

# DOWNTOWN WEST ALLIS, INC.

## Business Improvement District

7231 W. Greenfield Ave • Suite 201 • West Allis, Wisconsin 53214

(414) 774-2676 • FAX (414) 774-7728

www.downtownwestallis.com

September 4, 2012

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

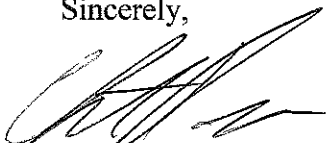
To the Honorable Mayor Devine and the Common Council:

Enclosed is a copy of the Downtown West Allis Business Improvement District's (DWA-BID) annual report for the past 12 months, 2013 Operating Plan, 2013 approved budget and listing of our Board of Directors.

Our organization will persevere to work on marketing Downtown West Allis 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.

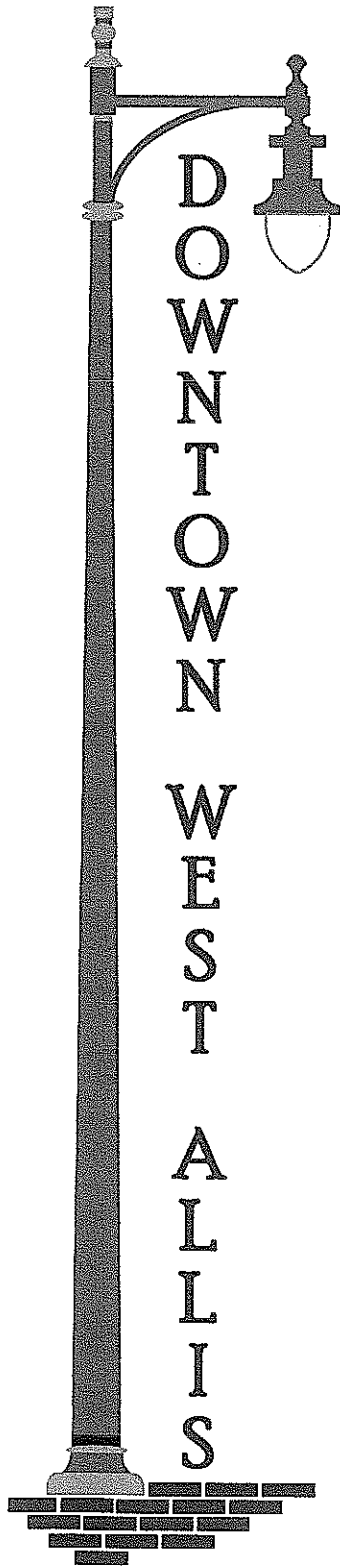


Dianne M. Eineichner  
Executive Director

***A Main Street Community***

***A 501(c) Non-Profit Corporation***

***Building a Positive image that encourages customer growth and welcomes community involvement***



# 2012 Annual Report

## 2013 Operating Plan 2013 Budget

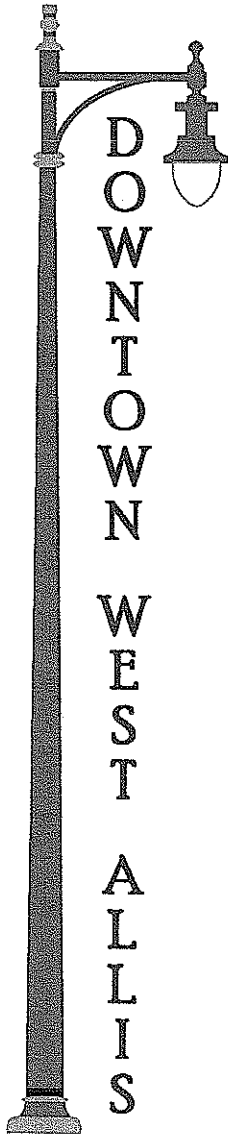
**Downtown West Allis  
Business Improvement District  
Managed by: Downtown West Allis, Inc.**

*A Main Street Community*

**Mission: "To Build a Positive Image that Encourages  
Customer Growth and Community Involvement"**

DOWNTOWN WEST ALLIS  
BUSINESS IMPROVEMENT DISTRICT (DWA-BID)

