

DOWNTOWN  
*West Allis* **BID**

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September 24, 2014

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, 2015 Operating Plan, 2015 approved budget and listing of our Board of Directors.

Our organization will persevere 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. 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  
BUILDING A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH  
AND WELCOMES COMMUNITY INVOLVEMENT



# 2014 ANNUAL REPORT 2015 OPERATING PLAN

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

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**Managed by: Downtown West Allis, Inc.**

*A collaborative effort*

### **A MAIN STREET COMMUNITY**

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

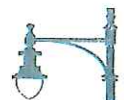
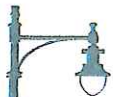
This document forms the business plan of Downtown West Allis Business Improvement District, managed by Downtown West Allis, Inc. It will be used to document operations that show that our downtown is the hub that connects retail and service businesses with events, entertainment and residential opportunities. It is vibrant and progressive – serving visitors and community members who live, work, shop and play here.



# DOWNTOWN *West Allis* BID

## TABLE OF CONTENTS

ITEM	PAGE #
DWABID Boundaries	3
Introduction	3
DWABID Mission and Vision Statement	4
2014 DWA BID/DWA, INC. Annual Report	5
2015 DWABID/DWA, INC. Operating Plan	11
2014 DWABID Board of Directors	13
2015 DWABID Budget	14
DWABID Assessment Method	14
2015 DWABID Time Table for Expenditures	15

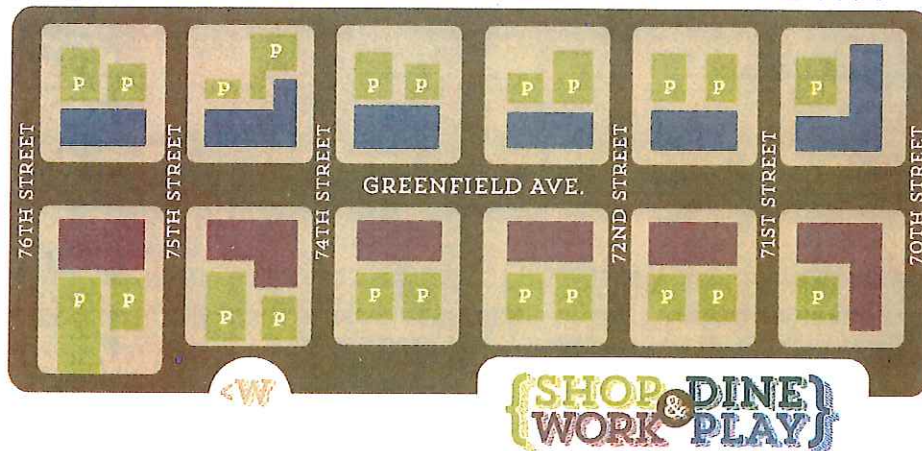


# Downtown West Allis Business Improvement District Boundaries

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 90 small and diverse retail/service businesses.

## PARKING IN WEST ALLIS DOWNTOWN



## Introduction

Since 1989, the *DWABID* has had a positive impact regarding the economic viability of our Downtown. *DWABID* 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 *DWABID* welcome these changes as opportunities to continue economic development in our central city. Through the *DWABID* property owners' assessments,

- **Downtown West Allis, Inc. (DWA, Inc.)** is a Wisconsin non-stock nonprofit 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.
- DWABID is proud to receive, once again, this year's National Main Street Accreditation.
- The organization works extensively to keep the district economically vibrant using various collaborative efforts.

## *Mission Statement*

Our mission is “To build a positive image that encourages customer growth and welcomes community involvement.”

## *Vision Statement*

We envision a revitalized Downtown West Allis that, drawing on its unique and genuine sense of place, fosters economic opportunity, creative endeavors, and community spirit.

