

# DOWNTOWN West Allis BID

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August 28, 2020

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 (DWABID) annual report for the past 12 months, 2021 Operating Plan, 2021 approved budget and listing of our Board of Directors.

As you can see, on our *2021 DWABID approved budget*, our Board of Directors have opted to lower the required assessment rate per \$1,000 of the assessed property value from last year. We would greatly appreciate it if you could include this update in the letter you mail out to property owners with their assessments. We believe during these unsure times we should make every effort to help our small businesses and property owners.

Our organization will continue to work on marketing West Allis Downtown 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. Also, we will continue to offer free admission and free parking to all our 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.

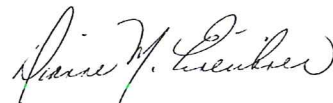
Sincerely,



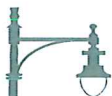
Alex Geiger  
President, DWA-BID



Douglas J. Persich  
President, DWA, Inc.



Dianne M. Eineichner  
Executive Director



# DOWNTOWN *West Allis* BID

## *2020 Annual Report 2021 Operating Plan*

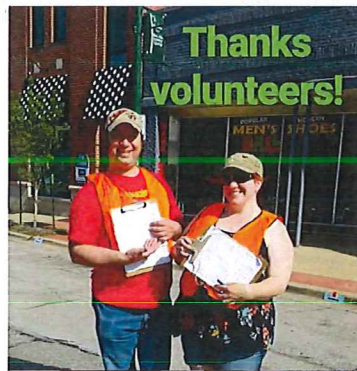
**MANAGED BY: DOWNTOWN WEST ALLIS, INC.**

**A COLLABORATIVE EFFORT  
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.

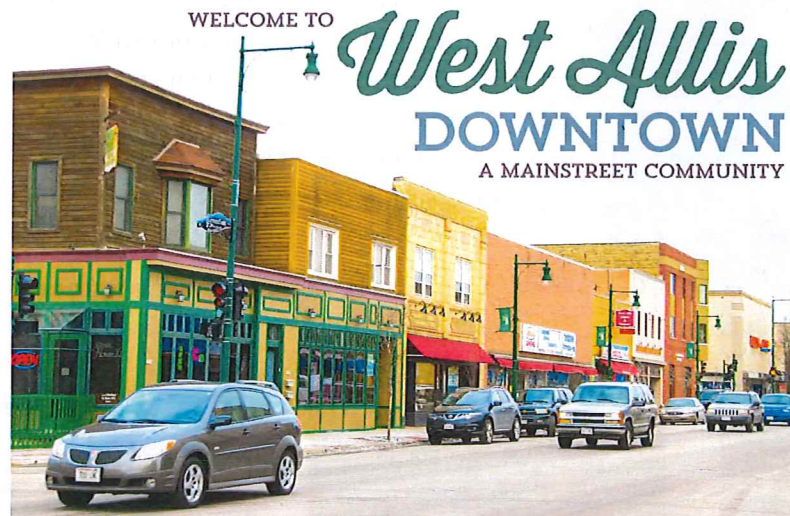
**A Main Street Community since 2001**



# DOWNTOWN *West Allis* BID

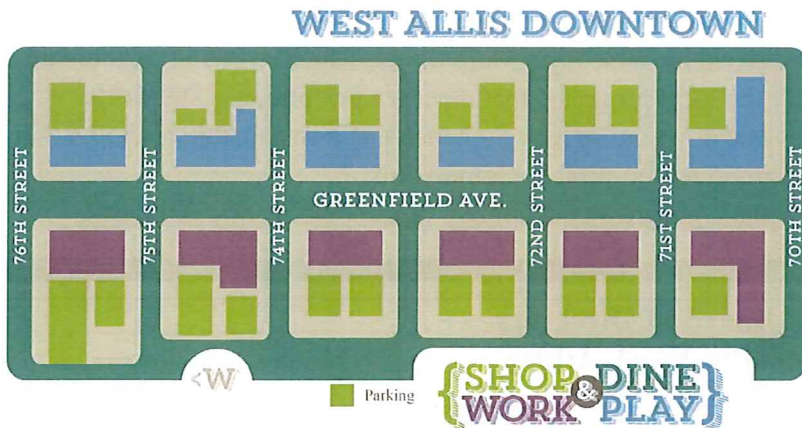
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# Downtown West Allis Business Improvement District Boundaries

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 *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:** Our mission is “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.

We envision a Downtown West Allis that enhances the quality of life for residents and visitors alike by offering safe, inviting and pedestrian friendly streets.

We envision a Downtown West Allis that 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 affiliated 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.

