allis is now in its 8<sup>th</sup> year as a Main Street Community:



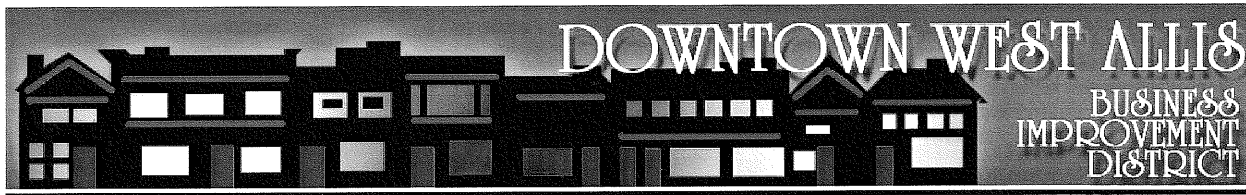
## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

### Main Street Awards:

- **Downtown West Allis** was the recipient of “four” **Wisconsin Main Street Awards** for its 2007 accomplishments:
  1. **Creative Fund Raising Effort**, 17<sup>th</sup> Annual Downtown West Allis Classic Car Show. *Honorable mention*
  2. **Volunteer of the year: Judith Hoppe**
  3. **Board member of the year: Jim Melotte**
  4. **Main Street Manager 5 year service award: Brian Preiss**



## PROMOTIONS



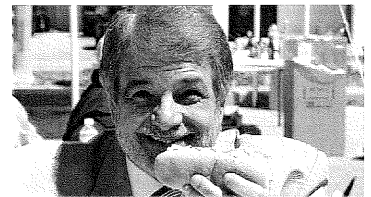
During 2008 [www.downtownwestallis.com](http://www.downtownwestallis.com) has been redesigned.

- Taking us into the future with state of the art technologically.
- Distinct graphics
- Easy site search capabilities.
- Expanded calendar of events.
- Extensive business and Links
- Enhanced Photo Gallery
- You may continue to view our newsletter the “**The Downtowner**” on the website.

## 1<sup>st</sup> Annual BID Appreciation Picnic Wednesday May 28, 2008



Warm weather and a picnic always draw a crowd. Approximately 150 merchants and their guests took advantage of a great lunch and a chance to mingle with other Downtowners. We plan to continue this event each spring to thank all the downtowners for their efforts in making our downtown a great place to work, shop and do business.





## **West Allis Ala Carte 2008**

Sunday June 8, 2008



“West Allis Ala Carte” came about as a collaboration of the **BID, City of West Allis** and the **West Allis Charities**. This event included the dedication of the Centennial Plaza. Every detail was planned, except the weather. Despite the rain and getting a late start this event took place. Vendors and visitors, who participated, stated they had a great time and look forward to this event next year. *(The next West Allis*

*Ala Cart is scheduled for Sunday June 7, 2009)*

## **Progressive After Five**

Thursday July 24, 2008

Downtown West Allis participated in the WA/WM Chamber of Commerce Business After Five. **B&K Bar Supply, Model Empire, Channel 14, D.C. Ellington’s and Bunkers** contributed as sponsors.

West Allis and West Milwaukee Chamber of Commerce members were invited to partake in an afternoon of sharing food and refreshments as well as networking with other business owners in the community. This was a great opportunity to promote all Downtown West Allis businesses.



## **National Night Out**

Monday July 28, 2008

Participation in the City of West Allis’ National Night out for the first time was a great experience. We were able to display historical posters depicting our Downtown buildings, answer questions and distribute flyers promoting upcoming events and all our business merchants. A ‘Tic-Tac-

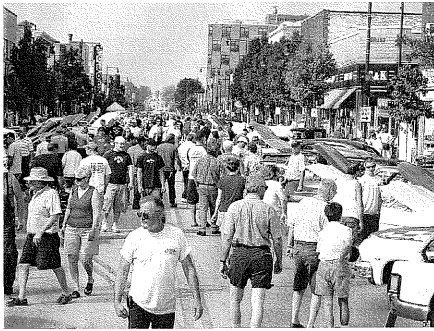




Toe' game and chin-up bar were enjoyed by children and adults. Small prizes were distributed to all that participated.

## **17th Annual Downtown West Allis Classic Car Show**

Sunday October 7, 2007



For a number of years the BID inquired about the closure of Greenfield Avenue during the Classic Car show. In 2007 the City of West Allis honored our request. Closing Greenfield Ave to thru traffic resolved; registration concerns, safety issues for our car owners and visitors, allowed for the inclusion of more vendors (DWABID business and Community groups), and most important, created an environment conducive to showcasing our businesses. We have developed a template of success for future Classic Car Shows.