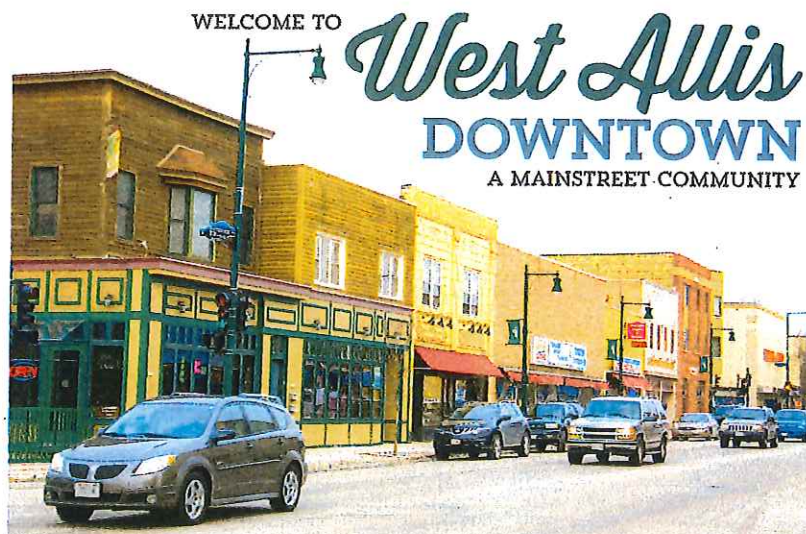
We envision a Downtown West Allis that enhances the quality of life for residents and visitors alike by offering a safe, clean and colorful setting and by providing a comfortable and attractive environment of accessible, pedestrian friendly streets.

We envision a Downtown West Allis that protects, preserves and promotes its heritage, historic assets, and wealth of fine architecture for the active enjoyment of current and future generations, and offers educational opportunities and enrichment to people of all ages, abilities and background.

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.

We envision a Downtown West Allis that celebrates and shares it’s ever evolving ethnic and cultural diversity by providing an urban setting and cultural experiences, diverse dining, entertainment and community festivals.

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 Business Improvement District

## Downtown West Allis, Inc.

### 2014 Annual Report

#### 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 8 years and has helped establish events, marketing activities and volunteer recruitment.

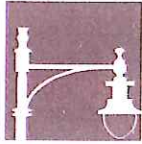
Emily Eineichner is our part-time **Program Assistant**. Emily's computer and graphic design skills are useful when preparing flyers, posters and handouts for our promotional events. Emily has graduated from MATC with an Associate's Degree in Marketing Management. She is continuing her education at Concordia College working towards a Bachelor's Degree in Hospitality and Event Management. 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 *DWABID* 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. Jeff Nohelty and Patricia Kompas from the Crime Prevention Unit, meet with DWABID 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.

**Annual DWA-BID Town Hall Meeting, Tuesday, February 11, 2014:** 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 20 individuals.





**PROMOTION**  
DOWNTOWN WEST ALLIS INC.

The goal of the Promotion Committee is to *“Create and maintain a positive image; coordinate special events/activities to increase retail and service traffic and market West Allis Downtown to tourists, visitors, and residents.”* Each of the above events was planned and organized with the approval by the West Allis Common Council.

Since the last Annual Report, The DWA Promotions Committee is proud to present the following numbers for each of their events.

Event Name	Attendance
23rd Annual DWA Classic Car Show	4,500
DWA Halloween Hunt	750 children under 12 accompanied by an adult
Christmas On The Avenue	1,000
7th Annual West Allis A La Carte	7,000



## Promotions Committee - Milestones and Deliverables

- Our 2013 **Classic Car Show** reached a record high of 450 registered Classic cars. Each year, we try to make the event fresh and inviting to our loyal followers and residents.
- **"Halloween Hunt"** was, once again, a huge success. In 2013, we invited the CAAD Hay Wagon to the event to help promote their night time event.
- Despite the very cold, frigid weather, **Christmas On The Avenue** was held on Greenfield Avenue. Brave high school students and their teachers competed in our annual Ice Carving Competition. Carolers, characters and other live entertainment were on hand entertaining our visitors.