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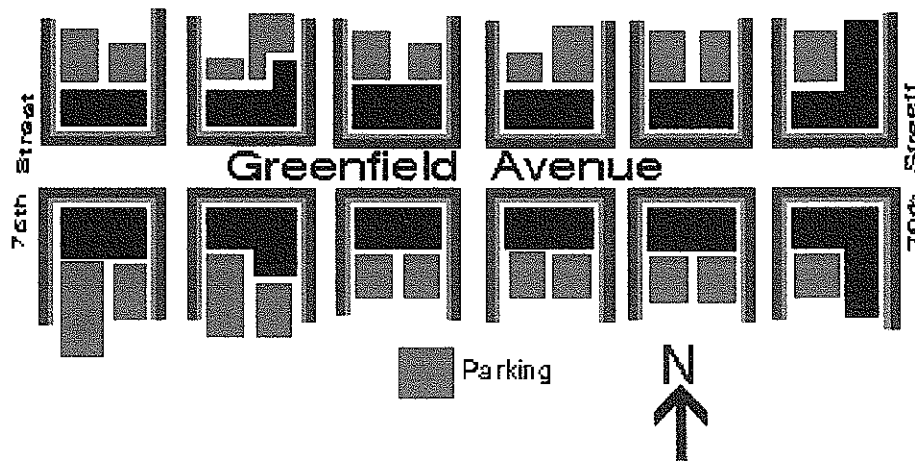
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# Downtown West Allis Business Improvement District Boundaries

The geographic boundaries of the Downtown West Allis Business Improvement District (*DWA-BID*) 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 *DWA-BID* is home to approximately 100 small and diverse retail/service businesses.

## Downtown West Allis Business Improvement District



## Introduction

The mission statement of the *DWA-BID* is to: “*Build a Positive Image that Encourages Customer Growth and Community Involvement.* Since 1989, the *DWA-BID* has had a positive impact regarding the economic viability of our Downtown. The *DWA-BID* 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 *DWA-BID* welcome these changes as opportunities to continue economic development in our central city. Through the *DWA-BID* property owners’ assessments, improvements and activities are made possible to enhance and develop the downtown area.

**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.

# **Downtown West Allis Business Improvement District/ Downtown West Allis, Inc. 2012 Annual Report**

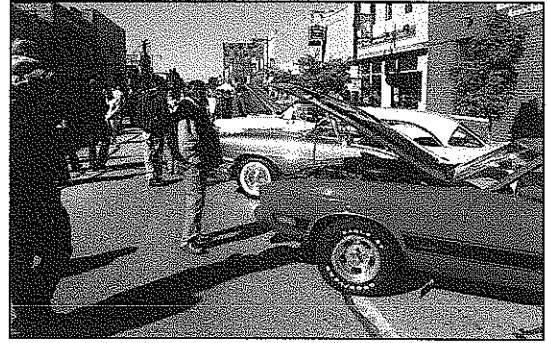
This year's annual report will include brief summaries of accomplishments and activities the Downtown West Allis Business Improvement District has been involved in and has sponsored during the last 12 months.

## 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 6 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 *DWA-BID* 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 DWA-BID 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 21, 2012:** 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 addition of our Third Thursday Art Crawl and different marketing options were also addressed.

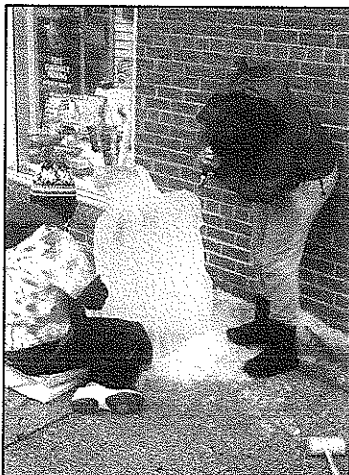
## Promotions Committee

- **21<sup>st</sup> Annual Classic Car Show, Sunday, October 2, 2011:** Our 21<sup>st</sup> Annual Downtown West Allis Classic Car Show had approximately 425 registered Classic Cars with 4,500 visitors to our area. Greenfield Avenue was, once again, closed to traffic, enabling our organization to focus on safety issues for our car owners and visitors. This also allowed for the inclusion of more vendors (*DWA-BID* businesses and Community groups), and most importantly, created an environment conducive to showcasing our businesses. This fall tradition has continually grown over the years. Our Car Show committee continues to work with area businesses, local organizations and the West Allis Police Department and City of West Allis Public Works in keeping this a clean, safe, family-friendly event.



