

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

2022 Annual Report *2023 Operating Plan*

MANAGED BY: DOWNTOWN WEST ALLIS, INC.

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

This document forms the business plan of
Downtown West Allis Business Improvement District, managed by 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.

A Main Street Community since 2001



DOWNTOWN *West Allis* BID

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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 Business Improvement District Boundaries

The geographic boundaries of the Downtown West Allis Business Improvement District (*DWABID*) are West Greenfield Avenue between 70th and 76th 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 70th 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.



- **Downtown West Allis, Inc. (DWA, Inc.)** is a Wisconsin non-stock non-profit 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 and has been accredited by National Main Street.

Mission Statement: “To build a positive image that encourages customer growth and welcomes community involvement.”

Vision Statement: We envision a Downtown West Allis that

- Is a gathering place for families, neighbors, and visitors to enjoy hometown hospitality and West Allis pride through family activities and events.
- Enhances the quality of life for residents and visitors alike by offering safe, inviting and pedestrian-friendly streets.
- 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.

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 an attraction, an asset, and a success as both a business district and a thriving neighborhood.



**DOWNTOWN WEST ALLIS
A DESIGNATED MAIN STREET COMMUNITY**

Downtown West Allis has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.



The organization’s performance is annually evaluated by Wisconsin Main Street, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

| <u>2022 Board of Directors</u> | |
|---|---|
| Name-Title-Work Address | |
| Alex Geiger – DWABID President Model Empire (7116 W. Greenfield Avenue) | Jackie Ellington – DWABID VP DC Ellington Company (8001 W. Lincoln Avenue) |
| Douglas Persich, DWA, Inc. President West Allis Dental (7130 W. Greenfield Avenue) | Tom Miller – DWA, Inc. Vice President Steakhouse 100 (7244 W. Greenfield Avenue) |
| Barbara Jones - DWABID Treasurer Peoples State Bank (10725 W. National Avenue) | Don Falk – BID Secretary B & K Bar Supplies (7100 W. Greenfield Avenue) |
| Gloria Hawkins Hawkins Clock Center (7301 W. Greenfield Ave) | Robyn Krimke Barbie’s 2nd Time Around (1413 S. 73rd Street) |
| Jeff Gebhardt Old National Bank (7401 W. Greenfield Avenue) | Kurt Potochich Citizen (1964 S. 73rd Street) |
| Jim Mejchar (Legacy Member) Citizen (3200 S. 116 th Street) | Patrick Schloss – Ex Officio City of West Allis (7525 W. Greenfield Avenue) |



DWABID / DWA, Inc

2022 Annual Report

2023 Operating Plan



**ECONOMIC
RESTRUCTURING**
DOWNTOWN WEST ALLIS INC.

Goal: Grow Economic Mix and Vitality: Expand business mix to include a greater variety of businesses, add destination businesses and entertainment attractions to encourage longer customer visits.

The Economic Development Committee will focus on the following 2022-2026:



- Work with Downtown West Allis property owners in **recruiting businesses** to fill vacancies.
- Work with the City of West Allis regarding **façade improvements**.
- Utilize **Main Street's** assistance in developing programs to strengthen small businesses through Shop Local and Small Business Saturday campaigns.

In 2022:

- Attracted Elev8 Hair Salon and The Candle Company to our area.
- Welcomed McCoco's Restaurant and Perspective Brewing Company to the Avenue.
- Worked with our business owners on grant opportunities.



In 2023 will:

- Work with property owners on getting their locations filled with a good business mix.
- Work with Wisconsin Main Street on educational programs for our current business owners. Some ideas include Business Evaluation and Succession Planning.



PROMOTION
DOWNTOWN WEST ALLIS INC.

Goal: Improve and Define Downtown/West Allis Image: Use the West Allis Downtown brand to showcase the individuality of our businesses and their contributions to the West Allis community while creating a welcoming physical image of the West Allis Downtown Greenfield Avenue Corridor through our successful events.

The Promotions Committee will focus on the following 2022-2026 Goals:

- Maintain our **traditional family events:** West Allis Ala Carte, West Allis Winter Week, Classic Car Show, Halloween Hunt, Crawls and Shop Local.
- Promote **DWABID** by **participating in West Allis activities** such as National Night Out, and other community activities.
- Helping other organizations/businesses raise awareness through smaller monthly events.

The following events took place from October 2021 thru September 2022:



Classic Car Show



Dine Around the World



Halloween Hunt



Shop Small Saturday



Soup Crawl



Fair Food Crawl

During this same timeframe, worked with other organizations on promoting their events.