<b><u>2020 Board of Directors</u></b>	
<b>Name-Title-Work Address</b>	
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)	Matt Maurice Reis Property Management (662 S. 94th Street)
Jeff Gebhardt Old National Bank (7401 W. Greenfield Avenue)	Kurt Potochich Citizen (1964 S. 73rd Street)
Jim Mejchar Citizen (3200 S. 116 <sup>th</sup> Street)	Patrick Schloss – Ex Officio City of West Allis (7525 W. Greenfield Avenue)



**Goal: Grow Economic Mix and Vitality**

**Objective:** Expand business mix to include a greater variety of businesses, add destination businesses and entertainment attractions to encourage longer customer visits.

- 2020:
  - Attracted All Good’s and Majestic Tattoo to the Downtown:
  - Helped with the expansion of Avant Garde and E5 Sports
  - Continue to offer our business owners an opportunity to discuss issues and concerns with West Allis Police and Fire Departments.
  - Worked with Renee Linder, Milwaukee Outreach Specialist for WWBIC, on KIVA Loans for our businesses.
- 2021:
  - Continue to work with property owners in getting rentable spaces filled and work with potential business owners in processing the steps to open a business in West Allis.
  - Develop and host more networking opportunities for businesses to learn from each other.



**Goal: Improve and Define Downtown/West Allis Image**

**Objective:** 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.

**Hosted activities within our boundaries that will provide a destination gathering place from inside and outside the community.**

- 2020:
  - The following events took place in from October 2019 thru September 2020:



29th Annual Classic Car Show



Halloween Hunt



Shop Small Saturday



Christmas On The Avenue



West Allis Winter Week



Fair Food Crawl

- 2021:
  - Focusing on small effective activities in our Downtown such as Historic Walking, Food and Hobby Tours

**Expand outreach to residents, schools, community partners.**

- 2020:
  - Formed a working relationship with West Allis Rotary, Friends of Liberty Heights, West Allis Library and Fairview Neighborhood Association in presenting “West Allis Winter Week.”
  - Continue a close relationship with epikos and Crosspoint churches.



- 2021:
  - Will continue to grow our “Winter Week” by working with other neighborhood associations and the West Allis Historical Society.
  - Will reach out to area realtors to get their input on what kind of image the City of West Allis presents.
  - Develop “Welcome to West Allis” bags to be distributed

Grow 'Friends of' program to engage businesses outside the BID boundaries and raise additional funds.

- 2020:
  - Welcomed the following businesses to our group:
    - Rogers Memorial Hospital
    - Geico Insurance Group
    - Northshore Bank
    - WaterStone Bank
    - Peoples State Bank
  - With these new connections we are better informed of what businesses need and expect from our Downtown.
- 2021:
  - Looking to grow by meeting with the following:
    - Keller Williams Realty
    - Tri-City Bank
    - Wauwatosa West Allis Chambers of Commerce
  - Develop an "Ambassador Program" to create a more organized approach to meet with other businesses and organizations.
  - Host "Coffee with Friends." Each quarter will be an opportunity to network with other businesses while discussing a specific topic.

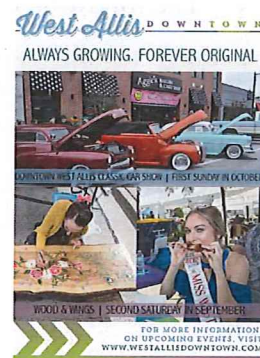


Create a multi-media campaign to highlight businesses and volunteers individually and how they enhance the West Allis Downtown image.

- 2020:
  - In cooperation with the Communications Dept. for the City of West Allis, we hosted videos showing how individual West Allis businesses coped with the COVID-19 pandemic. Prior to those, videos encouraging shopping small and volunteering were created.
- 2021:
  - We will focus our videos on general information regarding City policies, clusters of businesses and other topics.

Expand joint marketing activities among district businesses.

- 2020:
  - Continued a working relationship with the following:
    - 102.9 The Hog
    - 100.3 The Oldies
    - WMSE 91.7
    - WI State Fair organization
    - Key Milwaukee
    - Travel Wisconsin
- 2021:
  - Will reach out to other forms of marketing such as Our Wisconsin magazine.
  - Market within the State of Wisconsin



Have 100% buy-in from district businesses for branding and marketing activities.

- 2020:
  - Continued to help businesses with their Facebook ads, Instagram and Twitter, drawing more attention to the Downtown.
  - Promoted Downtown West Allis merchandise via Facebook.
- 2021:
  - Continue to offer Advertising Assistance Grant Program to district businesses to offset their advertising costs.



**Goal: Aesthetics & Physical Function of Greenfield Ave.**

**Objectives:**

1. 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.
2. Improve physical appearance of buildings through façade restorations and storefront design.
3. Add flexible and programmable community space.

