

20.



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
2007-0390	Request	In Committee
	Status Report and Financial Plan Recommendations for Completion of Centennial Plaza Project.	
	Introduced: 6/19/2007	Controlling Body: Administration & Finance Committee

### COMMITTEE RECOMMENDATION

None

no recommendation

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
			Barczak		✓		
			Czaplewski		✓		
			Dobrowski				
			Kopplin				
	✓		Lajsic	✓			
			Narlock				
			Reinke				
			Sengstock				
			Vitale				
		✓	Weigel	✓			
			TOTAL	2	2		

### SIGNATURE OF COMMITTEE MEMBER

*[Handwritten Signature]*

Chair

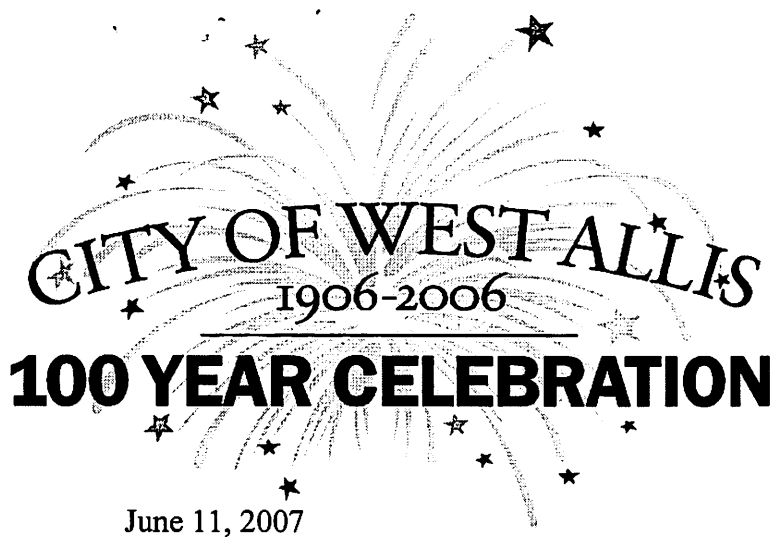
Vice-Chair

Member

### COMMON COUNCIL ACTION

approval

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
	✓		Barczak		✓		
			Czaplewski		✓		
6/19/07			Dobrowski	✓			
			Kopplin	✓			
			Lajsic	✓			
			Narlock	✓			
			Reinke <del>exc</del>				✓
	✓		Sengstock	✓			
		✓	Vitale	✓			
			Weigel	✓			
			TOTAL	7	2		1



**CITY OF WEST ALLIS**  
1906-2006  
**100 YEAR CELEBRATION**

June 11, 2007



**CENTENNIAL CELEBRATION  
EXECUTIVE BOARD**

**CHAIR**

Wayne B. Clark

**MEMBERS**

Rudolph Borchardt

Joyce Halliburton

Richard Kellar

Gerise LaSpisa

James Mejchar

Kathleen O'Leary

David Wied

Mayor Jeannette Bell

Aldersperson Rosalie Reinke

Honorable Members of the  
West Allis Common Council  
7525 W. Greenfield Avenue  
West Allis WI 53214

RE: Status Report and Financial Plan Recommendations  
for Completion of Centennial Plaza Project

Dear Common Council Members:

This letter is to bring the Common Council up to date on the status of the Centennial Plaza Project, including certain financial recommendations that we feel are necessary to complete this last piece of our overall 2006 Centennial Celebration activities and to express the Committee's sincere appreciation for the Common Council's support of these activities.

First, we would like to provide the Common Council a summary from a historical standpoint of what was accomplished last year. As you know, a formal committee and subcommittees were created to coordinate and conduct all events, activities and projects (a complete list of activities is attached). The major activities included a parade, a festival, and a fabulous fireworks presentation, as well as open houses, senior activities, school programs, historical occasions, art/cultural fairs, and health events. In addition to these three major events and the other activities outlined in the attachment, the permanent remembrance of the City's 100<sup>th</sup> birthday is to be the reconstruction of the City Hall courtyard into a Centennial Plaza.

Second, in order to provide the Common Council a reminder of the original financial plan for the entire efforts, we would like to outline the details of what was included in each aspect of the Centennial activities. The original goal, which still remains, is for everything to be paid for by private donations through our overall fundraising efforts. To date, approximately \$565,000 has been donated and/or pledged toward the original goal and budget of \$575,000 (\$75,000 for parade, festival, and fireworks, and \$500,000 for the Centennial Plaza; only approximately \$55,000 was spent for the parade, festival, and fireworks, leaving a remaining balance in funds received and pledged of \$510,000 for the Centennial Plaza construction). Unfortunately, our original

Honorable Members of the  
West Allis Common Council  
June 11, 2007  
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preliminary estimate of \$500,000 for the Centennial Plaza has increased to \$935,000, leaving a balance of \$425,000 yet to be raised from additional private donations and contributions.