Empty Bowls w/
Cream City Clay



Sidewalk Sale
w/All Goods



Bingo @ the West
Allis Senior Center



Scavenger Hunt @
Historical Society



Crafts @
WA Library



Ice Skating @
Liberty Heights



Luminaries
@ WA
Hospital



Clothing Drive
w/WA Rotary

The Marketing Committee will focus on the following 2022-2026 Goals:

- Increase **volunteer participation** and encourage community support through neighborhood associations and other community organizations.
- Update the web page to keep the **events** 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 DWA-Inc. Facebook and Twitter.
- **Advertising Assistance.** We will offer financial assistance to business owners for their promoting and marketing projects.

In 2022:

- Welcomed the following businesses to our group:
 - WA/WM School District, Transaction Skate Shop, Tiger Lily Permanent Makeup, Express Employment Professionals, and OPE! Brewery
 - Reconnected with Aurora West Allis Medical Center, Granite Hills Hospital, NorthShore Bank, Peoples State Bank, Rogers Behavioral Health, and Upper Iowa University.
- Hosted “Coffee With Friends.” The topic this year was “Getting ready for West Allis A la Carte.” With A la Carte being cancelled for past two years, we felt an introductory course for those new to the area or a refresher course for those that participated in the past was needed. The event was well received and greatly appreciated.
- We received a Destination Marketing Organization (DMO) Grant. With these funds we:
 - Added two kiosks to our brick planters. These kiosks hold information to upcoming events and general information.
 - Started our West Allis Downtown App. Twelve different businesses have signed on to our app. We encouraged visitors to download our App at A la Carte, Fair Food Crawl, Wisconsin State Fair and Classic Car Show. Currently, we have over 150 followers on our App.
 - Contracted with Sinclair Broadcasting to streamline “Friends of” ads on their website streaming services.
 - Contracted with CBS 58 to run ads one-week prior to A la Carte and the Classic Car Show. These commercials showcased food and fun activities in our Downtown.
- Continued a working relationship with the following:
 - 102.9 The Hog & 100.3 The Oldies
 - WI State Fair organization
 - Key Milwaukee
 - Travel Wisconsin
- Continued to help businesses with their Facebook ads, Instagram and Twitter, drawing more attention to the Downtown.
- Promoted Downtown West Allis merchandise via Facebook and Redbubble.



In 2023 we will:

- Look to grow by meeting with other businesses and organizations within the area.
- Continue hosting “Coffee with Friends.” Each quarter will be an opportunity to network with other businesses while discussing a specific topic.
- Continue to grow our app with more businesses and followers.
- Continue to work with the City’s Communications Dept. in developing “Behind the BID” videos showcasing business within the area and throughout the city.
- Continue to offer Advertising Assistance Grant Program to district businesses to offset their advertising costs.

Goal: Aesthetics & Physical Function of Greenfield Avenue: Optimize physical design of street and public spaces to encourage safe and effective circulation of traffic, bikes, pedestrians, and accommodate community space and outdoor dining.

The Design committee will focus on the following 2022-2026 Goals:

- Maintain Brick Flower Planters and Park Benches.
- Maintain Sidewalks through Snow Removal and Cleanup.
- Maintain Sound System/Cameras.
- Provide Signage Assistance to Downtown West Allis Businesses.



In 2022:

- One park bench repaired and repainted.
- Continued to provide shoveling snow and keeping our crosswalks clean after a snowstorm.
- Continued to work with the City of West Allis BINS Dept. on signage code violations.
- Helped fund the following signage: FitHer, The Diamond Collection, Inkwell Tattoo Company, and Perspective Brewing Company
- Ensured the Downtown Sound System was operating and assistance from the City’s IT Dept will not be needed in the future.

In 2023 we will:

- Work with City of West Allis and WEDC on a façade improvement for 7249 W. Greenfield Avenue
- Continue to help fund signage for Downtown businesses.
- Create an “Art Sub-Committee” that will focus on the following:

- Work with area business in implementing artwork on their buildings.
- Research ways to bring art to our fire hydrants, electrical boxes and alleyways.
- Develop a grant program for Downtown Businesses to purchase additional security cameras that focus on the area, not their individual business.