**Continue to incentivize façade improvement, consider additional property enhancement incentives.**

- 2020:
  - Working with City of West Allis and WEDC on a façade improvement for the following buildings located at:
    - 7311 W. Greenfield Avenue
    - 7412 W. Greenfield Avenue
    - 7506/08 W. Greenfield Avenue
- 2021:
  - Working with Wisconsin Main Street in coordinating sessions with City Departments in simplifying the business start-up process and property owners revitalizations efforts.



**Public Art**



- 2020:
  - Assisted in the process of implementing and marketing murals on the following buildings:
    - Lamplight Inn
    - 7506/08 W. Greenfield
- 2021:
  - Looking into various ways to bring art to our fire hydrants, electrical boxes and alleyways.

**Implement circulation and public space improvements to maximize traffic flow and space utilization in district.**

- 2020:
  - Continued working with an area business in 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.
- 2021:
  - Consider adding additional pedlets to our district and/or create gathering areas on side streets.

**Downtown West Allis Business Improvement District**

**2021 Time Table for Planned Expenditures**

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
<b>Professional Services</b>	\$ 9,126.66	\$ 6,636.67	\$ 6,876.67	\$ 6,626.67	\$ 6,626.66	\$ 8,886.67	\$ 6,636.67	\$ 6,616.67	\$ 6,866.66	\$ 6,616.67	\$ 6,616.66	\$ 8,866.67	\$ 87,000.00
Executive Directors Salary	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 3,250.00	\$ 39,000.00
Program Assistant's Salare	\$ 2,866.66	\$ 2,866.67	\$ 2,866.67	\$ 2,866.67	\$ 2,866.66	\$ 2,866.67	\$ 2,866.67	\$ 2,866.67	\$ 2,866.66	\$ 2,866.67	\$ 2,866.66	\$ 2,866.67	\$ 34,400.00
Professional Incentives	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,000.00	\$ 4,000.00
Administratip Support/Payroll Expenses	\$ 510.00	\$ 520.00	\$ 510.00	\$ 510.00	\$ 510.00	\$ 520.00	\$ 520.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 500.00	\$ 6,100.00
Professional Services	\$ 2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00
Education & Travel	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ 250.00	\$ 1,000.00
<b>Supporting Services</b>	\$ 2,250.00	\$ 350.00	\$ 325.00	\$ 350.00	\$ 250.00	\$ 2,825.00	\$ 1,450.00	\$ 350.00	\$ 325.00	\$ 350.00	\$ 250.00	\$ 2,725.00	\$ 11,800.00
Office Supplies, postage, printing & copier	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,500.00
Dues, Subscriptions & Membership	\$ -	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ 100.00	\$ -	\$ -	\$ 500.00
Telephone, Internet, hosting & email support	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 125.00	\$ 1,500.00
Rent	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,400.00
Insurance	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,200.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,200.00
BOD Misc. Expense	\$ -	\$ -	\$ 75.00	\$ -	\$ -	\$ 75.00	\$ -	\$ -	\$ 75.00	\$ -	\$ -	\$ 75.00	\$ 300.00
<b>Design Committee</b>	\$ 2,910.00	\$ 2,910.00	\$ 1,910.00	\$ 910.00	\$ 925.00	\$ 925.00	\$ 925.00	\$ 925.00	\$ 925.00	\$ 1,915.00	\$ 2,910.00	\$ 2,910.00	\$ 21,000.00
Cameras, 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
<b>ED and Organizational Committee</b>	\$ 250.00	\$ 250.00	\$ 650.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 350.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,600.00
Newsletter & Marketing	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 250.00	\$ 3,000.00
Recruitment Materials	\$ -	\$ -	\$ 400.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 100.00	\$ -	\$ -	\$ -	\$ 500.00
<b>Assistance Programs</b>	\$ -	\$ 2,700.00	\$ 100.00	\$ 200.00	\$ 2,600.00	\$ 200.00	\$ 200.00	\$ 2,700.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,600.00	\$ 12,000.00
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	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ 2,500.00	\$ -	\$ -	\$ -	\$ 2,500.00	\$ 10,000.00
<b>TOTAL</b>	\$ 14,536.66	\$ 12,846.67	\$ 9,861.67	\$ 8,336.67	\$ 10,651.66	\$ 13,086.67	\$ 9,461.67	\$ 10,841.67	\$ 8,666.66	\$ 9,331.67	\$ 10,226.66	\$ 17,351.67	\$ 135,300.00



### Administrative Committee Objectives

The Administrative Committee will focus on the following 2021 goals:

- To continue to **employ** a full-time Executive Director and Program Assistant.
- 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.