- **Halloween Meet & Treat, October 29, 2011:** Our 8<sup>th</sup> year of hosting this event had approximately 600 children and their families joining us in Downtown West Allis to display their costumes and receive treats from area merchants. We collected over 9 boxes of non-perishable food items for a local food pantry.

- **Christmas on the Avenue Saturday, December 3, 2011:** Our committee starts promoting this event shortly after school starts in September. Each student in the WAWM School District is given the opportunity to compete in our Downtown West Allis Coloring Contest. One winner from K4-1<sup>st</sup> grade, 2<sup>nd</sup>-3<sup>rd</sup> grade and 4<sup>th</sup>-5<sup>th</sup> grade categories were awarded the opportunity to ride on a float in the West Allis Christmas Parade. We received over 200 entry forms



and had a difficult time picking just three winners. After being absent for a few years, our committee decided to bring back the "Ice Sculpting Competition." Working with a WAWM art teacher she was able to get us ten (10) groups of high school students to compete. Two other blocks were made available to give our visitors the chance to test their talents on ice carving. "Breakfast with Santa", "Lunch with Santa" and "A Visit with Santa" gave children and their parents and opportunity to talk with Santa in a comfortable atmosphere. Free popcorn, crafts and live entertainment took place in the West Allis Council Chamber. Free hay rides, provided by



the West Allis Community Christmas Parade committee completed the day before the tree lighting, community sing and West Allis Christmas parade.

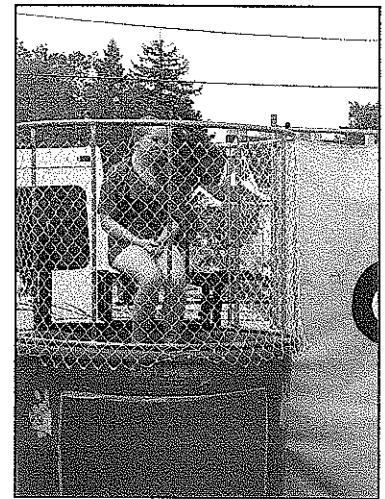
- **BID Merchant Appreciation Picnic, Wednesday, May 23, 2012.** Beautiful weather made our Annual BID Merchant Appreciation Picnic picture perfect. Over 100 invited business owners, their employees and volunteers took advantage of a great lunch and a chance to meet with other downtowners.

- **5th Annual West Allis Ala Carte, Sunday, June 3, 2012:** This event, with the help of the City of West Allis and all their various departments continues to grow and improve each year. Our organization thanks West Allis Public Works, Police, Fire, Health and IT departments for the extra effort they put in



making this event a success. Without their help, this event would not happen. With over 6,000 visitors, the area was safe, clean and very organized. Over 115 different vendors were on hand to promote their organization or

business. An assortment of music was provided at our Main Stage, Beer Tent, Variety Stage and Centennial Plaza. Once again, our Senior Area hosted bingo. Visitors, 18 and older, were able to enjoy a game or more, free of charge. Working with the City of West Allis, CAAD and various Senior Facilities in the area, we were able to host an event for residents in West Allis and surrounding communities. The addition of the dunk tank, this year, offered entertainment to our teens and adults. West Allis Ala Carte has something for every age group and has proven to be an event that West Allis can be proud of.

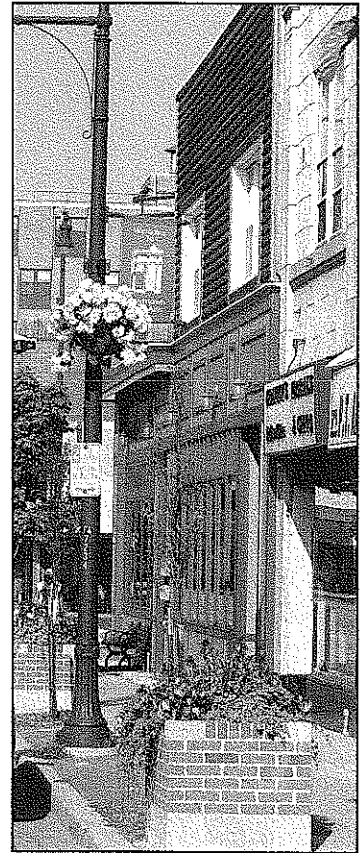


- **Third Thursday Art Crawls** occurred May through September. With the permission of the West Allis Common Council, this event was declared a "community event." West Allis Police Reserves as well as one or two officers from the West Allis Police Department were on hand each of these nights to ensure the safety of our visitors. We are proud to say we received positive feedback from our visitors. Surveys conducted during each of these nights showed that individuals residing in the New Berlin, Wauwatosa, West Bend and St. Francis area came to our Downtown to enjoy the artwork and experience the businesses and restaurants we have to offer. We hope to continue this event in 2013 with adding additional artists and businesses to the crawl.



