



**MAYOR'S OFFICE**

Dan Devine  
Mayor

414/302-8290  
414/302-8207 (Fax)

City Hall  
7525 West Greenfield Avenue  
West Allis, Wisconsin 53214

ddevine@westalliswi.gov  
www.westalliswi.gov

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Dear Members of the Common Council:

I write to you today to announce that a team comprised of West Allis Departments and key staff has completed the "*West Allis Business First – A Guide to Starting Your Business in the City of West Allis.*" The City has a goal to evolve and foster a business friendly environment while welcoming new businesses. As part of this goal, I directed the team to help create a guide or a resource that provides a checklist for business owners and entrepreneurs to navigate the City's approval process.

As Mayor, "West Allis Business First" is a theme or brand of our City to promote economic development and to capture what is the hallmark of the business community and its vibrancy. We understand the energy and financial commitment that is required to run a business. The Business First guide takes many steps to expedite the approval process on the way to celebrating a grand opening or expansion. The guide highlights six steps -starting with a simple business summary so the City can best understand the business, and finishes with an approval checklist. In addition, the guide provides helpful links and other key resources to help meet business needs.

Overall, the guide should be a valuable document to our partner organizations such as the West Allis/West Milwaukee Chamber of Commerce and Downtown West Allis Business Improvement District. We will continue to review the approval process as well as the guide to ensure a smooth and efficient approval process for businesses.

If you should have any questions or comments, feel free to contact my office.

Sincerely,

A handwritten signature in cursive script that reads "Dan Devine".

Dan Devine,  
Mayor

DD:bjb