Administrative Committee Objectives

The Administrative Committee will focus on the following 2022-2026 Goals:

- Continue to **employ** a full-time Executive Director and Promotions Coordinator.
- Maintain **partnerships** with the City of West Allis, West Allis Police, Fire, Health, Communications, and Public Works Departments.
- Continue to maintain and improve the **WestAllisDowntown.com website, The Downtowner Newsletter, Twitter, Instagram and Facebook** accounts.
- Work with business and property owners, City of West Allis’ Development Department, and Wisconsin Main Street in creating and implementing a 5-year strategic plan.
- Work with City Engineering on getting the word out on various road construction and detours.

DOWNTOWN
BID
at Work



Summary

- With a proposed total budget of **\$176,400.00** we request a special assessment of **\$107,538.32**.
- Assessment shall be **Five & 586/100 DOLLARS (\$5.586)** PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.
- The Executive Director, Program Assistant and one street cleaner are employees of the Business Improvement District. Our office allows these individuals to carry out the day to day activities supporting the organization. We have a meeting room for our Board and Committee members and their subcommittees giving them 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 November meeting. All members of the Downtown West Allis Business Improvement District are welcome and encouraged via the newsletter and in discussion with the Executive Director and Board Members to attend meetings .
- 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 four 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.

Assessment Method

Financing Method

The proposed expenditures contained in the *2023 Downtown West Allis BID Approved Budget* included in the Operating Plan, will be financed from funds collected from the BID special assessment. It is estimated that **\$107,538.32** 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 *2023 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, as well as real 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 2023 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, 2023 except as otherwise identified. Assessment shall be **Five & 586/100 DOLLARS (\$5.586) 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 monies so collected to the BID Board for distribution in accordance with the BID Operating Plan by February 28, 2023.
- 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.
- 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.

| Downtown West Allis Business Improvement District Managed by: Downtown West Allis, Inc. West Allis, WI 2023 Approved Budget | | | | | |
|--|---------------------|----------------|--|-------------------------|----------------|
| | 2023 Budget | % of Budget | | 2023 Budget | % of Budget |
| PROFESSIONAL SERVICES | | | DESIGN | | |
| Ex. Director Wages | \$ 44,000.00 | 24.94% | Beautification & Safety | | |
| Program Asst. Wages | \$ 38,000.00 | 21.54% | Sound system & brick planters | \$ 6,000.00 | 3.40% |
| Payroll Expenses | \$ 6,300.00 | 3.57% | Security Camera Grant Program | \$ 20,000.00 | 11.34% |
| Administrative Support | \$ 200.00 | 0.11% | Snow Removal | \$ 10,000.00 | 5.67% |
| Professional Incentives | \$ 4,000.00 | 2.27% | Street Cleaning | \$ 5,000.00 | 2.83% |
| Professional Services (Accountant / Audit) | \$ 2,500.00 | 1.42% | | | |
| Education & Travel (Main Street Program) | \$ 1,000.00 | 0.57% | | | |
| TOTAL PROFESSIONAL SERVICES | \$ 96,000.00 | 54.42% | TOTAL DESIGN | \$ 41,000.00 | 23.24% |
| SUPPORTING SERVICES | | | ECONOMIC DEVELOPMENT/ORGANIZATIONAL | | |
| Office Supplies, Postage, Printing, Copier | \$ 2,000.00 | 1.13% | Newsletter & Marketing | \$ 3,600.00 | 2.04% |
| Dues, Subscriptions & Memberships | \$ 500.00 | 0.28% | Recruitment (Crime prevention, luncheon) | \$ 500.00 | 0.28% |
| Telephone, Internet, Hosting & email support | \$ 1,600.00 | 0.91% | TOTAL ECONOMIC DEV./ORGANIZATIONAL | \$ 4,100.00 | 2.32% |
| Rent - BID Office | \$ 5,400.00 | 3.06% | | | |
| Insurance | \$ 3,500.00 | 1.98% | GRANT PROGRAMS | | |
| BOD Misc. Expenses | \$ 300.00 | 0.17% | AAGP (Advertising Assistance Grant) | \$ 2,000.00 | 1.13% |
| | | | Signage Assistance | \$ 20,000.00 | 11.34% |
| TOTAL SUPPORTING SERVICES | \$ 13,300.00 | 7.54% | TOTAL ASSISTANCE PROGRAMS | \$ 22,000.00 | 12.47% |
| | | | | | |
| | | | Total Expenses | \$ 176,400.00 | |
| | | | ASSESSED VALUE FOR 2023 | \$ 19,249,900.00 | |
| | | | PROPOSED SPECIAL ASSESSMENT LEVY | \$ 107,538.32 | 60.96% |
| | | | Additional Income: | | |
| | | | 2020 & 2021 DWABID Budget unspent | \$ 9,861.68 | 5.59% |
| | | | F.I.R.E. (2023) | \$ 20,000.00 | 11.34% |
| | | | CDBG Funds (2023) | \$ 20,000.00 | |
| | | | **DWA, Inc. | \$ 19,000.00 | 10.77% |
| | | | Total Income | \$ 176,400.00 | 100.00% |
| | | | ASSESSMENT PER \$1,000 OF ASSESSED | \$ 5.586 | |