**(The 18<sup>th</sup> Annual Downtown West Allis Classic Car Show is scheduled for October 5, 2008.)**

## **4<sup>th</sup> Annual Halloween Meet & Treat**

Saturday October 27, 2007



Again, we had more businesses and visitors taking part in this event. Kids of all ages participated in this fun filled event. Each "kid" received a prize for their attendance. **(The 5<sup>th</sup> Annual Halloween Meet & Treat is scheduled for Saturday October, 25, 2008.)**





## **Christmas on the Avenue**

Saturday, December 1, 2007

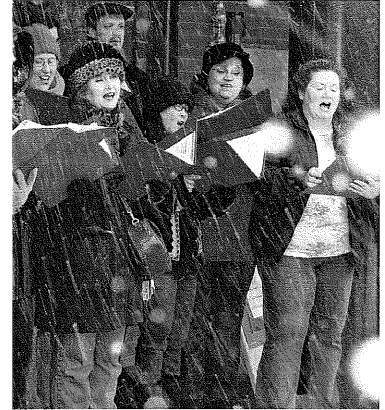
For many years, the Christmas season began mid November with the West Allis Charities Christmas Parade. The first Saturday in December has always been the date for the Downtown West Allis Holiday Stroll.

**Christmas on the Avenue**, was created through a collaboration of the **BID, West Allis West Milwaukee Chamber of Commerce, West Allis Charities and the City of West Allis**. The parade and the Stroll now occur on the first Saturday in December.



**Christmas on the Avenue** was a resounding success. We expect to grow this event, introducing more potential customers to our BID business.

**(The next Christmas on the Avenue is scheduled for Saturday December 6, 2008.)**



Our **Promotions Committee** has developed a “**Welcome packet**” introducing the products and services of the merchants of Downtown West Allis. Early May, we distributed 50 welcome packages to our new neighbors at the **Six Points Apartments**, 65<sup>th</sup> And Greenfield Ave.

We plan to distribute around 50 more packages quarterly where new neighbors appear.



The **Promotions Committee** will focus on the following during 2009:

- Develop promotions that will increase **merchant sales**.
- Maintain our **traditional family events**: **West Allis ‘Ala Carte’, Classic Car Show, Halloween Meet & Treat and Christmas on the Avenue**.
- Actively pursue a different **promotional media** such as radio or television ads.
- Promote **marketing opportunities** through a co-op advertising program.
- Continue to coordinate events/activities with special emphasis on **community involvement**.
- Improve **business to business communication** through our quarterly newsletter.
- Create an overall **marketing brochure** for the BID.
- Utilize the phone and web page to keep **calendar of events** most current.

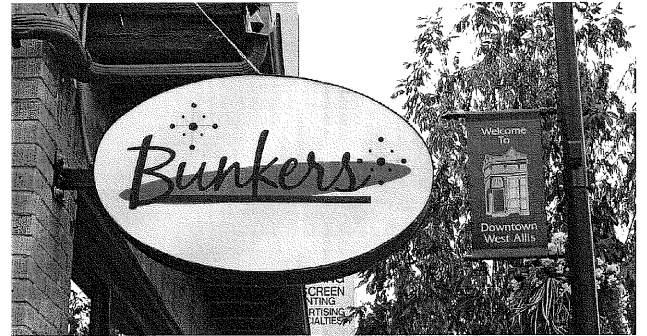


**DOWNTOWN WEST ALLIS**  
BUSINESS IMPROVEMENT DISTRICT

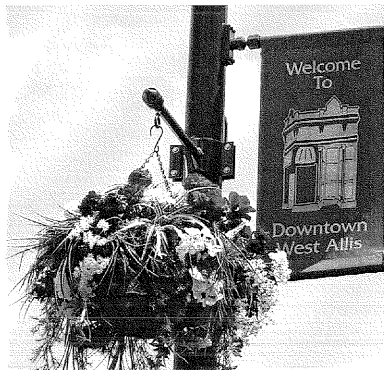
- Continue to **reach out to the community** through coupons, gift certificates and give-away items.

## DESIGN

Our **Downtown Aesthetics** continue to improve. 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. We will continue to work with building owners and the City to promote attractive aesthetics in our downtown.



**Hanging Flower Baskets** are a beautiful addition to the aesthetics of our downtown. Funding for this project was achieved through a collaborative effort of **DWABID, Doug Persich, D.D.S., Milwaukee County and the City of West Allis.**



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

### **A SIGN of progress:**

We consider Downtown to be a district like no other in West Allis. Soon, (by the end of the summer) Downtown West Allis will have its own unique signage.





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

The **Design committee** will focus on the following during 2009:

- **Street Level Planters.** We will continue to focus our efforts regarding optimum usage of our street level planters. Presently we are employing maintenance procedures with the goal to assure proper aesthetics until a more “permanent” solution can be initiated.
- **Snow Removal.** Easy access to our businesses is of utmost importance. Removal of excessive snow, such as we experienced last year during the Christmas shopping season was a priority. We have explored our options, and have contracted for appropriate snow removal during the winter months.
- **Signage Assistance.** We will continue to offer signage review and financial assistance.
- **Alley & Parking Lots.** We have and will continue to explore solutions regarding the repair and maintenance of several alleys and parking lots with in the BID boundaries..
- **Street Cleaning. 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 our Downtown.



