

79



City of West Allis

Matter Summary

7525 W. Greenfield Ave.
West Allis, WI 53214

| File Number | Title | Status |
|--|------------|--------------------------------------|
| R-2003-0293 | Resolution | In Committee |
| Resolution to approve the Year 2004 Operating Plan for the Downtown West Allis Business Improvement District and to adopt the Special Assessment Method as stated therein (Final). | | |
| Introduced: 10/07/2003 | | Controlling Body: Advisory Committee |

COMMITTEE RECOMMENDATION *Adoptive*

| ACTION DATE: | MOVER | SECONDER | | AYE | NO | PRESENT | EXCUSED |
|----------------|----------|----------|------------|----------|----------|---------|---------|
| <u>10-7-03</u> | <u>N</u> | <u>L</u> | Barczak | | | | |
| | | | Czaplewski | | | | |
| | | | Kopplin | ✓ | | | |
| | | ✓ | Lajsic | ✓ | | | |
| | ✓ | | Narlock | ✓ | | | |
| | | | Reinke | ✓ | | | |
| | | | Sengstock | | | | |
| | | | Trudell | | | | |
| | | | Vitale | ✓ | | | |
| | | | Weigel | | | | |
| | | | TOTAL | <u>5</u> | <u>-</u> | | |

SIGNATURE OF COMMITTEE MEMBER (RECORDER)

Rosalie Reinke
 Chair Vice-Chair Member

COMMON COUNCIL ACTION *adopted*

| ACTION DATE: | MOVER | SECONDER | | AYE | NO | PRESENT | EXCUSED |
|----------------|-------|----------|------------|-----------|----------|---------|---------|
| <u>10-7-03</u> | | | Barczak | ✓ | | | |
| | | | Czaplewski | ✓ | | | |
| | | | Kopplin | ✓ | | | |
| | | | Lajsic | ✓ | | | |
| | | | Narlock | ✓ | | | |
| | ✓ | | Reinke | ✓ | | | |
| | | ✓ | Sengstock | ✓ | | | |
| | | | Trudell | ✓ | | | |
| | | | Vitale | ✓ | | | |
| | | | Weigel | ✓ | | | |
| | | | TOTAL | <u>10</u> | <u>-</u> | | |

C: Patrick Schloss (2)

**COMMITTEES OF THE WEST ALLIS COMMON COUNCIL
2003**

ADMINISTRATION AND FINANCE

Chair: Alderperson Czaplewski
V.C.: Alderperson Kopplin
Alderpersons: Barczak
Lajsic
Reinke

ADVISORY

Chair: Alderperson Reinke
V.C.: Alderperson Vitale
Alderpersons: Kopplin
Lajsic
Narlock

LICENSE AND HEALTH

Chair: Alderperson Barczak
V.C.: Alderperson Sengstock
Alderpersons: Kopplin
Trudell
Vitale

SAFETY AND DEVELOPMENT

Chair: Alderperson Lajsic
V.C.: Alderperson Weigel
Alderpersons: Czaplewski
Narlock
Reinke

PUBLIC WORKS

Chair: Alderperson Narlock
V.C.: Alderperson Trudell
Alderpersons: Sengstock
Weigel
Vitale



City of West Allis

7525 W. Greenfield Ave.
West Allis, WI 53214

Resolution

File Number: R-2003-0293

Final Action:
18-7-03

Resolution to approve the Year 2004 Operating Plan for the Downtown West Allis Business Improvement District and to adopt the Special Assessment Method as stated therein (Final).

WHEREAS, the Board of the Downtown West Allis Business Improvement District ("BID") has submitted to the Common Council for approval the Year 2004 Operating Plan ("Plan") for the BID and a schedule of special assessments proposed to be levied under the plan ("Schedule"), said Plan and Schedule being on file in the Office of the City Clerk/Treasurer under Preliminary Resolution No. R-2003-0261; and,

WHEREAS, the Common Council, pursuant to Preliminary Resolution No. R-2003-0261, adopted on September 16, 2003, declared its intention to approve the Plan for the BID and to exercise its police powers under sections 66.0703 and 66.1109 of the Wisconsin Statutes, to levy special assessments under the Plan; and,

WHEREAS, the City Administrative Officer, Clerk/Treasurer gave due notice that the Plan and Schedule for the BID were open for public inspection at the Clerk's office and that all persons interested could appear before the Common Council and be heard concerning the matters contained in the Preliminary Resolution, Plan and Schedule; and,

WHEREAS, the Common Council met, pursuant to the aforesaid notice, at the time and place therein specified, and having considered all statements and communications concerning the BID.

NOW, THEREFORE, BE IT RESOLVED by the Common Council of the City of West Allis:

1. That the Plan for the BID and the Schedule of special assessments proposed to be levied under the Plan be and the same are hereby approved.
2. The properties against which the special assessments are proposed are benefited. The assessments shown on the Schedule are true and correct, have been determined on a reasonable basis and are hereby confirmed.
3. The special assessments to be levied under the Plan shall be paid on or before November 7, 2003, and, if not so paid, the City Administrative Officer, Clerk/Treasurer shall place any such assessment on the next succeeding tax roll for collection as provided by law.
4. All special assessments received under the Plan for the BID shall be placed in a segregated account in the City Treasury and disbursed in accordance with the provisions of Section 66.1109(4) of the Wisconsin Statutes.

cc: Development Dept.