**West Allis A La Carte** keeps growing each year. Major improvements to the June 2014 event included: 2<sup>nd</sup> Beer tent near the Main Music Stage and more food vendors.







## DESIGN DOWNTOWN WEST ALLIS INC.

The goal of the Design Committee is to *“Develop design guidelines and/or provide technical assistance to improve the aesthetics of signage, façade projects & new development; Encourage preservation of historic buildings and improve and maintain physical environment, public space, parking & green space.”*

Since the last Annual Report, The DWA Design Committee is proud to present the following tasks that have been completed with West Allis Downtown.

- **12 Additional Brick Flower Planters** have been added to Greenfield Avenue. Since MATC (Milwaukee Area Technical College) no longer holds masonry classes in our West Allis campus, we were required to seek an outside contractor. This contractor completed this project by building the remaining 12 brick planters. Working with a local nursery, hearty and colorful flowers were planted creating a pedestrian-friendly environment. Volunteers and business owners were on-hand keeping our flowers looking fresh and eye-appealing.
- New **Pole Banners** were installed. These banners not only welcome our customers/visitors to the area, they also help promote our A La Carte and Classic Car Show.
- **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.
- Through **Signage Assistance**, our organization continues to assist business owners with improving their establishments. Funds were granted to Boz’s Sports Bar and Eden Garden & Pets for new awnings.
- We continue to work with the City of West Allis’ IT Department to improve on the **Sound/WIFI System** that was installed two years ago. This year we are working with the City in installing **Security Cameras** along Greenfield Avenue. These cameras will add to the safety of our business owners, employees and visitors.



### Design Committee - Milestones and Deliverables

- We will continue to have our summer staff maintain our **tree beds** by keeping them weed free and presentable.
- **Snow removal** will be a continued concern for our committee as we get closer to the winter months. We will again contract with an outside company to help in keeping the crosswalks easily accessible.
- We will actively pursue the adding of **security cameras** to municipal parking lots.
  - These security cameras will help in aiding the West Allis Police Department in crime prevention.



## ECONOMIC RESTRUCTURING DOWNTOWN WEST ALLIS INC.

The goal of the Economic Restructuring Committee is to ***“Implement a business retention and recruitment plan and create a marketing program to attract prospective business that will insure a quality business mix and maintain a current business directory.”***

Since the last Annual Report, The DWA Economic Restructuring Committee is proud to present the following information regarding West Allis Downtown:

Presently, our **Store Front Vacancies are at 9%**. In the past months we have and will continue to promote a suitable business mix for our Downtown. Since mid- 2013 we have welcomed:

- 7 Bistro & Ultra Lounge
- Aggies Bakery & Cakes
- Big Ebe’s
- The Chalk Studio
- Chic Style & Company
- DealTech
- Eden Garden & Gifts
- Hawthorne Coffee Roasters
- Kepi’s & Dream Catchers
- L & R Tax Solutions
- Liberty Tax Service
- Life Care Personal Care Agency
- Ram Productions
- Staff One, LTD
- Urban Joe Café
- Vapor Lounge
- Wisconsin Events



- Our organization encouraged businesses to relocate into Downtown West Allis with **Relocation Assistance**. The following businesses were awarded Relocation Assistance: DealTech, Eden Garden & Gifts, Kepi’s & Dream Catchers, Staff One, LTD and Urban Joe Café.

### *Economic Restructuring Committee - Milestones and Deliverables*

- Our Economic Restructuring Committee will continue to work with the City of West Allis on attracting new businesses to West Allis Downtown.
- Our committee will seek to fill at least 3 vacancies as well as develop a marketing package to encourage future entrepreneurs to move or expand into our Downtown.