#### **PROMOTION** DOWNTOWN WEST ALLIS INC.

The Promotions Committee will focus on the following 2021 goals:

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



#### **DESIGN** DOWNTOWN WEST ALLIS INC.

The Design committee will focus on the following 2021 goals:

- **Maintain Brick Flower Planters and Park Benches.** We will continue to maintain the brick planters as well as keeping our painted park benches fresh looking.
- **Maintain Sidewalks through Snow Removal and Cleanup.** We will continue to keep our area clean by having the snow removed in the winter and the weeds and trash picked up on a weekly basis.
- **Sound System/Cameras.** We will continue to work with the City of West Allis in updating both the sound system and cameras.
- **Signage Assistance.** We will continue to offer our Signage Assistance Grant Program that will help fund façade signage or removal of old signage.



#### **ECONOMIC RESTRUCTURING** DOWNTOWN WEST ALLIS INC.

The Economic Development Committee will focus on the following 2021 goals:

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



#### **ORGANIZATION** DOWNTOWN WEST ALLIS INC.

The Marketing Committee will focus on the following 2021 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.

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

# Summary

- With a proposed total budget of **\$135,300.00** we request a special assessment of **\$105,300.00**.
- Assessment shall be **Five & 597/100 DOLLARS (\$5.597)** 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 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 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.

Downtown West Allis Business Improvement District Managed by: Downtown West Allis, Inc. West Allis, WI 2021 Approved Budget					
	2021 Budget	% of Budget		2021 Budget	% of Budget
<b>PROFESSIONAL SERVICES</b>			<b>DESIGN</b>		
Ex. Director Wages	\$ 39,000.00	28.82%	<b>Beautification &amp; Safety</b>		
Program Asst. Wages	\$ 34,400.00	25.42%	Cameras, sound system & brick planters	\$ 6,000.00	4.43%
Administrative Support/Payroll Expenses	\$ 6,100.00	4.51%	Snow Removal	\$ 10,000.00	7.39%
Professional Incentives	\$ 4,000.00	2.96%	Street Cleaning	\$ 5,000.00	3.70%
Professional Services (Accountant, Lawyer, Audit)	\$ 2,500.00	1.85%			
Education & Travel (Main Street Program)	\$ 1,000.00	0.74%			
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$ 87,000.00</b>	<b>64.30%</b>	<b>TOTAL DESIGN</b>	<b>\$ 21,000.00</b>	<b>15.52%</b>
<b>SUPPORTING SERVICES</b>			<b>ECONOMIC DEVELOPMENT/ORGANIZATIONAL</b>		
Office Supplies, Postage, Printing, Copier	\$ 1,500.00	1.11%	Newsletter & Marketing	\$ 3,000.00	2.22%
Dues, Subscriptions & Memberships	\$ 500.00	0.37%	Recruitment (Crime prevention, luncheon)	\$ 500.00	0.37%
Telephone, Internet, Hosting & email support	\$ 1,500.00	1.11%	<b>TOTAL ECONOMIC DEV./ORGANIZATIONAL</b>	<b>\$ 3,500.00</b>	<b>2.59%</b>
Rent - BID Office	\$ 4,800.00	3.55%			
Insurance	\$ 3,200.00	2.37%	<b>GRANT PROGRAMS</b>		
BOD Misc. Expenses	\$ 300.00	0.22%	AAGP (Advertising Assistance Grant)	\$ 2,000.00	1.48%
<b>TOTAL SUPPORTING SERVICES</b>	<b>\$ 11,800.00</b>	<b>8.72%</b>	Signage Assistance	\$ 10,000.00	7.39%
DWABID Executive Board Approved: 8/12/2020 DWABID Board of Directors Approved: 8/26/2020			<b>TOTAL ASSISTANCE PROGRAMS</b>	<b>\$ 12,000.00</b>	<b>8.87%</b>
			<b>Total Expenses</b>	<b>\$ 135,300.00</b>	
			<b>ASSESSED VALUE FOR 2021</b>	<b>\$ 18,812,700.00</b>	
			<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>	<b>\$ 105,300.00</b>	<b>77.83%</b>
			<b>Additional Income:</b>		
			City of West Allis	<b>\$ 10,000.00</b>	7.39%
			**DWA, Inc.	<b>\$ 20,000.00</b>	14.78%
			<b>Total Income</b>	<b>\$ 135,300.00</b>	<b>100.00%</b>
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$ 5.597</b>	

## Assessment Method

### Financing Method

The proposed expenditures contained in the *2021 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 **\$105,300.00** 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 *2021 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 2021 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, 2021 except as otherwise identified. Assessment shall be **Five & 597/100 DOLLARS (\$5.597) 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, 2021.
- 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.

## Kind, Number and Location of Expenditures

In 2021, 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 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 district and local businesses.

Our Board of Directors is comprised of 11 members representing the following interests:

- 7 DWABID Business Owners/Occupants
- 2 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 period of three years.
- *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.
  - 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 2021 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

Please Print

[Signature]

Signature

9/14/20

Date

Kail Decker  
City Attorney  
City of West Allis