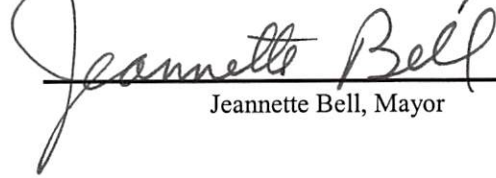
Dev-R-311-10-7-03-bjb

ADOPTED October 7, 2003



Paul M. Ziehler, CAO, Clerk/Treasurer

APPROVED October 8, 2003



Jeannette Bell, Mayor

WHEREAS, the Board of the Downtown West Allis Business Improvement District ("BID") has submitted to the Common Council for approval the Year 2004 Operating Plan ("Plan") for the BID and a schedule of special assessments proposed to be levied under the plan ("Schedule"), said Plan and Schedule being on file in the Office of the City Clerk/Treasurer under Preliminary Resolution No. R-2003-0261; and,
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 4. All special assessments received under the Plan for the BID shall be placed in a segregated account in the City Treasury and disbursed in accordance with the provisions of Section 66.1109(4) of the Wisconsin Statutes.
 ADOPTED October 7, 2003
 APPROVED October 8, 2003
 /s/ Paul M. Ziehler, CAO, Clerk/Treasurer
 /s/ Jeannette Bell, Mayor
 Publish: October 15, 2003

10/10/03

1132609

AFFIDAVIT OF PUBLICATION

West Allis City Of-Legals
 Attn: Clerk Office
 7525 W. Greenfield Ave
 West Allis, WI 53214

Patti Guerrero here by states that she is authorized by Journal Sentinel Inc. to certify on behalf of Journal Sentinel Inc., publisher of the Milwaukee Journal Sentinel and The Sunday Journal Sentinel, public newspapers of general circulation, printed and published in the city and county of Milwaukee; that a notice of which the printed one here to attached is a true copy, was published in the Daily Edition of the Milwaukee Journal Sentinel on the the fifteenth of October 2003. That the Milwaukee Journal Sentinel and The Sunday Journal Sentinel are newspapers printed in the English language and that said printed copy was taken from said printed newspaper(s).

Patti Guerrero
 Patti Guerrero

State of Wisconsin)
) SS:
 County of Milwaukee)

Subscribed and sworn before me this 20 day of Oct, 2003.

Kurt B. Hei

Notary Public State of Wisconsin
 My Commission Expires 1-16-05

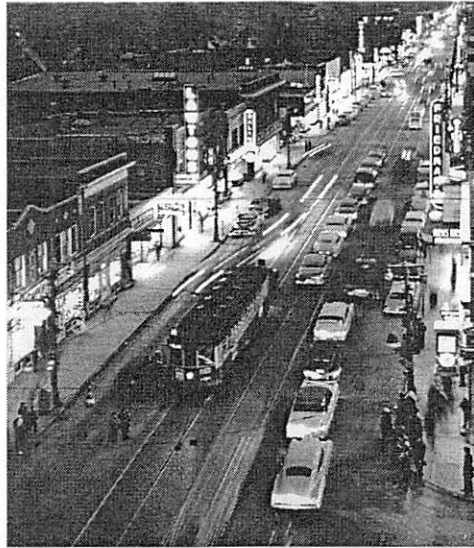
9-16-03





DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

2003 ANNUAL REPORT and 2004 OPERATING PLAN



7231 W. Greenfield Avenue, Suite 201
West Allis, WI 53214



TABLE OF CONTENTS

| | |
|------------------------------------|------------|
| Cover Letter | Page 1 |
| Section One | |
| Introduction and Purpose | |
| Mission Statement | Page 2 |
| Implementation Strategy | Page 2 |
| Organizational Framework | Page 3 |
| ▪ Citizen Participation | Page 3 |
| ▪ Management | Page 3 |
| ▪ Governing Board | Page 4 |
| ▪ Committee Descriptions | Page 5 |
| Section Two | |
| District Setting | Page 6 |
| District Map | Page 7 |
| Section Three | |
| 2003 Annual Report | Page 8 & 9 |
| Section Four | |
| 2004 Operating Plan | Page 10 |
| 2004 Committee Objectives | Page 10-12 |
| Section Five | |
| Allocation of Expenditures | Page 13 |
| 2004 Proposed Budget | Page 14 |
| Designation of Method of Financing | Page 15 |
| Special Assessment Method | Page 15 |
| Legal Opinion | Page 15 |



**DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT**

September 16, 2003

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

To the Honorable Mayor Bell and the Common Council:

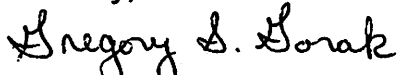
The mission statement of the *Downtown West Allis* Business Improvement District (BID) is ~ "*Build a Positive Image that Encourages Customer Growth and Community Involvement*". Since 1989, the *Downtown West Allis* BID has had a dramatic impact on ensuring the mission and the economic viability of our City Center. The City of West Allis and the *Downtown West Allis* BID have encouraged business growth, celebrated business success and provided sound management of the downtown commercial district.