## Design/Beautification Committee

- **A Clean/Attractive Streetscape** is a good indicator as to the overall health of a Downtown. We have employed two individuals to pick up trash and weed the tree beds and sidewalks.
- **Hanging Flower Baskets** were given a fresh new look. Granny's Floral and Gifts was contracted to make these improvements.
- **Five Additional Brick Flower Planters** have been added to the 7200 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 2012, the Design Committee had double-shredded mulch added to the tree beds. Over the years, the mulch around the tree beds have either decomposed, blows or gets swept away. 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.



- **Striping the Municipal Parking Lots** has made a major improvement to look and upkeep of this area. Many business owners and residents in the area complained the lack of striping of our parking lots. Our committee hired a contractor to not only stripe but to add handicap and crosswalk indicators to our municipal parking lots.
- Through **Signage Assistance**, our organization continues to assist business owners with improving their establishments. Kim's Costume Shop, Blenkinsop and Granny's Florals & Gifts signage were improved upon this year.
- We continue to work with the City of West Allis' IT Department to improve on the **Sound/WIFI System** that was installed last year. With the help of the West Allis IT Department, our visitors have access to WIFI along Greenfield Avenue. The sound system helps on the Avenue to create a friendly, inviting atmosphere for our customers and visitors. The updated sound system will also provide the necessary communication tools needed at our events. Free WIFI will enable our businesses to offer internet access to their customers as well.



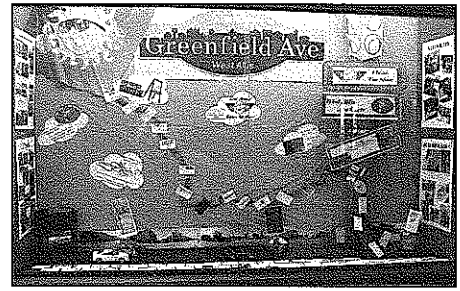
## Economic Development Committee

- Presently our **Store Front Vacancies are at 18%**. In the past months we have and will continue to promote a suitable business mix for our Downtown. Since mid- 2011 we have welcomed:
  - a. **T-Mobile**
  - b. **Latin Graphics**
  - c. **She Said Yes!**
- Our organization continues to encourage businesses to relocate into Downtown West Allis with **Relocation Assistance**. She Said Yes! was awarded Relocation Assistance in 2012.

## Organizational (Marketing) Committee

- **Downtown West Allis Flyer Insert**
  - In Fall/Winter of 2011, our flyer was inserted in the Milwaukee Journal Sentinel for the 53227 zip code.
  - Spring of 2012, we reached out to those residents in the 53226 and 53208 zip codes.
- This insert give our businesses an inexpensive way to attract residents within West Allis and the surrounding area to our unique businesses as well as our events.
- [www.DowntownWestAllis.org](http://www.DowntownWestAllis.org) The *DWA-BID* office staff has been working to improve the look and accessibility of our website. We are developing a new website with pictures and videos making it more user friendly.
- **“The Downtowner,”** the Downtown West Allis BID newsletter is distributed to all members of the *DWA-BID*. This includes building owners, business merchants and committee volunteers. Our quarterly newsletter highlights upcoming events and meetings, changes to the area and new businesses moving into Downtown West Allis.
- **Marketing brochures**, listing all Downtown West Allis business’ names, addresses, phone numbers and website addresses were distributed at all of our promotional events as well as City functions. These brochures can also be found at City Hall and several of the businesses on Greenfield Avenue.
- **Volunteer Recruitment** program was developed and implemented in the spring of 2012. We reached out to the community looking for individuals to deliver newsletters, posters, etc and help maintain and water our brick planters. Through this program, we are currently working with the Fair Park Community Church and 4 other individuals who have really made a difference to our avenue. These volunteers kept our flowers blooming through the dry summer and even delivered our newsletters in extremely hot weather. They are 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 264 loyal fans with updates as to what is happening in Downtown West Allis.

