

# **DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT**

**2009 Annual Report  
2010 Operating Plan & Budget**

***Downtown West Allis Business Improvement District***

**7231 W. Greenfield Avenue, Suite 201**

**West Allis, WI 53214**

**Phone: (414) 774-2676 Fax: (414) 774-7728**

**Email: [director@downtownwestallis.org](mailto:director@downtownwestallis.org)**

**[www.DowntownWestAllis.org](http://www.DowntownWestAllis.org)**

***August 24, 2009***



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## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

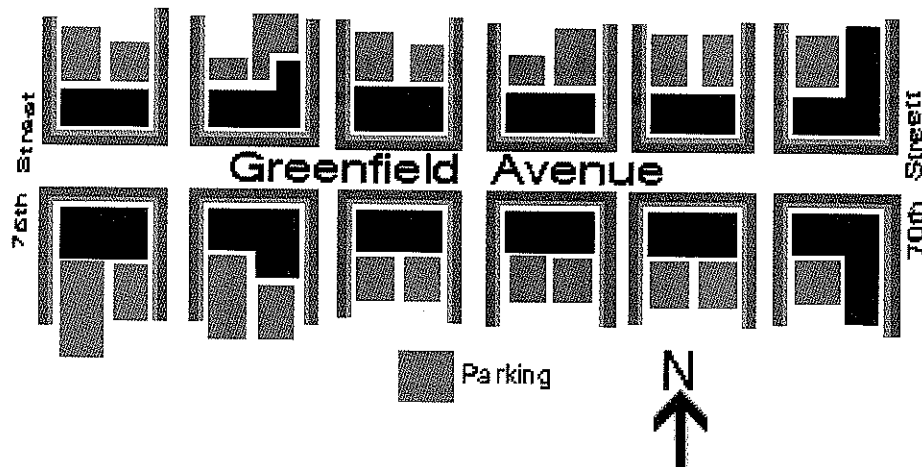


# Downtown West Allis Business Improvement District Boundaries

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 assess themselves to pay for activities to enhance and improve 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.



## 2009 Annual Report

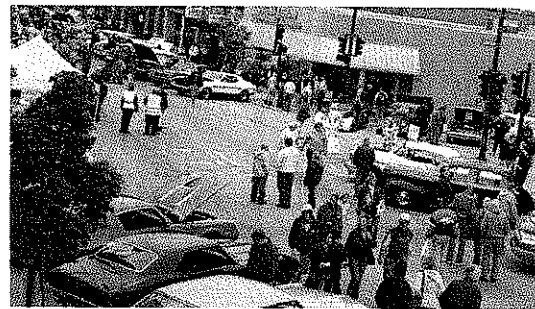
This year's annual report will include brief summaries of accomplishments and activities Downtown West Allis Business Improvement District has been involved in and has sponsored during the last 12 months.

### Administrative

- As of March 1, 2009, Dianne Eineichner has been hired as the **Executive Director** of our organization. Dianne started in March of 2006 as Program Assistant. Her organizational skills will make the *DWA-BID* office run more efficiently.
- Jeremy Eineichner has joined our organization as a part-time **Program Assistant**. Jeremy's computer and graphic design skills are useful when preparing flyers, posters and handouts for our promotional events.
- **Quarterly City Hall Meetings, Friday, January 9, 2009, April 3, 2009 & July 10, 2009:** Our goal is to work closely with Mayor Devine and West Allis City Department heads to establish the *DWA-BID* as a City Central focal point. These informal meetings are geared to open up the lines of communication between our Board of Directors and the City of West Allis.
- **Annual DWA-BID Town Hall Meeting, Thursday, February 12, 2009:** 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 gain firsthand knowledge regarding our organization and new programs being implemented. Approximately 20 people attended and many issues were addressed and brought back to our committee for further discussion.