Throughout 2003, the projects completed by the *Downtown West Allis* BID have been diverse. Three new businesses have opened, a web site promoting the downtown community has been implemented, new partnerships have been formed and the Streetscape Project has been completed. We have continued our work on promoting our successful Signage and Relocation Programs, through Community Development Block Grant funds and the *Downtown West Allis* BID funds. A great deal of effort has gone into working with property owners and businesses to improve the aesthetics of the downtown community, with the assistance of architectural renderings from Main Street.

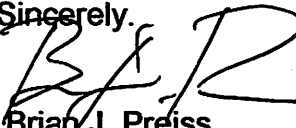
Much more work is required to reduce the number of vacancies, to emphasize the importance of building maintenance and to remain on the path of growth. As we look to 2004 the *Downtown West Allis* BID anticipates continuing these positive efforts, in addition to implementing new ideas and programs, all in a continued effort to improve the economic revitalization of *Downtown West Allis*.

Please find the attached 2003 Annual Report and 2004 Operating Plan informative and beneficial.

Sincerely,


Gregory Gorak
President

Sincerely,


Brian J. Preiss
Executive Director



SECTION ONE

Introduction and Purpose

Section 66.608 Statutes, authorizes Wisconsin municipalities to create a Business Improvement District (BID), as a mechanism, to ensure continued viability of an important commercial district. It provides the parameters within which property owners are assessed, in a designated area, to allow for development, management and promotion of that district. The establishment of a BID benefits the health, safety, welfare and prosperity of the entire community.

The purpose of the BID Operating Plan is to outline how the organization will meet the goals and objectives for the coming year. This plan details how the *Downtown West Allis* BID will provide for and promote the continued vitality of the city center. A long term vision for the Downtown area and a carefully designed, professional marketing plan are necessary components in the promotion of business opportunities and the creation of events to increase overall traffic in the Downtown.

Our Mission Statement

Build a Positive Image that Encourages Customer Growth and Welcomes Community Involvement

Implementation Strategy

The implementation strategy of the *Downtown West Allis* BID is based on the National Main Street Program. The national program has been successful in the revitalization of over 1,000 commercial communities across the country and focuses on a "Four Point Approach". Revitalization efforts are concentrated into four areas; Design, Economic Development, Organization and Promotion. The success of this method is maintaining a balance of purpose for each committee. When a specific issue or goal warrants specialized consideration, a subcommittee may be formed to maximize efficiency and expediency.

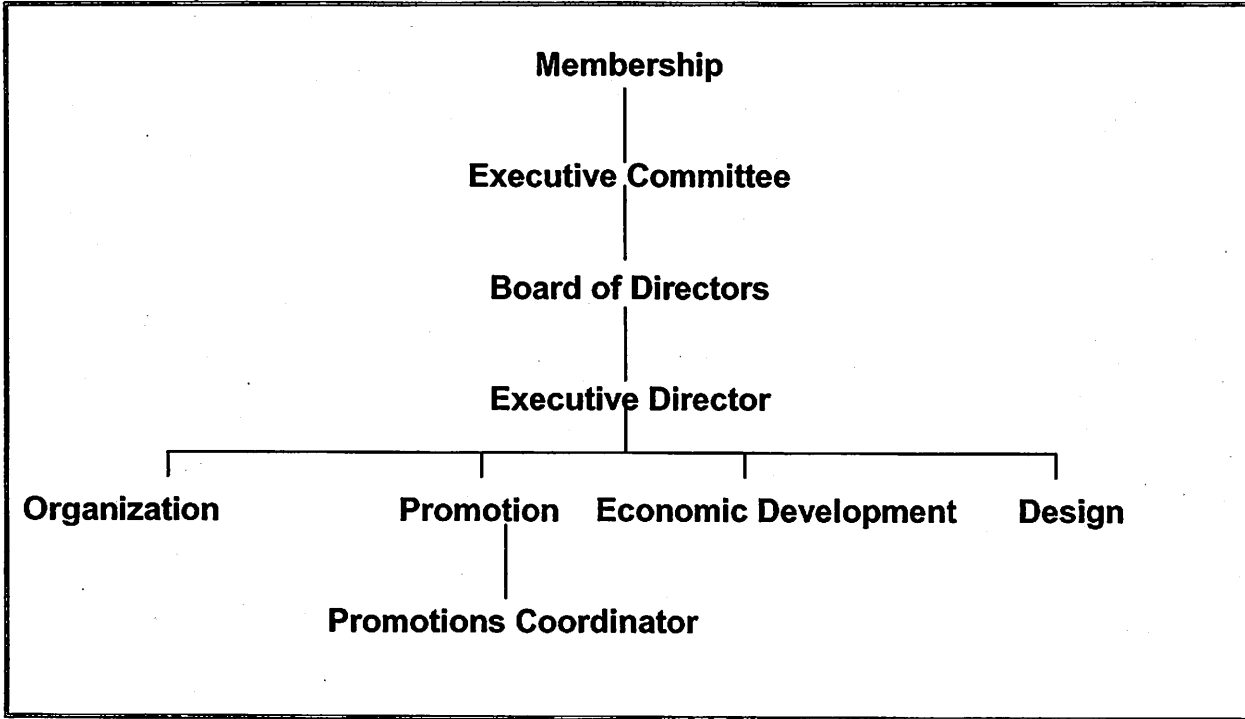
Our use of the method advocated by Wisconsin and National Main Street Program was instrumental in the selection of West Allis as a Wisconsin Main Street Community in 2001.



DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

Organizational Framework

Membership Structure



Citizen Participation

Meeting notices (agendas & minutes) are posted with a minimum 24 hours notification, one week notification whenever possible. The "News" is the bi-monthly *Downtown West Allis* BID newsletter, which keeps the district informed of ongoing BID projects, grant programs, promotional events and community activities. Further, since the 2002 website completion for the BID, we have had over 900 visitors to our site. The address is: www.downtownwestallis.com. This webpage has information about Downtown West Allis, including upcoming events, news, promotions and available properties for rent or sale.

Management

The management of the *Downtown West Allis BID* consists of a Board of Directors, including an Executive Committee, and a full time Executive Director. The management team is responsible for membership development and involvement, fundraising and public information. Maintaining proper record keeping of projects, meetings and finances are vital to all of the *Downtown West Allis* BID efforts.



DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

GOVERNING BOARD

State statute requires that a BID have at least 5 Board members and a majority of the Board own or occupy property in the BID. The Bylaws of the *Downtown West Allis* BID requires a minimum of 9 Board members. Terms are three years in length, with three classes of Directors. As a result one third of the Board are appointed each year. The BID offers nominations to the Mayor. The Mayor then appoints the nominees with confirmation by the Common Council.

The Executive Committee members are elected each year in December and serve for a one year term.

Board of Directors structure as follows: 2 non-owner occupants (1-service and 1-retail), 2- non-occupant owners (1- service and 1- retail) 4 owner-occupants (2-service and 2- retail), and 1 citizen at large.

Board of Director meetings are held on the last Wednesday of each month. Meetings are open to the public.

2003 BOARD OF DIRECTORS

1. **Gregory S. Gorak, *President***, Quest Corporation: *Owner-Occupant/Service*
2. **Jackie Ellington, *Vice-President***, D.C. Ellington Company: *Non-Owner/Occupant/Service*
3. **Tim Klare, *Treasurer***, M & I Bank: *Owner, Occupant, Service*
4. **Barb Zadrozny, *Secretary***, Queen's Closet: *Non-Owner, Occupant, Retail*
5. **Alex Geiger, Model Empire:***Owner, Occupant, Retail*
6. **Sandy Grady, Temps Plus:** *Non Owner, Occupant, Service*
7. **Jim Mejchar, Chamber of Commerce**
8. **Doug Persich, West Allis Dental Care:** *Owner, Occupant, Service*
9. **Gloria Hawkins, Hawkins Clocks:** *Owner, Occupant, Retail*
10. **Walter Zehm, Citizen of West Allis,** *Citizen*
11. **Jane Pennycuff, Chamberlains Flowers & Gifts,** *Non-owner/Occupant/Retail*
12. **Mike Matel, Freese's Candy Shoppe,** *Owner, Occupant, Retail*
13. **Patrick Schloss, ex officio** City of West Allis, Economic Development Department



Committee Structure and Description

Organization Committee

-
- Establish an outreach membership program.
- Develop a fiscal program incorporating sources from both private and public sectors.
- Develop a strategic plan for Downtown West Allis.
- Build partnerships with organizations, businesses, city government, residents.

Promotion Committee

-
- Develop an annual marketing plan.
- Create and maintain a positive image.
- Coordinate special events/activities to increase customer traffic.
- Market Downtown West Allis to visitors, and residents.

Design Committee

-
- Develop design guidelines for signage and façade improvements.
- Encourage preservation of historic buildings.
- Improve and maintain physical environment, public space, parking & green space.

Economic Development Committee

-
- Continue business retention and recruitment plans.
- Continue marketing relocation assistance.
- Maintain a current business directory.
- Improve real estate through adaptive use of under used or empty buildings.