- **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**. As a vendor, we reached out to 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.*

# **Downtown West Allis Business Improvement District/ Downtown West Allis, Inc. 2013 Operating Plan**

On August 23, 2012, the Downtown West Allis Business Improvement District celebrated its 23<sup>rd</sup> year of operation. Our Main Street Program will be in its 10<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 Downtown West Allis as a City Center working towards being a great Wisconsin Main Street Community.

Our Board of Directors has established allocations for the 2013 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.

## *Administrative Committee Objectives*

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

The Administrative Committee will focus on the following 2013 goals:

- To continue to **employ** a full-time Executive Director and part-time Program Assistant.
- Increase **volunteer participation** and encourage community support.
- Maintain **partnerships** with the City of West Allis, WA/WM Chamber of Commerce and the West Allis Crime Prevention.
  - Our goal is to work with our partners to develop a long term plan in the development of our Downtown and its community.
- Develop and strengthen the use of our **strategic short and long range plans** for the *DWA-BID*.
- Continue to maintain and improve the **DowntownWestAllis.org website**.
- Participate in the **City of West Allis'** long range planning issues.

### Promotion Committee Objectives

The *DWA-BID* Promotions Committee will continue to coordinate fun, family events to attract visitors to rediscover Downtown West Allis.

The Promotions Committee will focus on the following 2013 goals:

- Maintain our **traditional family events**: West Allis Ala Carte, Classic Car Show, Halloween Meet & Treat and Christmas on the Avenue.
- Explore ways to increase our **nighttime traffic** with the Third Thursday Art Crawls.
- Continue to coordinate events/activities with special emphasis on **community involvement**.
- 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.

### Marketing Committee Objectives

The *DWA-BID* Marketing Committee will focus on the following 2013 goals:

- Reach out to the community, through **Volunteer Recruitment program**.
- 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 Crime Prevention meetings.
- Maintain and distribute our business **brochure to all business and property owners on a quarterly basis**.
- Update the web page to keep the **calendar of events** most current. We will be working with a Wisconsin Main Street consultant on branding our area and what steps are needed to succeed in spreading the word about Downtown West Allis.
- Continue to **reach out to the community** through press releases in the West Allis NOW, DWA-Inc. Facebook and Twitter.
- Develop a '**Community Guide**' for West Allis residents and its visitors. This guide will list all the dining, shopping and entertainment opportunities within West Allis. We hope to produce enough of these guides so that they can be found in our future hotel and other businesses in West Allis.

### Design Committee Objectives

The *DWA-BID* Design Committee will continue efforts to improve the pedestrian friendly environment for our businesses and visitors.

The Design committee will focus on the following 2013 goals:

- **Brick Flower Planters**. We will continue working with MATC in placing six more brick planters on the 7300 Block of Greenfield Avenue. This is a worthwhile project for both the *DWA-BID* and MATC, because the students have a project that they can be proud of and we are creating a more inviting atmosphere for our shoppers.
- **Street Level Planters** will be maintained by our committee. New mulch will be added and weeds will be pulled.
- Adding additional **trash receptacles** along Greenfield Avenue to help decrease the amount of litter helping to maintain as a clean place to work, live and socialize.
- **Snow Removal**. We will continue to assist with the remove of snow on our sidewalks and corners. This will add to the safety and pedestrian-friendly atmosphere.

- **Signage Assistance.** We will continue to work with the City of West Allis to market effective signage assistance and sandwich board signs.
- **Alley Improvements.** We will continue to take an active role in planning and discussing different options on the continued alleyway improvements. We understand that there are plans to have the remaining alleyways improved and hope that the City of West Allis will have all of our alleyways repaired and in good condition by the end of 2013.
- **Street Cleaning.** To maintain clean streets and sidewalks, our goal is to continue employing two (part-time) individuals during the months of June through September. They will be responsible for picking up trash, pulling weeds in the flower beds, sidewalk cracks and the side of the buildings.
- **Excessive Signage.** We will continue to encourage businesses to comply with the City of West Allis signage code. Our goal is to maintain a fresh, inviting look to those who walk and drive down Greenfield Avenue.
- **Sound System/WIFI/Cameras.** We will continue to work with the City of West Allis in working in making our WIFI stronger. In 2013, we hope to add cameras to our intersections along Greenfield Avenue. We hope these cameras will keep the area safe and be used as a tool to prevent or help in solving crimes.