### Promotions/Marketing Committee

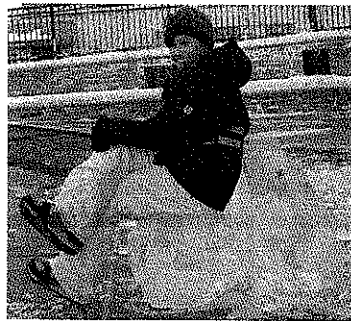
- **18th Annual Classic Car Show, Sunday, October 5, 2008:** Despite a Packer Game, the Brewer's Playoff game, a Milwaukee Mile Race and a few sprinkles, the 2008 Classic Car Show was a successful event. With permission from the City of West Allis, Greenfield Avenue was closed to traffic. This enabled our organization to focus on safety issues for our car owners and visitors, allowed for the inclusion of more vendors (*DWA-BID* business and Community groups), and most importantly, created an environment conducive to showcasing our businesses.



## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



- **Halloween Meet-n-Treat, October 25, 2008:** This was our 5<sup>th</sup> year for this activity. We were able to reach record numbers. *DWA-BID* businesses were not able to keep up with the 500+ children and their families that turned out for this two-hour event.
- **Christmas on the Avenue, Saturday, December 6, 2008:** Working again with the WAWM Chamber of Commerce, West Allis Charities and the City of West Allis, the *DWA-BID* was able to organize a day of activities for the entire family. Breakfast with Santa at Steakhouse 100 started things off followed by the Christmas Parade. After the parade, the *DWA-BID* hosted activities such as Visits with Santa and his reindeer, Ice Sculpting Competition featuring local MIAD (Milwaukee Institute of Art & Design) students, holiday carolers, hospitality stops, craft fair and bake sales. The event ended with the community sing and the lighting of the Christmas tree in the Centennial Plaza. Despite the snow, ice and wind, families came out to enjoy all Downtown West Allis has to offer.



- **BID Merchant Appreciation Picnic, Wednesday, May 20, 2009.** This was our 2<sup>nd</sup> year to host the Annual BID Merchant Appreciation Picnic. We were delighted at the turnout we received. Approximately 115 invited business owners, their employees and volunteers took advantage of a great lunch and a chance to mingle with other downtowners. This event has proven to be a great way to socialize among our community.
- **2<sup>nd</sup> Annual West Allis Ala Carte, Sunday, June 7, 2009:** This ‘Community Day’, as declared by the West Allis Common Council, went well beyond our expectation. Over 2,000 visitors enjoyed food, games, music, crafts and other activities that were provided for this event. Over 115 different vendors were on hand to promote their organization or business. This year we added a “Senior Highlife” area. Older residents in our community and surrounding areas were entertained with “Senior Idol,” health screening, assisted living facilities and other pertinent information.



## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



- Our office staff has started a ‘**Face Book**’ and ‘**Blog**’ pages. We hope to develop a communication between area residents and our staff regarding special events, store sales, new businesses moving into the Downtown as well as getting feedback on things we are doing in the area.

### Design/Beautification Committee

- Over the past 12 months we have utilized our **Community Development Block Grant Funds** to promote attractive aesthetics in our downtown. These funds were used to assist with awnings for the Caradaro Club, located 1417 S. 70<sup>th</sup> Street and the WA/WM Chamber of Commerce. These funds were also used to help fund the street and parking signs specifically unique to our Downtown West Allis.



- A **Clean/Attractive Streetscape** is a good indicator as to the overall health of a Downtown. We have employed two high school students to work picking up trash and weeding the tree beds and sidewalks.
- **Hanging Flower Baskets** were once again revitalized by adding and reinforcing fresh silk flowers.
- A **Brick Planter** placed on Greenfield Avenue in front of Model Empire, located at 7116 W. Greenfield Avenue, is being used as a “test prototype” to determine whether this type of planter will be beneficial in our streetscape. This planter, constructed by MATC (Milwaukee Area Technical College) masonry students, gave our organization the opportunity to work with the area school and also give them a community project that they can be proud of. This planter has received much notice in the area, both adding color and making our Downtown a pedestrian-friendly environment.



## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



### Economic Development/Marketing Committee

- Presently our **Store Front Vacancies are at 16%**. In the past months we have and will continue to promote a suitable business mix for our Downtown. Since mid- 2008 we have welcomed:
  - a. **American Solutions, 1370 S. 74<sup>th</sup> Street, Suite 104**
  - b. **American Technical Services, 7340 W. Greenfield Avenue**
  - c. **Bukalou Media, 1429 S. 70<sup>th</sup> Street**
  - d. **Center Stage Attractions, 1429 S. 70<sup>th</sup> Street**
  - e. **GDR Enterprises, 7210 W. Greenfield Avenue**
  - f. **MS Telecom, 7040 W. Greenfield Avenue**
  - g. **Van's Shoes, 7316 W. Greenfield Avenue**



- [www.DowntownWestAllis.org](http://www.DowntownWestAllis.org) In the last 12 months, the *DWA-BID* office staff has been working with area businesses in creating a single-page website page for those that do not have a current website established. This has given those business owners the opportunity to add information regarding their business without the cost of monthly hosting fees. We have redesigned our website to include a calendar of events, forms for our assistance programs and direct links to other community based websites.
- **“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, changes and new businesses moving into Downtown West Allis.
- **Marketing brochures**, listing all Downtown West Allis business’ names, address, phone number and website address 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.



## Downtown West Allis Business Improvement District 2010 Operating Plan

On August 23, 2010, the Downtown West Allis Business Improvement District will be 21 years old. Our Main Street Program will be in its 9<sup>th</sup> year. Our organization is currently working with Robert Meiksins from Forward Steps in developing a Strategic Plan which will give our Board a direction for the future. Members of the Steering Committee who are involved in the strategic plan include business and building owners and City employees. In 2010, we plan to continue our work with business and property owners to share the interest of a downtown renewal, create Downtown West Allis as a City Center work towards being a great Wisconsin Main Street Community.

Our Board of Directors has established allocations for the 2010 Operating Plan for each program category after reviewing previously supported activities and soliciting new ideas. Our Board will carry out the proposed program of activities 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 12 members representing the following interests:

- 10 Business Owners/Occupants
- 1 Person-At-Large
- 1 City of West Allis Representative

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:

- Implementing the Operating Plan
- Preparing 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 2010 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, CAAD and the West Allis Charities.
  - Our goal is to work with our partners to develop a long term plan in the development of our Downtown and its community.



## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



- 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/Marketing Committee Objectives

The *DWA-BID* will continue to coordinate fun, family events to market our community and to attract visitors to rediscover Greenfield Avenue.

The Promotions Committee will focus on the following 2010 goals:

- Maintain our **traditional family events**: West Allis 'Ala Carte', Classic Car Show and Halloween Meet & Treat.
- Continue to coordinate events/activities with special emphasis on **community involvement**.
- Promote **marketing opportunities to our businesses** through our Advertising Assistant Grant Program.
- Improve **business to business communication** through our quarterly newsletter, periodic updates and surveys.
- Maintain and distribute our business **brochure to all business and property owners on a quarterly basis**.
- Utilize the web page to keep **calendar of events** most current.
- Continue to **reach out to the community** through monthly blogs on the West Allis.NOW website and DWA-Inc. Face Book.
- Promote *DWA-BID* by **participating in West Allis activities** such as: parades, National Night Out, Business Expo and other community activities.