DWA Executive Board Approved 7/27/2022
DWABID Board Approved 7/27/2022

Downtown West Allis Business Improvement District

2023 Time Table for Planned Expenditures

| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|--|--------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Professional Services | \$ 10,058.34 | \$ 7,358.34 | \$ 7,608.33 | \$ 7,358.34 | \$ 7,358.34 | \$ 9,608.34 | \$ 7,358.33 | \$ 7,358.33 | \$ 7,608.32 | \$ 7,358.33 | \$ 7,358.32 | \$ 9,608.34 | \$ 96,000.00 |
| Executive Directors Salary | \$ 3,666.67 | \$ 3,666.67 | \$ 3,666.66 | \$ 3,666.67 | \$ 3,666.67 | \$ 3,666.67 | \$ 3,666.66 | \$ 3,666.67 | \$ 3,666.66 | \$ 3,666.67 | \$ 3,666.66 | \$ 3,666.67 | \$ 44,000.00 |
| Program Assistant's Salary | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.67 | \$ 3,166.66 | \$ 3,166.66 | \$ 3,166.66 | \$ 3,166.66 | \$ 3,166.66 | \$ 38,000.00 |
| Professional Incentives | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,000.00 |
| Administrative Support/Payroll Expenses | \$ 725.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 525.00 | \$ 6,500.00 |
| Professional Services | \$ 2,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,500.00 |
| Education & Travel | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ 250.00 | \$ - | \$ - | \$ - | \$ 1,000.00 |
| Supporting Services | \$ 2,280.00 | \$ 380.00 | \$ 355.00 | \$ 430.00 | \$ 280.00 | \$ 3,155.00 | \$ 1,830.00 | \$ 405.00 | \$ 355.00 | \$ 430.00 | \$ 280.00 | \$ 3,120.00 | \$ 13,300.00 |
| Office Supplies, postage, printing & copier | \$ 150.00 | \$ 150.00 | \$ 150.00 | \$ 200.00 | \$ 150.00 | \$ 150.00 | \$ 200.00 | \$ 150.00 | \$ 150.00 | \$ 200.00 | \$ 150.00 | \$ 200.00 | \$ 2,000.00 |
| Dues, Subscriptions & Membership | \$ - | \$ 100.00 | \$ - | \$ 100.00 | \$ - | \$ 100.00 | \$ - | \$ 100.00 | \$ - | \$ 100.00 | \$ - | \$ - | \$ 500.00 |
| Telephone, Internet, hosting & email support | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 155.00 | \$ 130.00 | \$ 130.00 | \$ 130.00 | \$ 145.00 | \$ 1,600.00 |
| Rent | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,700.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 2,700.00 | \$ 5,400.00 |
| Insurance | \$ 2,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 3,500.00 |
| BOD Misc. Expense | \$ - | \$ - | \$ 75.00 | \$ - | \$ - | \$ 75.00 | \$ - | \$ - | \$ 75.00 | \$ - | \$ - | \$ 75.00 | \$ 300.00 |
| Design Committee | \$ 4,910.00 | \$ 4,910.00 | \$ 2,910.00 | \$ 2,910.00 | \$ 2,925.00 | \$ 1,925.00 | \$ 2,925.00 | \$ 1,925.00 | \$ 2,925.00 | \$ 3,915.00 | \$ 4,910.00 | \$ 3,910.00 | \$ 41,000.00 |
| Security Camera Grant (if available) | \$ 2,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ 20,000.00 |
| Sound System, brick planters, maintenance | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 500.00 | \$ 6,000.00 |
| Snow Removal | \$ 2,000.00 | \$ 2,000.00 | \$ 1,000.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 1,000.00 | \$ 2,000.00 | \$ 2,000.00 | \$ 10,000.00 |
| Street Cleaning | \$ 410.00 | \$ 410.00 | \$ 410.00 | \$ 410.00 | \$ 425.00 | \$ 425.00 | \$ 425.00 | \$ 425.00 | \$ 425.00 | \$ 415.00 | \$ 410.00 | \$ 410.00 | \$ 5,000.00 |
| ED and Organizational Committee | \$ 300.00 | \$ 300.00 | \$ 700.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 400.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 4,100.00 |
| Newsletter & Marketing | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 300.00 | \$ 3,600.00 |
| Recruitment Materials | \$ - | \$ - | \$ 400.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 100.00 | \$ - | \$ - | \$ - | \$ 500.00 |
| Assistance Programs | \$ 2,500.00 | \$ 2,700.00 | \$ 100.00 | \$ 2,700.00 | \$ 2,600.00 | \$ 200.00 | \$ 2,700.00 | \$ 2,700.00 | \$ 200.00 | \$ 2,700.00 | \$ 200.00 | \$ 2,600.00 | \$ 22,000.00 |
| Advertising Assistance (AAGP) | \$ 100.00 | \$ 200.00 | \$ 100.00 | \$ 200.00 | \$ 100.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 100.00 | \$ 2,000.00 |
| Signage Assistance (if available) | \$ 2,500.00 | \$ 2,500.00 | \$ - | \$ 2,500.00 | \$ 2,500.00 | \$ - | \$ 2,500.00 | \$ 2,500.00 | \$ - | \$ 2,500.00 | \$ - | \$ 2,500.00 | \$ 20,000.00 |