*Economic Development /Marketing Committee Objectives*

The *DWA-BID* will use funds to create recruitment tools to attract new businesses, relocate existing businesses in the district, or expand existing businesses within the *DWA-BID*.

The Economic Development Committee will focus on the following 2013 goals:

- Work with Downtown West Allis property owners in **recruiting businesses** to fill vacancies.
- 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.

<b>2012 Board of Directors</b>	
<b>Name-Title-Work Address</b>	
Chet Parker – DWA-BID President The Wedding Centre 7140 W. Greenfield Avenue, 53214	Doug Persich – DWA, Inc. President West Allis Dental Care 7130 W. Greenfield Avenue, 53214
Alex Geiger – DWA-BID Vice President Model Empire 7116 W. Greenfield Avenue, 53214	Tom Miller – DWA, Inc. Vice President Steakhouse 100 7244 W. Greenfield Avenue, 53214
Don Falk – Secretary DWA-BID & DWA, Inc. B & K Bar Supplies 7100 W. Greenfield Avenue, 53214	Timothy Klare – Treasurer DWA-BID & DWA, Inc. M & I Bank 7000 W. Greenfield Avenue, 53214
Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue, 53214	Jackie Ellington DC Ellington Company 7412 W. Greenfield Avenue, 53214
Stephanie Halfmann Blue – On Greenfield 7223 W. Greenfield Avenue, 53214	Jim Mejchar Citizen 3200 S. 116 <sup>th</sup> Street, 53227
Patrick Schloss – Ex Officio Planner 1, Dept of Development City of West Allis 7525 W. Greenfield Avenue, 53214	

**Downtown West Allis Business Improvement District  
2013 APPROVED BUDGET**

Note: Expenditure Location for all Budgeted Expenses: Entire District

	Proposed	% of Budget		Proposed	% of Budget
<b>PROFESSIONAL SERVICES</b>			<b>OFFICE EXPENSES</b>		
Executive Director's Salary	\$ 33,500.00	43.59%	Telephone and Internet	\$ 2,500.00	3.25%
Program Assistant's Salary	\$ 6,500.00	8.46%	Web Hosting & Comp. Maintenance	\$ 800.00	0.78%
FICA, Unemployed & WC	\$ 4,100.00	5.34%	Rent - BID Office	\$ 5,400.00	7.03%
Professional Services (Accountant)	\$ 3,000.00	3.90%	Supplies and Printing	\$ 2,000.00	2.60%
Administrative Support (Misc. Personal Expenses)	\$ 100.00	0.13%	Copier	\$ 200.00	0.26%
Dues, Subscriptions & Memberships	\$ 1,000.00	1.30%	Newsletter	\$ 500.00	0.65%
Education and Travel	\$ 1,000.00	1.30%	Postage and Delivery	\$ 500.00	0.65%
			Insurance	\$ 2,000.00	2.60%
			Misc. Office Expenses	\$ 500.00	0.65%
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$ 49,200.00</b>	<b>64.02%</b>	<b>TOTAL OFFICE EXPENSES</b>	<b>\$ 14,200.00</b>	<b>18.48%</b>
<b>PROMOTIONS COMMITTEE</b>			<b>Executive Board</b>		
General Expenses	\$ 1,000.00	1.30%	Board Recruitment/Development	\$ 200.00	0.26%
Advertising Expense	\$ 2,500.00	3.25%			
Classic Car Show	\$ 500.00	0.65%			
Holiday Promotions	\$ 500.00	0.65%			
West Allis Ala Carte	\$ 500.00	0.65%			
Halloween Meet & Treat	\$ 500.00	0.65%			
Third Thursday Art Crawl	\$ 1,500.00	1.95%			
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$ 7,000.00</b>	<b>9.11%</b>	<b>TOTAL EXECUTIVE BOARD EXPENSES</b>	<b>\$ 200.00</b>	<b>0.26%</b>
<b>DESIGN COMMITTEE</b>			<b>Total Expenses</b>		
Maintenance Materials	\$ 250.00	0.33%		\$ 76,850.00	
Street Cleaning	\$ 5,000.00	6.51%		\$ 76,850.00	
Graffiti Removal	\$ 500.00	0.65%			
<b>TOTAL DESIGN EXPENSES</b>	<b>\$ 5,750.00</b>	<b>7.48%</b>	<b>ASSESSED VALUE FOR 2012</b>	<b>\$ 20,991,100.00</b>	
<b>ECONOMIC DEVELOPMENT COMMITTEE</b>			<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>		
Recruitment Materials	\$ 500.00	0.65%		\$ 76,850.00	100.00%
<b>TOTAL ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$ 500.00</b>	<b>0.65%</b>	<b>Total Income</b>	<b>\$ 76,850.00</b>	
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$ 3.66</b>	