### Design Committee Objectives

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

The Design committee will focus on the following 2010 goals:

- **Street Level Planters.** We currently have one brick planter located on Greenfield Avenue. This first brick planter has been installed on a test basis. We plan to add more to our streetscape throughout the next five years. We are working with the masonry department at MATC. 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.
- **Snow Removal.** With the amount of snow we experience last winter, we are currently getting estimates from local contractors regarding snow removal from the sidewalks and corners of Greenfield Avenue. Our goal is to have a contractor available to shovel and remove the snow mounds that develop along Greenfield Avenue during the winter months. This will improve parking and access to our BID businesses during the snow covered winter months. We hope to have a contractor in place by the beginning of November.
- **Signage Assistance.** We will continue to market effective signage assistance and sandwich board signs.

## DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



- **Alley Improvements.** We will take an active role in planning and discussing different options on the continued alleyway improvements. We have applied for CDBG funds to help offset the special assessment costs to our building owners. We hope to have one alleyway repaired each year until all the alleys are in good condition.
- **Street Cleaning.** To maintain clean streets and sidewalks, our goal is to employ two (part-time) high school students during the months of June through September. The students will clean trash along Greenfield Avenue, side streets and sidewalks. They will also be responsible for pulling weeds in the flower beds, sidewalk cracks and the side of the buildings. From October through May will hire one part-time individual to keep our sidewalks clean.
- **Excessive Signage.** We will continue to alert businesses and the City of West Allis regarding excessive signage in storefront windows. Our goal is to maintain a fresh inviting look to those who walk and drive down Greenfield Avenue.

### 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 2010 goals:

- **Recruit business** to vacancies. The committee's goal is to fill at least three storefront vacancies and two second floor vacancies.
- Work with a **real estate broker** in spreading the word regarding our current vacancies.
- Evolve a **business retention/recruitment** plan.
- Promote our assistance programs in a "**Welcome To The DWA-BID**" packet. This packet will be given to each new business moving into the area.
- Work with the City of West Allis regarding **façade improvements** to buildings. We will continue to use funds to help building owners fund these façade improvements.
- Utilize **Main Street's** assistance in developing programs to strengthen small businesses.
- Seek **job creation** for low to moderate income residents of West Allis.
- Develop a Downtown West Allis, Inc. **Membership Drive**. We will invite residents and other businesses in our community to play an active role in creating a City Centre for West Allis on Greenfield Avenue.



## Downtown West Allis Business Improvement District Assessment Method

### Method of Financing

Financing of expenditures is stated in the 2010 Proposed Budget attached to the Operating Plan. Special assessments will be levied upon all property within the *Downtown West Allis Business Improvement District* boundaries with the exception of residential property and property used exclusively for manufacturing purposes.

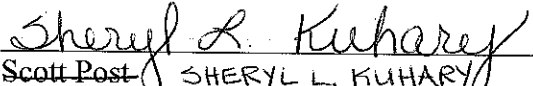
### Planned Expenditures & Special Assessment Method

Each property within the *Downtown West Allis Business Improvement District* area benefits from the efforts of the organization. Thus, the special assessment method applicable to the *DWA-BID* shall be based upon a sum sufficient to fund the operation budget when distributed. Assessment shall be Three & 96/100 DOLLARS (\$3.96) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

All special assessments received from the *DWA-BID*, all other appropriations by the City of West Allis, if any, and other monies received for the benefit of the *DWA-BID* shall be placed in a segregated account. No disbursements from the account shall be made except as provided by law. All interest earned by virtue of the temporary investment of funds in the *DWA-BID* shall remain in said account for activities delineated under the approved *DWA-BID* Operating Plan.

## LEGAL OPINION

I hereby certify that the 2010 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.