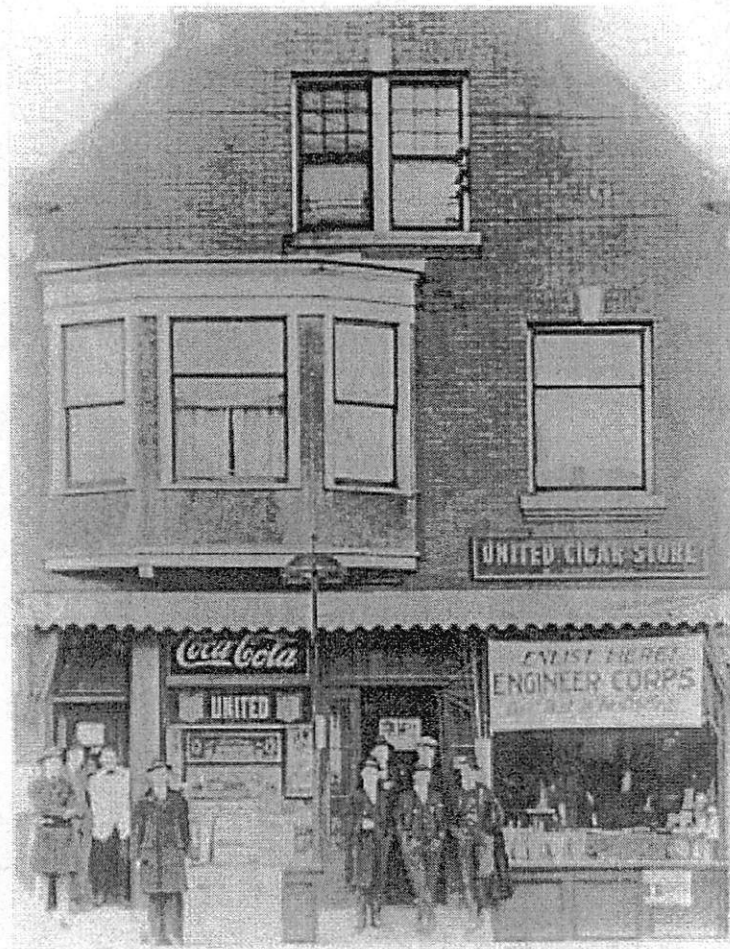
DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

SECTION TWO

DISTRICT DESCRIPTION

The geographic boundaries for the *Downtown West Allis* Business Improvement District is located on Greenfield Avenue between 70th to 76th Street, extending to the north and south alleys and to West Madison St. & West Orhard St. on 70th Street. Please see the map listed on the following page.

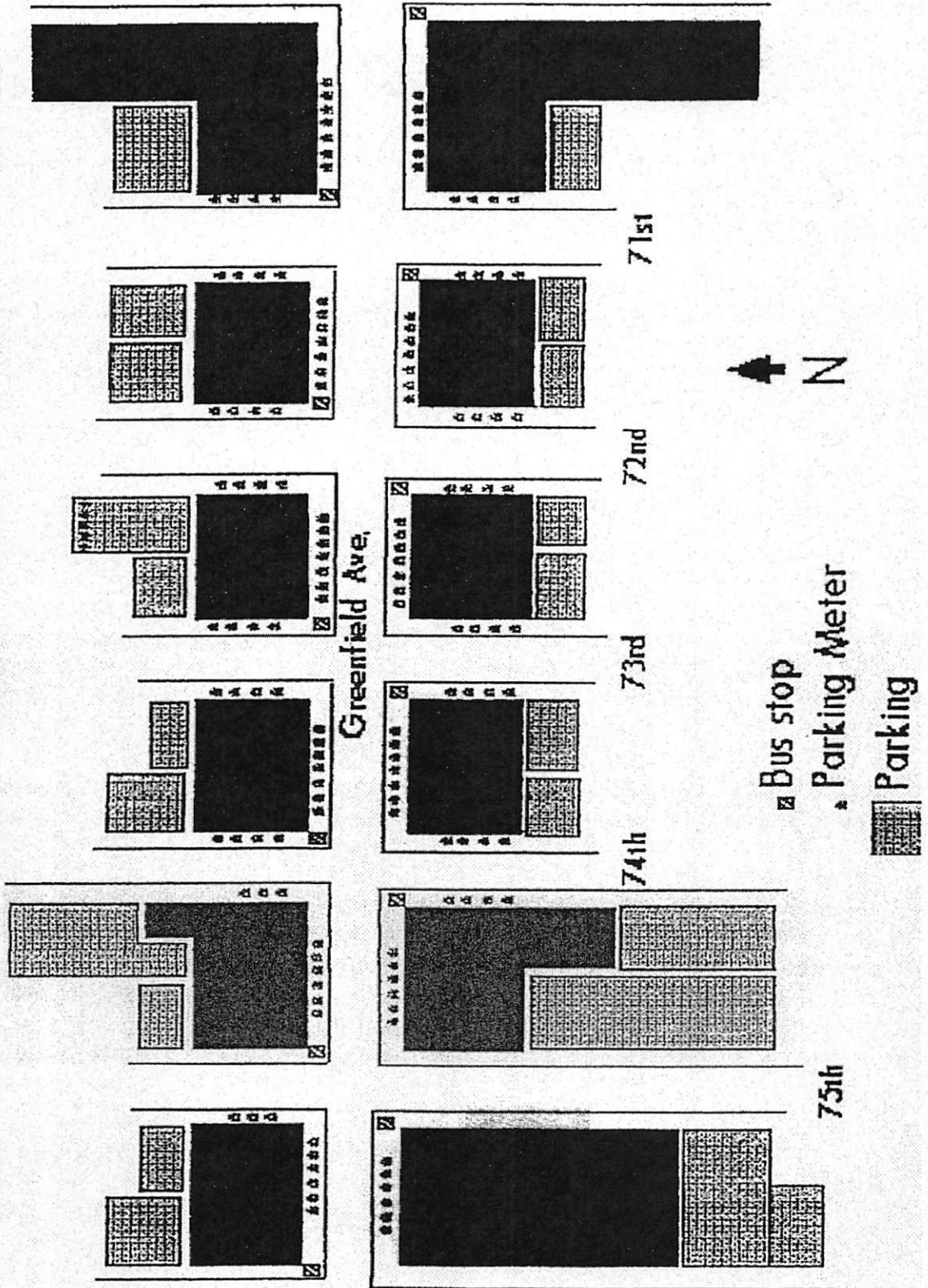
This area contains a large number of single and multi-story buildings. The Downtown is a unique mixture of businesses and buildings presenting a character all it's own. Most of the properties in the downtown are in excess of 60 years old, with many over 80 years old. The *Downtown West Allis* BID has over 100 small and mid-sized, well established and diverse retail and service businesses.





DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

Downtown West Allis Business Improvement District





SECTION THREE

2003 ANNUAL REPORT

Throughout 2003, the *Downtown West Allis* Business Improvement District (BID) has been successful in reaching new heights as an organization. We continue to utilize the resources provided to Main Street Communities. Our Web page, (*downtownwestallis.com*) is updated regularly. The BID welcomed four new businesses this year. We continue promoting the economic vitality of *Downtown West Allis*.

- **Wisconsin Main Street Community:** In February of 2003 our downtown welcomed the Main Street Resource team as a part of our Main Street contract. The four member team spent 3 days conducting interviews, reviewing our procedures regarding our Design, Promotion Economic Restructuring and Organization committees. A forty page report was issued involving an Overview of, Observations and Recommendations for our Committees.
- **downtownwestallis.com:** *Downtown West Allis* established a web page to attract new customers and to promote the district to prospective businesses interested in *Downtown West Allis*. The web page includes event information, downtown news, a listing of downtown businesses, grant information and applications, community links and much more! Also, site visitors can contact the BID office through the web page. Overall, the page provides a great opportunity for the downtown to reach out and to effectively communicate with a wider audience and market.
- **New Partnerships:** The Promotions Committee welcomed new participation with Downtown events. The 2002 Car Show and Holiday Stroll attracted over \$6,000 in sponsorships.
- **Streetscape Project:** The Streetscape Project was completed this summer. Our downtown now incorporates decorative and ornamental lights, benches and waste receptacles. Brick pavers were replaced with stamped concrete.

In addition to these achievements, the BID faced, and continues to face, several challenges. In November 2002, the BID saw the departure of Megan Rivere, Executive Director. Brian Preiss, a member of the Design Committee, was hired as the new Executive Director.

Since January of this year, the BID has become an attractive destination for a number of new businesses and property owners. New storefronts have become apparent with five new businesses opening their doors.



DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

The National Main Street Center has indicated that there is a nationwide trend to create more housing opportunities within downtowns. The *Downtown West Allis* BID has numerous properties that are under utilizing second floor spaces. In order to establish a "24/7" environment in the downtown, creating places for people to work, Play, eat and live are essential. The BID must look to develop unique incentives and strong public and private partnerships that will create the setting for a catalytic Project, such as a building rehabilitation or a possible new development.

During 2003, the BID continued to research how the downtown could create an invigorating environment to attract developers' interested downtown properties. To that end, a new corporation has been formed; **Downtown West Allis, Inc.** The DWAI has applied for 501©3 status. Once obtained, we have been pre-approved for a L.I.S.C. grant. These funds will be utilized to conduct a use feasibility study on one of our properties. We have also continued to consider utilizing the DWAI as a tool to acquire a downtown property. These goals are the preliminary steps necessary for addressing some lingering blighted influences and improving the economic value of the downtown district.

It is the intent of the BID to utilize Downtown West Allis, Inc. as the operating arm of the Downtown. The details of this arrangement are being finalized.





SECTION FOUR

2004 Operating Plan

The Organizational Committee for the *Downtown West Allis* BID has an annual planning forum, open to the public, to discuss the efforts and accomplishments. From this session, the BID develops the objectives for the following year, defining the general direction in the operating plan.

The strengths and weaknesses of the BID are discussed during this planning forum. In an effort to attract developers the BID has established and completed the goals of 1) Organizing the downtown as a not for profit and 2) utilizing the BID as a means to acquire and improve a building.

In 2004, we plan to continue our work with businesses and property owners. Following are the committee objectives.

Committee Objectives

Organizational Committee

The Organization committee sets the operating structure for the *Downtown West Allis* BID. This committee develops the strategic plan, establishes and fosters an ongoing outreach membership program, develops a fiscal program that incorporates resources both private and public and builds partnerships with organizations.

The Organizational Committee will focus on the following goals in 2004:

- Create a Volunteer Development Program increasing volunteer participation and encouraging community support..
- Develop a long range plan for the *Downtown West Allis* BID
- Participate in long range planning for the City of West Allis
- Expand conference room facilities.
- Establish a long-term web site maintenance agreement.
- Increase grants and sponsorships.
- Establish partnerships with schools.
- Integrate the operations of the BID with Downtown West Allis, Inc..