*Budget Approved at June 27, 2012 Downtown West Allis Business Improvement District Board of Directors' Meeting*

## **Downtown West Allis Business Improvement District Operating Plan - Summary**

- With a proposed total budget of \$76,850 we request a special assessment of \$76,850.
- Assessment shall be Three & 66/100 DOLLARS (\$3.66) 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**

**2013 Time Table for Planned Expenditures**

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<b>Professional Services</b>	\$ 6,650.00	\$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	\$ 2,800.00	\$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	\$ 600.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 700.00	\$ 8,500.00
FICA, Unemploy & Work Comp.	\$ 350.00	\$ 300.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 300.00	\$ 350.00	\$ 4,100.00
Professional Services (Audit)	\$ 2,000.00								\$ 600.00		\$ 600.00		\$ 3,000.00
Administrative Support		\$ 25.00			\$ 25.00			\$ 25.00			\$ 25.00		\$ 100.00
Dues Subscriptions & Memberships		\$ 200.00		\$ 200.00		\$ 200.00			\$ 200.00		\$ 200.00		\$ 1,000.00
Education & Travel			\$ 350.00				\$ 350.00			\$ 300.00			\$ 1,000.00
<b>Office Expenses</b>	\$ 2,960.00	\$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	\$ 2,600.00
Web hosting & Comp. Maintenance	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 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		\$ 50.00		\$ 50.00	\$ 200.00
Newsletter			\$ 125.00			\$ 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		\$ 2,000.00
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>Promotions Committee</b>	\$ 100.00	\$ -	\$ 500.00	\$ -	\$ 700.00	\$ 1,200.00	\$ 300.00	\$ 300.00	\$ 1,200.00	\$1,400.00	\$ 400.00	\$ 900.00	\$ 7,000.00
General Expenses	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ 1,000.00
Advertising Expenses	\$ 100.00	\$ -	\$ -	\$ -	\$ 400.00	\$ 400.00	\$ -	\$ -	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 2,500.00
West Allis 'Ala Carte'	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Third Thursday Art Crawl	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00	\$ -	\$ -	\$ -	\$ 1,500.00
Classic Car Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00
Halloween Meet & Treat	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ 500.00
Christmas On The Avenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
<b>Design Committee</b>	\$ 416.67	\$ 416.67	\$ 466.67	\$ 416.67	\$ 416.67	\$ 1,086.67	\$ 416.67	\$ 416.67	\$ 466.67	\$ 416.67	\$ 416.67	\$ 416.67	\$ 5,750.00
Maintenance Materials	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 150.00	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ -	\$ 250.00
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
Graffiti Removal	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
<b>Economic Development Committee</b>	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 500.00
Recruitment Materials	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 500.00
<b>Executive Board</b>	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00
Board Recruitment/Development	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00
	\$ 9,116.67	\$5,251.67	\$6,401.67	\$5,091.67	\$5,826.67	\$ 7,451.67	\$5,676.67	\$5,851.67	\$ 7,151.67	\$6,601.67	\$6,126.67	\$6,301.67	\$ 76,850.00

## Downtown West Allis Business Improvement District Assessment Method

### Financing Method

The proposed expenditures contained in the 2013 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 \$76,850 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 2013 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 2013 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, 2013 except as otherwise identified. Assessment shall be

Three & 66/100 DOLLARS (\$3.66) 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.
- 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.

### **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.

**Legal Option**

I hereby certify that the 2013 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.



9-14-12

Scott Post  
Attorney 1016450  
City of West Allis

Date