  
Scott Post SHERYL L. KUHARY  
Attorney ASSISTANT CITY ATTORNEY  
City of West Allis

Downtown West Allis, Inc. 2010 Approved Budget  
**DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT**  
 Note: Expenditure Location for all Budgeted Expenses: Entire District

% of Proposed Budget			Proposed % of Budget		
<b>PROFESSIONAL SERVICES</b>			<b>OFFICE EXPENSES</b>		
Program Assistant Salary	\$6,500.00	7.98%	Telephone and Internet	\$2,000.00	2.45%
Executive Director's Salary	\$33,500.00	41.10%	Rent	\$4,200.00	5.15%
FICA, Unemploy. & W.C.	\$4,100.00	5.03%	Supplies and Printing	\$1,750.00	2.15%
Health Insurance	\$1,000.00	1.23%	Copier	\$400.00	0.49%
Professional Services	\$2,000.00	2.45%	Hosting	\$500.00	0.61%
Administrative Support	\$1,000.00	1.23%	Newsletter	\$500.00	0.61%
Dues & Subscriptions	\$500.00	0.61%	Postage and Delivery	\$250.00	0.31%
Education and Travel	\$800.00	0.98%	Insurance	\$2,000.00	2.45%
Memberships	\$250.00	0.31%	<b>Office Expense - Other</b>	<b>\$2,000.00</b>	<b>2.45%</b>
<b>TOTAL PROFESSIONAL SERVICES</b>	<b>\$49,650.00</b>	<b>60.92%</b>	<b>TOTAL OFFICE EXPENSES</b>	<b>\$13,600.00</b>	<b>16.69%</b>
<b>DESIGN COMMITTEE</b>			<b>ECONOMIC DEVELOPMENT COMMITTEE</b>		
Signage Assistance Program	\$5,000.00	6.13%	Recruitment Materials	\$250.00	0.31%
Exterior Treatment	\$400.00	0.49%	<b>Relocation Assistance</b>	<b>\$5,000.00</b>	<b>6.13%</b>
Sound System Rental	\$600.00	0.74%			
Street Clean/Shovel	\$2,500.00	3.07%			
Maintenance Materials	\$250.00	0.31%			
Planters/Planter Maintenance	\$3,000.00	3.68%			
<b>Façade Improvements</b>	<b>\$5,000.00</b>	<b>6.13%</b>			
<b>TOTAL DESIGN EXPENSES</b>	<b>\$16,750.00</b>	<b>20.55%</b>	<b>TOTAL ECONOMIC DEVELOPMENT EXPENSES</b>	<b>\$5,250.00</b>	<b>6.44%</b>
<b>PROMOTIONS COMMITTEE</b>			<b>ORGANIZATION COMMITTEE</b>		
Advertising	\$1,200.00	1.47%	Organization Development	\$250.00	0.31%
Classic Car Show	\$400.00	0.49%	Audit	\$2,500.00	3.07%
Holiday Promotions	\$400.00	0.49%			
West Allis Ala Carte	\$400.00	0.49%			
Halloween Meet & Treat	\$100.00	0.12%			
<b>TOTAL PROMOTIONAL EXPENSES</b>	<b>\$2,500.00</b>	<b>3.07%</b>	<b>TOTAL ORGANIZATION EXPENSES</b>	<b>\$2,750.00</b>	<b>3.37%</b>
<b>RESERVE FUNDS</b>			<b>Total Budget</b>		
Board of Directors	\$1,000.00	1.23%	Less	<b>\$91,500.00</b>	
			Interest Income		
Design Committee (Street Level Planters)	\$10,000.00		<b>Retain Surplus</b>	<b>\$10,000.00</b>	
Economic Development Committee (Relocation)	\$20,000.00		<b>ASSESSED VALUE FOR 2010</b>	<b>\$20,584,100.00</b>	
Promotions (Marketing - AAGP)	\$20,000.00		<b>PROPOSED SPECIAL ASSESSMENT LEVY</b>	<b>\$81,500.00</b>	<b>100.00%</b>
Reserve	\$10,000.00				
			<b>ASSESSMENT PER \$1,000 OF ASSESSED</b>	<b>\$3.96</b>	