## ORGANIZATION DOWNTOWN WEST ALLIS INC.

The goal of the Organization Committee is to *“Develop and improve an image campaign for Downtown West Allis and create public awareness that will lead to volunteers, sponsorships and additional funds.”*

Since the last Annual Report, The DWA Organizational Committee is proud to present the following information regarding West Allis Downtown:

- **Volunteer Recruitment** and **“Friends of West Allis Downtown”** programs were introduced once again. We received five new volunteers as well as two businesses interested in becoming a “Friends of West Allis Downtown.” Their involvement is an asset to our District and we hope to keep their involvement and friendship growing.
- Through our, Advertising Assistance Grant Program, we were able to help the following business owners not only market their business but also the area. They included: The Wedding Centre, Blue-On Greenfield, Sound Check Studio, Hawkins Clock Center, Milwaukee Sewing Machine, B & K Bar Supplies, Double B’s and Envied Images.
- Our office staff continues to maintain our **‘Facebook’** page, uses **‘Twitter’** and **‘Linked In’** to communicate to our 625 loyal fans with updates as to what is happening in West Allis Downtown.
- **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.
- Again, we were given the opportunity to be part of the **Hank Aaron Walk/Run and Stein & Dine**. As a vendor at each event, we reached out to approximately 1,500 people distributing our brochures and flyers. It was great experience to hear the positive things people had to say about West Allis.

### Organizational Committee - Milestones and Deliverables

- Our Organizational Committee will continue to work with the City of West Allis on improving the image of the Downtown. We will continue to seek different ways to increase awareness to our City and the many things it has to offer.
- Our committee will develop a structured Volunteer Recruitment Program to encourage residents of all ages to become involved in their community.



# **Downtown West Allis Business Improvement District**

## **Downtown West Allis, Inc.**

### **2015 Operating Plan**

On August 23, 2014, the Downtown West Allis Business Improvement District celebrated its 25<sup>th</sup> year of operation. Our Main Street Program will be in its 11<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 West Allis Downtown as a City Center working towards being a great Wisconsin Main Street Community.

Our Board of Directors has established allocations for the 2015 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.

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, it is recommended that the DWBID 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. Any non-owner or non-occupant appointed to the board shall be a resident of the City of West Allis. 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.

### Administrative Committee Objectives

The Administrative Committee will focus on the following 2015 goals:

- To continue to **employ** a full-time Executive Director and part-time Program Assistant.
- Maintain **partnerships** with the City of West Allis, WA/WM Chamber of Commerce and the West Allis Crime Prevention.
- Continue to maintain and improve the **WestAllisDowntown.org website, The Downtowner newsletter, Twitter and Facebook** accounts.

### Promotion Committee Objectives

The Promotions Committee will focus on the following 2015 goals:

- Maintain our **traditional family events**: West Allis Ala Carte, Classic Car Show, Halloween Hunt and Christmas on the Avenue.
- 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.

### Design Committee Objectives

The Design committee will focus on the following 2015 goals:

- **Maintain Brick Flower Planters and Street Level Planters.** We will continue to maintain the brick planters as well as adding new mulch to the tree beds.
- **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 trashed picked up on a weekly basis.
- **Sound System/WIFI/Cameras.** We will continue to work with the City of West Allis in finalizing the installation of the security cameras, WIFI and sound system along the avenue.

### Economic Restructuring Committee Objectives

The Economic Development Committee will focus on the following 2015 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.
- Utilize **Main Street's** assistance in developing programs to strengthen small businesses.

### Organization Committee Objectives

The *DWA-BID* Marketing Committee will focus on the following 2015 goals:

- Increase **volunteer participation** and encourage community support.
- Improve **business to business communication** through our quarterly newsletter, periodic email blasts and meetings.
- Update the web page to keep the **calendar of events** most current. We will continue working on branding our area and spread the word about West Allis Downtown.