This latest cost of \$935,000 for construction is based on actual construction bids of \$861,399 received and opened on May 10, 2007. In addition to that amount, \$64,747 was paid to Ruckert & Mielke for the design, architectural, and construction bid services. With adding a possible 10% contingency amount of \$78,309 and other related costs of \$11,000 for the placement of educational and historical arts pieces and recognition plaques, the total comes to approximately \$935,000 (see attached financial report).

It should be noted that the \$425,000 of remaining needed funds is the worst-case scenario. City Engineering staff is currently reviewing the bid for some possible savings, and the Centennial Fund Raising Committee hopes to further reduce costs. In addition, and more importantly, if the City purchases the materials directly for the contractor, approximately \$22,000 can be saved on the sales tax expenses. Further, if the project is managed carefully and thoroughly, none of the \$78,000 contingency amount may need to be spent. These latter two items alone could save \$100,000 of the remaining amount of \$425,000 needed, thus reducing the needed amount to \$325,000.

A color rendering of the final design of the Plaza that was used on the basis for the formal bid is attached. The bid is ready to be awarded with construction to be done this summer and fall of 2007.

In order to allow the Centennial Plaza project to proceed as scheduled, the Centennial Fund Raising Committee has several financial recommendations that we ask the Common Council to approve. They are as follows:

1. Authorize the continuation of the Centennial Fund Raising Committee to continue to raise the remaining needed funds of approximately \$325,000 to \$425,000 over the next two to three years (2007-2009).
2. Contribute a second \$50,000 from City reserves toward the fundraising effort (the City had previously provided one \$50,000 contribution in early 2006 to match a same amount from WAMH/Aurora).
3. Borrow the final amount needed in the range of \$275,000 to \$375,000 funds from the City's Land & Building Fund to allow construction of the Centennial Plaza to proceed with the 2007 summer/fall construction schedule. Admittedly, the total \$275,000 to \$375,000 is a lot of money. However, the City has a long history of planning ahead for major capital financial projects by setting aside 50% of the needed funds before the project begins and borrowing/bonding for the remaining 50% of the project costs. As a reminder, for this

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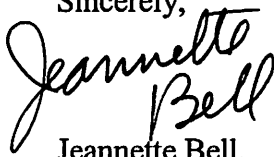
project (other than the first \$50,000 and possibly the second \$50,000), the City has not had to set aside the first 50%. The funds in hand (over \$500,000) have come from contributions from the business community and generous citizens of West Allis. And, in regard to the second 50%, the City will not have to borrow/bond for these funds because adequate amounts are available in the City's Land & Building Fund; this will save some interest costs.

4. Advance the necessary funds for the remaining pledged amounts (\$93,750) that have not yet been actually paid. (Upon payment, these amounts will be repaid to the City.)

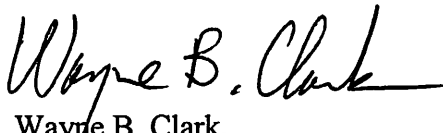
We appreciate the Common Council's consideration of our request. We strongly feel that the goal of raising the additional \$275,000 to \$375,000 funds over the next year or two is reasonable, particularly in light of the fact that approximately \$565,000 was raised in the past year or two. Fund raising efforts will continue with the community and businesses to solicit the remaining needed contributions. In addition, future fund raising efforts will focus on private foundations to give, a group not previously asked. While the Fund Raising Committee will work diligently, we recognize the fact, as we hope you do, that ultimately the private fund raising goal may not be attained. Should this occur after the Committee's extensive efforts, we hope that the Council would step forward and provide any remaining funds as a final contribution by the City to the Centennial Plaza.

This project remains the one permanent, lasting tribute to this great City and its first 100 years. The Plaza's future use by many individuals and groups throughout the community will be long term, extensive, and varied. It will be a testimonial and memorial for all of West Allis and something that all can recognize and be proud.

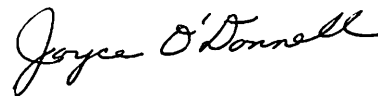
Sincerely,



Jeannette Bell,  
Mayor



Wayne B. Clark,  
Chairperson, Centennial  
Celebration Executive Committee



Joyce O'Donnell,  
President, West Allis Community  
Improvement Foundation, Inc.

## **Calendar of Events**

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### **Past Events**

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#### ***Flag Raising & Birthday Cake***

**Wednesday, April 12, 2006 12 Noon**

West Allis City Hall Courtyard

In conjunction with the introduction of the City's new logo and slogan, an official flag raising ceremony will be held on the anniversary of the City of West Allis' date of incorporation. Join us at the City Hall Courtyard Flagpoles for raising of the new City flag and enjoy birthday cake afterward in honor of the City's 100th Birthday!

#### ***Centennial Wellness Fair***

**Wednesday, April 19, 2006 11:00 a.m. to 6:00 p.m.**

Summit Place, 6737 W. Washington St.

Come and see interactive displays to improve your Body, Mind and Spirit! Speakers on the hour beginning at 11:30 a.m.--topics include healthy cooking, healthy products, and be proactive. No charge to attend; bring a food donation for Hunger Task Force. Bring 5 or more items and get entered in a special drawing.