Economic Development Committee

A Market Analysis for *Downtown West Allis* has been issued as a tool recruit identified business types into the downtown area.



DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT

Most of the funds supporting this committee are from the Community Development Block Grant award. This committee administers the Relocation Assistance Program, which recruits new businesses and works to retain existing businesses.

The Economic Development Committee will focus on the following goals in 2004:

- Develop a recruitment program ~ recruiting at least five (5) new businesses and two (2) second floor vacancies.
- Develop a business retention plan.
- Maintain a *Downtown West Allis* business directory.
- Develop incentive program.
- Market the Relocation Assistance Program.
- Make available our Market Analysis.
- Obtain and develop one building.
- Develop a plan to handle enforcement of building code violators (maintain list of building code violations).
- Recruit one (1) anchor store.
- Conduct research on the Economic health of the community and its impact on the downtown businesses.

Design Committee

Over the past several years, *Downtown West Allis* has benefited from investments and building improvements. The Design Committee balances the importance of working to preserve historic buildings while remaining open to new developments that compliment the existing fabric of Greenfield Avenue. The new sign ordinance has helped improve the aesthetics of the downtown. The 2003 Community Development Block Grant Award to the BID provided additional means to remove and to assist with building signage. The Design Committee will continue to develop design guidelines and provide technical assistance to improve the aesthetics of signage, façade projects and new development.

The Design Committee will focus on the following goals in 2004:

- Continue to develop Design Guidelines addressing buildings windows, signage, and façade elements.
- Work with the City of West Allis to maintain new and existing planter boxes.
- Provide technical assistance to improve the appearance of signage, façade projects, and window displays for both new development and existing businesses/projects.
- Continue to market the Signage Assistance and Alley entrance programs.
- Assist business owners with the removal of two (2) large obsolete signs.
- Assist five (5) business owners with new signs.
- Maintain street cleaning efforts with a part-time employee.
- Implement sandwich board ordinance and program.
- Work with the City of West Allis to continue to make parking lot improvements and obtain funding for such.

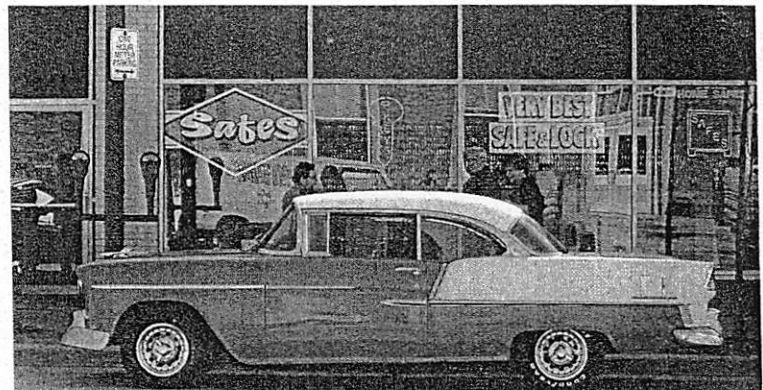
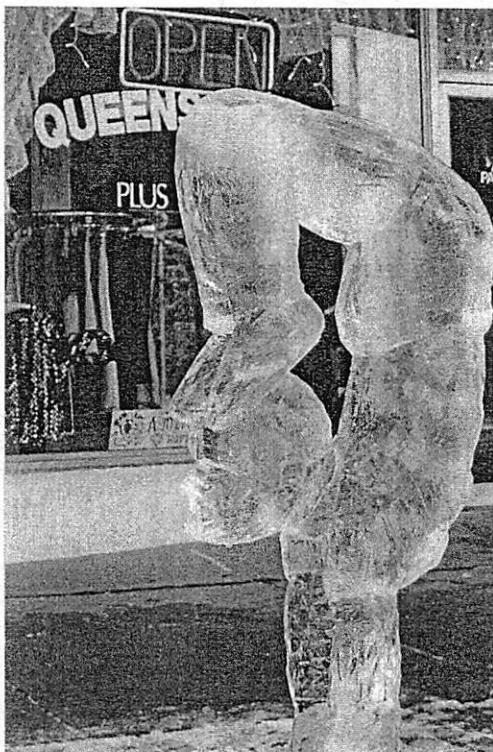


PROMOTIONS COMMITTEE

Promotions are an important aspect of showcasing the diversity of our retail and service business in *Downtown West Allis*. The BID continues to coordinate fun, family events to market our downtown community and to attract visitors to rediscover Greenfield Avenue. As we continue to develop a marketing plan, we anticipate that our promotions will create and maintain a positive image of our downtown and increase retail and service traffic, drawing on tourists, visitors and residents to our downtown community.

The Promotions Committee will focus on the following goals in 2004:

- Maintain our traditional family events: Car Show, April Foolish Fun, Holiday Stroll.
- Introduce a family Halloween event.
- Continue business communication via the bi-monthly newsletter
- Maintain a calendar of events on the web page.
- Expand the event staff (volunteers).
- Develop partnerships with high schools for promotions.
- Establish an event Chairperson for each promotion.
- Distribute an overall marketing brochure for the BID.





