



Milwaukee Federation of WELS Churches, Inc. dba

THE CORNER BAZAAR

7546 West Greenfield Avenue, West Allis, WI 53214 •(414) 259-0654
www.milwels.org

August 3, 2010

Dear Members of West Allis Government, Members of the BID,

I am the new manager of The Corner Bazaar (TCB), starting January, 2010. We are in a shaky economy. The day TCB opened, March 7, 2008, our neighbor for the first time lost money, and he has been out of business for months now. We, however, at considerable cost, have built an attractive retail store featuring the items of over 175 vendors, many of them West Allis residents. We want to keep the *unique gifts image* which has attracted customers nationwide with our “corners” for antiques, books, collectibles, fine art, hand crafts, etc.

We have become a unique gifts destination, but there has been an increasing number of potential customers who feel they can't afford what we currently offer. While we don't want to change our main floor image, in response to their concerns we would like to open part of our lower level to provide affordable, quality, used items.

We are requesting the BID, the Planning Commission and City Council to reconsider the total ban on resale. Businesses outside of the BID can supplement their bottom line with resale business, but we can't and may die before the economy is restored. You know some of those resale businesses that are booming and putting up slick new facilities. “Resale” does not have to be all or nothing. We are requesting a very specific change, an ordinance amendment.

We are requesting that the BID ordinance on resale be changed to allow retail businesses to designate a portion up to 40% of their showroom floor space to be used for resale. To allay fears about appearance, the variance might be probationary for twelve months. TCB's specific plan would be to maintain and continue to improve our main floor offerings, but to accommodate the discriminating shopper with upscale resale on our lower level – “The Corner Closet” and “Family Furniture Corner”, if you will.

With the hope of expanding sales, we look forward to expanding our services to the community, to improving the exterior appearance and signs of the west anchor store of the BID, to initiating BID tour groups, to offering BID advertising brochures for other stores to our customers in our remodeled store.

I am excited about the effort by our BID leadership to produce brochures, to develop programs to share that image with new groups inside and outside the West Allis community. TCB wants to be an active part of these development efforts for the whole community.

To facilitate exchange of information and answer questions, TCB will be open 8:30-10:00, Friday, Saturday & Monday, August 6, 7 & 9 for you and any of your employees. If possible, I hope to meet with you during one of those days, show you what we have developed so far, and share our ideas for being more successful in today's world.

Sincerely,

John C. Ibisch – Business Manager

The Milwaukee Federation of WELS Churches, Inc. dba **The Corner Bazaar**
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