<b>2014 Board of Directors</b>	
<b>Name-Title-Work Address</b>	
Chet Parker – DWA-BID President The Wedding Centre 7140 W. Greenfield Avenue	Alex Geiger – DWABID Vice President Model Empire 7116 W. Greenfield 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
Don Falk – Inc. & BID Secretary B & K Bar Supplies 7100 W. Greenfield Avenue	Timothy A. Klare – Inc. & BID Treasurer BMO Harris Bank 7000 W. Greenfield Avenue
Jackie Ellington DC Ellington Company 7412 W. Greenfield Avenue	Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue
Jennifer Larson Anchor Bank 7401 W. Greenfield Avenue	Jim Mejchar Citizen 3200 S. 116 <sup>th</sup> Street
Patrick Schloss – Ex Officio City of West Allis 7525 W. Greenfield Avenue	

## Summary

- With a proposed total budget of \$92,975 we request a special assessment of \$92,975.
- Assessment shall be Four & 99/100 DOLLARS (\$4.99) 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. 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 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 2015 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 \$92,975 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 2015 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 2015 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, 2015 except as otherwise identified. Assessment shall be Four & 99/100 DOLLARS (\$4.99) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

### Downtown West Allis Business Improvement District 2015 APPROVED BUDGET

Note: Expenditure Location for all Budgeted Expenses: Entire District

	Proposed	% of Budget		Proposed	% of Budget
<b>PROFESSIONAL SERVICES</b>			<b>DESIGN COMMITTEE</b>		
Executive Director's Salary	\$ 33,500.00	36.03%	Maintenance Materials	\$ 500.00	0.54%
Program Assistant's Salary	\$ 9,000.00	9.68%	Street Cleaning	\$ -	0.00%
Professional Incentives	\$ 4,000.00		Hanging Baskets	\$ -	0.00%
FICA, Unemployed & WC	\$ 4,100.00	4.41%	Signage Assistance Program	\$ -	0.00%
Professional Services (Accountant)	\$ 2,500.00	2.69%	Snow Removal	\$ 10,000.00	10.76%
Administrative Support (Misc. Personal Expenses)	\$ 100.00	0.11%	Security Camera Project	\$ 2,500.00	2.69%
Dues, Subscriptions & Memberships	\$ 1,000.00	1.08%	Planters/Planter Maintenance	\$ 2,500.00	2.69%
Education and Travel	\$ 1,000.00	1.08%			
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$ 55,200.00</b>	<b>59.37%</b>	<b>TOTAL DESIGN EXPENSES</b>	<b>\$ 15,500.00</b>	<b>16.67%</b>
<b>OFFICE EXPENSES</b>			<b>PROMOTIONS COMMITTEE</b>		
Telephone and Internet	\$ 2,500.00	2.69%	Promotions General Expenses	\$ 750.00	0.81%
Web Hosting & Comp. Maintenance	\$ 800.00	0.85%	Promotions Advertising Expenses	\$ -	0.00%
Rent - BID Office	\$ 4,800.00	5.16%	Promotional Events	\$ -	0.00%
Supplies and Printing	\$ 2,000.00	2.15%	Christmas On The Avenue	\$ 500.00	0.54%
Copier	\$ 200.00	0.22%	Halloween Hunt	\$ 300.00	0.32%
Newsletter	\$ 500.00	0.54%	New Event	\$ -	0.00%
Postage and Delivery	\$ 500.00	0.54%	<b>TOTAL PROMOTIONS COMMITTEE</b>	<b>\$ 1,550.00</b>	<b>1.67%</b>
Insurance	\$ 2,500.00	2.69%	<b>ECONOMIC DEVELOPMENT/ORGANIZATIONAL COMMITTEES</b>		
Misc. Office Expenses	\$ 500.00	0.54%	Relocation Assistance	\$ -	0.00%
<b>TOTAL OFFICE EXPENSES</b>	<b>\$ 14,100.00</b>	<b>15.17%</b>	Recruitment Materials	\$ 500.00	0.54%
<b>ORGANIZATION/MARKETING COMMITTEE</b>			<b>TOTAL ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$ 500.00</b>	<b>0.54%</b>
Website Renovations	\$ 150.00	0.16%	<b>EXECUTIVE BOARD EXPENSES</b>		
AAGP (Advertising Assistance Grant)	\$ -	0.00%	Board Recruitment/Development (DWA, Inc.)	\$ 250.00	0.27%
Sponsorship Recruitment	\$ -	0.00%	Misc. Expenses (DWA, Inc.)	\$ 500.00	0.54%
Marketing Media (possibly recoup = \$3000)	\$ 2,025.00	2.18%	Board Recruitment/Development (DWABID)	\$ 200.00	0.22%
Marketing Materials	\$ 3,000.00	3.23%	<b>TOTAL EXECUTIVE BOARD EXPENSES</b>	<b>\$ 950.00</b>	<b>1.02%</b>
<b>TOTAL ORGANIZATION/MARKETING EXPENSES</b>	<b>\$ 5,175.00</b>	<b>5.57%</b>	<b>Total Expenses</b>	<b>\$ 92,975.00</b>	
			DWA, Inc. MM	\$ -	
			<b>ASSESSED VALUE FOR 2015</b>	<b>\$ 18,618,700.00</b>	
			<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>	<b>\$ 92,975.00</b>	<b>100.00%</b>
			<b>Total Income</b>	<b>\$ 92,975.00</b>	
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$ 4.99</b>	