## **ECONOMIC DEVELOPMENT**

Presently our **Store Front Vacancies are at 12%**. We have and will continue to promote a suitable business mix for our Downtown. Since mid 2007 we have welcomed:

- **Spirit of healing**, 7037 W. Greenfield Ave.
- **Blenkinsop**, 7143 W. Greenfield Ave.
- **Information Technology Professionals**, 1377 S. 72<sup>nd</sup> St.
- **Bunker’s Nostalgic Lounge** 7420 W. Greenfield Ave.
- **Internal Medicine Associates** 7200 W. Greenfield Ave.
- **Van’s Shoes** 7316 W. Greenfield Ave.

*Note: Van’s Shoes relocated to Downtown West Allis from the Grand Avenue.*





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

- The committee developed a “**Wedding Niche**”, and “**Restaurant Niche**” as tools for coordination of marketing and recruitment efforts.
- The question as to where our customer base comes from and how do they hear about us, was answered as a result of data gathered through distribution of a **survey** to many of our businesses. Presently the data is being utilized to develop effective marketing materials
- We will continue to utilize **Relocation Assistance Grants** as a tool to attract new business to locate in our downtown.
- 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 is essential. New owners of existing buildings with upper floor residences have committed to improvements.
- 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 continue to work with them as a team to develop a long term plan to improve multiple aspects of our Downtown and community.

The **Economic Development Committee** will focus on the following during 2009 :

- Reduce **vacancy rates** through the recruitment of long term businesses that fit within the parameters of a good business mix.
- Utilize our current **business directory** through distribution to all BID businesses and appropriate locations in surrounding areas.
- Utilize **Main Street’s** assistance in developing programs to strengthen small businesses.

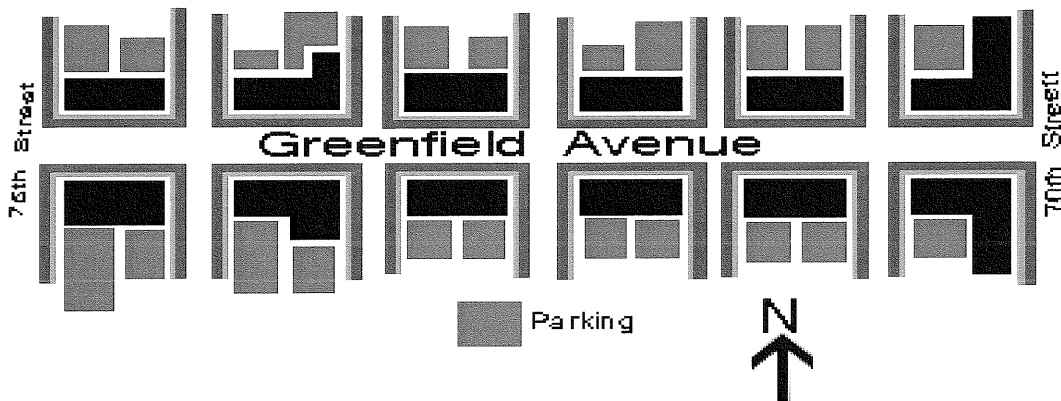


## **Downtown West Allis Business Improvement District Boundaries & Description**

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.

### Downtown West Allis Business Improvement District



Thank you for your previous 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 2009 OPERATING PLAN, BUDGET and TIME TABLE FOR PLANNED EXPENDITURES attached for your review. We hope you find it informative and beneficial.

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.

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 2009 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 & 94/100 DOLLARS (\$3.94) 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 2009 Operating Plan for the *Downtown West Allis* Business Improvement District is complete and complies with Section 66.1109(1)(f) of the Wisconsin Statutes.

 9-2-08  
\_\_\_\_\_  
Scott Post  
Attorney  
City of West Allis



# BID 2009 Final Budget Report

## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

Note: Expenditure Location for all Budgeted Expenses: Entire District

	Amount	% of Budget		Amount	% of 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	
West Allis Ala Carte			Planters/Planter Maintenance	\$3,500.00	
Halloween Meet & Treat			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%	<b>\$1,000.00 1.23%</b>		
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 2008</b>				<b>\$20,716,400.00</b>	
<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>				<b>\$81,576.00</b>	
<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>				<b>\$3.94</b>	

## Downtown West Allis Business Improvement District

2009 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>			\$300.00			\$300.00			\$300.00			\$300.00	\$2,500.00
Advertising West Allis 'Ala Carte' Classic Car Show Halloween Meet & Treat Christmas On The Avenue						\$400.00				\$400.00		\$400.00	
<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.Mttrs., St. Clean/Shovel Main. Mttrs, Planters Maint.													
<b>Organization Committee</b>			\$250.00							\$2,500.00			\$2,750.00
<b>Board of Directors Reserve</b>	\$5,166.16	\$4,041.17	\$9,473.17	\$4,541.16	\$4,541.17	\$14,448.17	\$4,518.16	\$4,518.17	\$9,673.17	\$6,941.16	\$4,041.17	\$9,673.17	\$81,576.00
			\$250.00			\$250.00			\$250.00			\$250.00	\$1,000.00
													\$2,750.00