\$ 20,048.34 \$ 15,648.34 \$ 11,673.33 \$ 13,698.34 \$ 13,463.34 \$ 15,188.34 \$ 15,113.33 \$ 12,688.33 \$ 11,488.32 \$ 14,703.33 \$ 13,048.32 \$ 19,538.34 \$ 176,400.00

Kind, Number and Location of Expenditures

In 2023, the Business Improvement District will work on the implementation of the projects presented earlier in this report. All activities/projects will take place within the boundaries of the Downtown West Allis as stated on page 3 of this report.

In addition to the regular activities that provide a clean, safe and vibrant area, the BID must provide support to the businesses. With recent new business additions, there has been a focus on signage and marketing needs. The BID will, once again, offer both signage and marketing grants to our business owners.

Execution of and continued development of forward strategy to:

- Be a collective voice in planning, policy and communications.
- Work with City Administration and Elected Officials to identify and prioritize for incorporation into capital projects.
- Advocate for inclusion in future City capital budgets.
- Foster relationships with elected officials and City Staff to maintain focus on capital improvement plans and encourage open dialogue between all entities.
- Work with City Traffic Engineering Department to develop a plan for vehicle and pedestrian traffic flow.
- Meet with business and property owners on a regular basis to assess impact, provide information, and seek feedback or input.
- Create and distribute regular and timely communication with information about the district and local businesses.

Our Board of Directors is comprised of 12 members representing the following interests:

- 5 DWABID Business Owners/Occupants
- 4 West Allis Business Employees/Employers
- 2 Persons-At-Large (West Allis resident)
- 1 City of West Allis Representative (Ex-Officio)



In addition, it is recommended that the DWABID board be structured and operate as follows:

- *Board size* – minimum of five
- *Composition* – At least 60% shall be owners or occupants of property within the district. The board shall elect its Chairperson from among its members.
- *Term* – Appointments to the board shall be for a maximum of a two three-year term.
- *Compensation* – None
- *Meetings* – All meetings of the board shall be governed by the Wisconsin Open Meetings Law and held periodically.
- *Record Keeping* – Files and records of the board’s affairs shall be kept pursuant to public record requirements.
- *Staffing* – The board will staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
- *Relationship* – The DWABID shall be a separate entity from any association or organization, notwithstanding the fact that members, officers and directors of each may be shared. Downtown West Allis, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. Downtown West Allis, Inc. has contracted with the DWABID to provide services to the DWABID, in accordance with this Plan.
- *Responsibilities* - Implement the Operating Plan, annually consider and make changes to the Operating Plan and Submit the Operating Plan to the Common Council for approval.

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.
- 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. *(See page 8, Summary - 2nd bullet point)*
 - 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.

Legal Option

I hereby certify that the 2023 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.

| | | |
|-----------------------|---|---------------|
| Kail Decker |  | 9/2/22 |
| _____ Please Print | _____ Signature | _____ Date |

Kail Decker
City Attorney
City of West Allis