Budget Approved at the June 25, 2014 DWABID Board of Directors Meeting

## 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 15th 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.

9/9/2014

### Downtown West Allis Business Improvement District

#### 2016 Time Table for Planned Expenditures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Professional Service	\$ 5,985.00	\$4,475.00	\$5,358.00	\$4,069.00	\$3,825.00	\$ 5,200.00	\$4,250.00	\$4,376.00	\$ 5,100.00	\$4,160.00	\$4,025.00	\$4,800.00	\$5,200.00
Executive Director 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
Program Assistant Salary	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 750.00	\$ 9,000.00
Professional Incentives (Bonus)	\$ -	\$ -	\$1,025.00	\$ -	\$ -	\$ 1,050.00	\$ -	\$ -	\$ 1,000.00	\$ -	\$ -	\$1,025.00	\$ 4,000.00
FIGA Unemploy & Work Comp.	\$ 350.00	\$ 300.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00	\$ 4,100.00
Professional Services (Audit)	\$ 2,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 600.00	\$ -	\$ -	\$ -	\$ -	\$ 2,600.00
Administrative Support	\$ -	\$ 25.00	\$ -	\$ -	\$ 26.00	\$ -	\$ -	\$ 25.00	\$ -	\$ -	\$ 25.00	\$ -	\$ 100.00
Dues Subscriptions & Memberships	\$ -	\$ 200.00	\$ -	\$ 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>	<b>\$ 2,875.00</b>	<b>\$1,010.00</b>	<b>\$1,010.00</b>	<b>\$ 875.00</b>	<b>\$ 960.00</b>	<b>\$ 1,560.00</b>	<b>\$ 885.00</b>	<b>\$1,010.00</b>	<b>\$ 1,010.00</b>	<b>\$ 885.00</b>	<b>\$ 960.00</b>	<b>\$1,060.00</b>	<b>\$ 14,100.00</b>
Telephone & Internet	\$ 200.00	\$ 210.00	\$ 210.00	\$ 203.00	\$ 218.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 210.00	\$ 2,500.00
Web Hosting & Comp. Maintenance	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 600.00
Rent	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 400.00	\$ 4,800.00
Supplies & Printing	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 150.00	\$ 175.00	\$ 2,000.00
Copier	\$ -	\$ -	\$ 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	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00
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	\$ 600.00
<b>Design Committee</b>	<b>\$ 2,250.00</b>	<b>\$2,200.00</b>	<b>\$1,250.00</b>	<b>\$ 200.00</b>	<b>\$2,750.00</b>	<b>\$ 350.00</b>	<b>\$ 200.00</b>	<b>\$ 200.00</b>	<b>\$ 250.00</b>	<b>\$1,200.00</b>	<b>\$2,350.00</b>	<b>\$2,300.00</b>	<b>\$ 15,500.00</b>
Maintenance Materials	\$ 50.00	\$ -	\$ 50.00	\$ -	\$ 50.00	\$ 150.00	\$ -	\$ -	\$ 50.00	\$ -	\$ 50.00	\$ -	\$ 500.00
Snow Removal	\$ 2,600.00	\$2,000.00	\$1,000.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$1,500.00	\$2,000.00	\$2,000.00	\$ 10,600.00