**DOWNTOWN WEST ALLIS. INC.**



<b>Board of Directors 2009 Name-Title-Work Address</b>	<b>Phone, fax, e-mail or other numbers</b>	<b>First Appt.</b>	<b>3 Year Term</b>	<b>Committees</b>
Douglas Persich, DDS – Inc. President West Allis Dental 7130 W. Greenfield Avenue 53214	P: (414) 258-2500 F: (414) 259-0876 C: (414) 534-5064 E: <a href="mailto:wadental@tds.net">wadental@tds.net</a>	11/16/1999	10/10/09	Economic Dev. Executive
Jim Melotte - Vice President Avant-Garde 7219 W. Greenfield Ave. 53214	P: (414) 607-4068 F: (414) 607-0600 C: (414) 607-4069 E: <a href="mailto:jim@avant-garde-piercing.com">jim@avant-garde-piercing.com</a>	06/21/2005	10/10/11	Promotions Design Executive
Timothy A. Klare – Treasurer M&I Marshall & Ilsley Bank 7000 W. Greenfield Avenue. 53214	P: (414) 259-7046 F: (414) 259-7011 C: E: <a href="mailto:timothy.klare@micorp.com">timothy.klare@micorp.com</a>	11/16/1999	10/10/10	Economic Dev.(Chair) Executive
Chet Parker - Secretary The Wedding Centre 7140 W. Greenfield Avenue 53214	P: (414)476-0240 F: C: E: <a href="mailto:aceprinting@wi.rr.com">aceprinting@wi.rr.com</a>	12/20/07	10/10/10	Economic Dev. Promotions Designs Executive
Don Falk B & K Bar Supplies 7100 W. Greenfield Avenue 53214	P: (414) 259-9161 F: (414) 259-9197 C: (414) 322-1605 E: <a href="mailto:dfalk50@yahoo.com">dfalk50@yahoo.com</a>	05/04/2004	10/10/11	Promotions (Co-Chair) Executive
Alex Geiger Model Empire 7116 W. Greenfield Ave. 53214	P: (414) 453-4610 F: (414) 453-8180 C: (414) 507-6383 E: <a href="mailto:info@modelempireusa.com">info@modelempireusa.com</a>	10/10/1989	10/10/10	Design (Chair) Economic Dev. Executive
Jim Mejchar Citizen 3200 S. 116 <sup>th</sup> Street 53227	H: (414) 546-3820 E: <a href="mailto:jmejchar@wi.rr.com">jmejchar@wi.rr.com</a>	11/04/1997	10/10/09	Promotions (Co-Chair) Executive
Tom Miller Steakhouse 100 7244 W. Greenfield Avenue 53214	P: (414) 727-2222 F: C: E: <a href="mailto:tommiller@steakhouse100.com">tommiller@steakhouse100.com</a>	12/20/07	10/10/11	Economic Dev.
Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue. 53214	P: (414) 258-1144 F: (414) 258-4456 C: E: <a href="mailto:info@hawkinsclocks.com">info@hawkinsclocks.com</a>	10/15/2002	10/10/09	Promotions
Diane Brandt WA/WM Chamber of Commerce 7447 W. Greenfield Avenue. 53214	P: (414) 302-9901 F: (414) 302-9918 C: (414) 732-7240 E: <a href="mailto:diane@wawmchamber.com">diane@wawmchamber.com</a>	9/16/08	10/10/11	Promotions Economic Dev.
Brent Holmes Avant-Garde 7219 W. Greenfield Avenue 53214	P: (414) 607-4068 F: (414) 607-0600 C: (414) 232-4827 E: <a href="mailto:brent@avant-garde-piercing.com">brent@avant-garde-piercing.com</a>	9/16/08	10/10/09	Promotions Design
Patrick Schloss – Ex Officio Planner 1, Dept of Development City of West Allis 7525 W. Greenfield Avenue	P: (414) 302-8463 F: (414) 302-8401 C: E: <a href="mailto:pschloss@ci.west-allis.wi.us">pschloss@ci.west-allis.wi.us</a>			