SECTION FIVE

Allocation of Expenditures

**With a proposed total budget of \$68,622.09,
We request a special assessment of \$66,622.09.**

**The proposed assessment for project year 2004, per thousand
dollars, is four dollars and 74/100 (\$4.74)**

The Executive Director is an employee of the Business Improvement District. Our office allow the Executive Director to carry out the day to day activities, a meeting room allows Board and Committee (Design, Economic Development, Promotions and Organization) members, and their subcommittees, access to a professional working atmosphere.

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. Officer terms are for one year. All members of the *Downtown West Allis* BID 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. The *Downtown West Allis* BID seeks to provide unified leadership to energize 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 community and the greater community.

Any questions or information regarding the BID should be directed to our office at:

***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.com

www.downtownwestallis.com



DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

Proposed 2004 Budget

| | Amount | % of Budget | | Amount | % of Budget |
|---|--------------------|---------------|---|------------------------|---------------|
| PROFESSIONAL SERVICES | | | OFFICE EXPENSES | | |
| Executive Director's Salary | \$31,500.00 | 45.17% | Rent | 3,600.00 | 5.25% |
| FICA, Unemploy. & W.C. | 2,500.00 | 3.64% | Supplies and Printing | 2,500.00 | 3.64% |
| Health Insurance | 1,000.00 | 1.46% | Copier | 800.00 | 1.17% |
| Audit | 1,500.00 | 2.17% | Telephone | 1,200.00 | 1.75% |
| Professional Services | 1,000.00 | 1.46% | Newsletter | 200.00 | .29% |
| Education and Travel | 800.00 | 1.17% | Postage and Delivery | 250.00 | .36% |
| Memberships | 175.00 | .25% | Insurance | 2,000.00 | 2.91% |
| TOTAL PROFESSIONAL SERVICES | \$38,475.00 | 55.32% | TOTAL OFFICE EXPENSES | \$10,500.00 | 15.37% |
| DESIGN COMMITTEE | | | STREET CLEANING | | |
| Signage Assistance Program | 1,000.00 | 1.46% | Staff | 1,200.00 | 1.75% |
| Exterior Treatment | 1,000.00 | 1.46% | Maintenance Materials | 0 | 0% |
| Sound System Rental | 500.00 | .72% | Planters/Planter Maintenance | 3,000.00 | 4.30% |
| TOTAL DESIGN EXPENSE | \$2,500.00 | 3.64% | TOTAL STREET CLEANING EXPENSES | \$4,200.00 | 6.05% |
| PROMOTIONS COMMITTEE | | | ECONOMIC DEVELOPMENT COMMITTEE | | |
| Advertising | 1,500.00 | 2.17% | Recruitment Incentive | 1,000.00 | 1.46% |
| Classic Car Show | 3,500.00 | 5.10% | Recruitment Materials | 400.00 | .58% |
| Holiday Promotions | 3,500.00 | 5.10% | TOTAL ECONOMIC DEVELOPMENT EXPENSE | \$1,400.00 | 2.04% |
| Other Promotions (April Foolish Fun, etc.) | 1,500.00 | 2.13% | | | |
| TOTAL PROMOTIONAL EXPENSES | \$10,000.00 | 14.50% | | | |
| ORGANIZATION COMMITTEE | | | BOARD OF DIRECTOR'S RESERVE | | |
| Organizational Development | 250.00 | .36% | | \$1,200.00 | 1.75% |
| TOTAL ORGANIZATION EXPENSES | \$250.00 | .36% | | | |
| | | | TOTAL BUDGET | \$68,622.09 | 100% |
| | | | LESS | | |
| | | | Interest Income | 1,000.00 | |
| | | | Retained Surplus | 1,000.00 | |
| | | | TOTAL INTEREST INCOME & RETAINED | \$2,000.00 | |
| | | | ASSESSED VALUE FOR 2002 | \$14,031,800.00 | |
| | | | PROPOSED SPECIAL ASSESSMENT LEVY | \$66,622.09 | |
| | | | ASSESSMENT PER \$1,000 OF ASSESSED VALUE | \$4.74 | |



SECTION FIVE

DESIGNATION OF METHOD OF FINANCING

Financing of expenditures shall be stated in the 2004 Proposed Budget attached to the Operating Plan and made part hereof. 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 BID shall be based upon a sum sufficient to fund the operation budget when distributed upon the basis of the BID. Assessment shall be FOUR AND 74/100 DOLLARS (\$4.74) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

All special assessments received from the BID, all other appropriations by the City of West Allis, if any, and other monies received for the benefit of the 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 BID shall remain in said account for activities delineated under the approved BID Operating Plan.

LEGAL OPINION

I hereby certify that the 2004 Operating Plan for the *Downtown West Allis* Business Improvement District is complete and complies with Section 66.608(1)(f) of the Wisconsin Statutes.

66.1109(1)(f)

Scott Post
Attorney
City of West Allis