Security Camera (Maintenance)	\$ 250.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 2,500.00
Brick Planter (Maintenance)	\$ -	\$ -	\$ -	\$ -	\$2,500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,500.00
<b>Economic Development Committee</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 250.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 250.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 500.00</b>
Recruitment Materials	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ 500.00
<b>Organizational Committee</b>	<b>\$ 650.00</b>	<b>\$ 650.00</b>	<b>\$ 700.00</b>	<b>\$ 650.00</b>	<b>\$ 625.00</b>	<b>\$ 250.00</b>	<b>\$ 200.00</b>	<b>\$ 300.00</b>	<b>\$ 250.00</b>	<b>\$ 200.00</b>	<b>\$ 300.00</b>	<b>\$ 400.00</b>	<b>\$ 6,175.00</b>
Website Renovations	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ -	\$ 150.00
Marketing Media	\$ 450.00	\$ 450.00	\$ 450.00	\$ 450.00	\$ 225.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,025.00
Marketing Material	\$ 200.00	\$ 200.00	\$ 200.00	\$ 200.00	\$ 400.00	\$ 200.00	\$ 200.00	\$ 300.00	\$ 250.00	\$ 200.00	\$ 300.00	\$ 400.00	\$ 3,000.00
<b>Promotions Committee</b>	<b>\$ 250.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 200.00</b>	<b>\$ 100.00</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 100.00</b>	<b>\$ 150.00</b>	<b>\$ 250.00</b>	<b>\$ 500.00</b>	<b>\$ 1,500.00</b>
General Expenses (Trash Bags, etc)	\$ -	\$ -	\$ -	\$ 200.00	\$ 100.00	\$ -	\$ -	\$ -	\$ 100.00	\$ 150.00	\$ 250.00	\$ 500.00	\$ 1,500.00
Halloween Hunt	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 50.00	\$ -	\$ -	\$ 300.00
Christmas On The Avenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ 500.00
<b>Executive Board</b>	<b>\$ 50.00</b>	<b>\$ -</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 300.00</b>	<b>\$ 200.00</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 50.00</b>	<b>\$ 950.00</b>
Misc. Expenses	\$ 50.00	\$ -	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 300.00	\$ 200.00	\$ 50.00	\$ 50.00	\$ 50.00	\$ 950.00
Board Recruitment (Development Plan)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 250.00	\$ -	\$ -	\$ -	\$ -	\$ 250.00
Board Recruitment (Development Plan/BID)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 200.00	\$ -	\$ -	\$ -	\$ 200.00
<b>TOTAL</b>	<b>\$ 11,975.00</b>	<b>\$7,935.00</b>	<b>\$8,510.00</b>	<b>\$6,025.00</b>	<b>\$8,410.00</b>	<b>\$ 7,410.00</b>	<b>\$5,565.00</b>	<b>\$6,185.00</b>	<b>\$ 7,160.00</b>	<b>\$6,635.00</b>	<b>\$7,835.00</b>	<b>\$9,210.00</b>	<b>\$ 92,975.00</b>



### 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 2015 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.



10-1-2014

City  
Scott Post  
Attorney  
City of West Allis

Date