#### ***Community Dinner/Dance***

**Saturday, April 29, 2006**

6-11 p.m. at Summit Place Atrium (6737 W. Washington St.)

**Tickets:** \$40 / person, \$300 / Table of 8, available after 2/15/06

**Features:** unique food stations by Rupena's Summit Cafe, "Taste of West Allis" Sweet Table, Dancing to the big band sounds of One More Time, Silent Auction, and much more.

**Sponsored:** by the West Allis Community Improvement Foundation in partnership with the West Allis Rotary Club.

**Benefits:** West Allis Centennial Plaza

**Theme:** Happy Birthday West Allis! Celebrating 100 Years

**Contact:** 414/302-8292

#### ***Wilson School Mural Commemorates Centennial***

**Thursday, May 18 1:30 p.m**

Wilson School Gym, 8710 W. Orchard

Wilson Elementary School celebrates 100 years of West Allis by dedicating a school mural. Refreshments to follow 1:30 p.m. program. For more information, call 414/604-4810.

#### ***Fire Station #2 Open House***

**Saturday, May 20, 2006 10 a.m. – 1:00 p.m.**

2040 S. 67th Place

Event celebrates the grand reopening of the remodeled Fire Station #2, National EMS Week, and the first 100 years of fire service to the great City of West Allis.

Scheduled Events and Displays: Live car extrication using the "Jaws of Life;" Hands-on Kids Firehouse (Come

Spray with Us); Simulated CPR code demonstration; crash dummy demonstration; talk to doctors, nurses and pharmacists about health questions; West Allis Fire Dept. history on display; special team equipment display; Milwaukee fire bell; food, face painting, fun. For information, call 414/302-8911.

### ***Centennial Fashion Show and Brunch***

**Friday, June 2, 2006 11:00 a.m.**

West Allis Senior Center, 7001 W. National Ave.

Tickets: **\$12 each** (deadline is May 24)

Brunch Menu: Scrambled Eggs, Country Baked Ham, Breakfast Sausage, Hash Brown Potatoes, Fresh Fruit, Selection of Rolls, Pastries, Doughnuts, Bagels, Beverages

Presented by Goodwill Industries, this "Fashion Stroll through the Decades" will showcase turn-of-the-century fashions through the 1980s. Join us for this fabulous trip down memory lane. Seating is limited, so don't delay!

### ***Memory in Song from 1900s***

**Friday, June 9, 2006 1:30 p.m.**

West Allis Senior Center, 7001 W. National Ave.

Enjoy selections from the 1900s as performed by the Senior Center Chorus.

Reception to follow. Call 302-8700 for further information.

### ***Centennial Celebration Weekend***

**Parade** Thursday, June 15, 2006, 6:30-7:15 p.m. (precedes Western Days Parade and follows its route)

**Fireworks** Saturday, June 17, 2006, 9:30 p.m.

Held at Milwaukee Mile Racetrack at State Fair Park

**Festival** Sunday, June 18, 2006, 12:00 – 5 p.m.

Held at State Fair Park (International Amphitheater and Central Park)

### ***West Allis Cancer Relay for Life***

**Friday, July 14 to Saturday, July 15, 2006**

Nathan Hale High School, 11601 W. Lincoln Ave.

The American Cancer Society's Relay for Life is a unique celebration of life in honor and in memory of those whose lives have been touched by cancer. Relay for Life involves teams of 8-15 people who take turns walking or running around a track all night long to raise money for the American Cancer Society. The event will feature historical displays commemorating the West Allis Centennial. For more information or to register, call 262/312-4021.

### ***Run/Walk 2006***

**Sunday, July 30, 2006, 10:00 a.m.**

McCarty Park, 8214 W. Cleveland Ave.

5K Run, 2 Mile Walk, and 100 Yard Stroll presented by the Wisconsin Athletic Club. Entries by mail or in person **MUST** be received by July 26 at the Club. Entry Free: \$13 Pre-registration, \$15 Race Day. Call Nick Neitzel at 414/321-2500 for further information.

### ***Senior Government Day***

**Tuesday, August 15, 2006**

1:30 p.m. at West Allis Senior Center (7001 W. National Ave.)

Wisconsin State Fair Park Museum Historian, Jerry Zimmerman, will speak on "The Wisconsin State Fair – At Home in West Allis Since 1892." Free program; seating is limited. Call 414/302-8700 for reservations.

### ***Settlers Weekend***

**Saturday, August 26, 2006**, 11 a.m. – 6:00 p.m.

**Sunday, August 27, 2006**, 11 a.m. – 4:00 p.m.

Historical Site at 84th and National Ave.

Museum and Log Cabin open. Historical displays, exhibitors, and demonstrations of early 1900's. Sponsored by Historical Commission of West Allis and West Allis Historical Society.

### ***Forks and Corks***

**Friday, September 15, 2006**, 5:30 - 9:30 p.m.

at the Newly-Renovated West Allis Farmers' Market

Sponsored by the WA-WM Chamber of Commerce

Advance Tickets Only: **\$35** per person before August 15 and **\$40** after; no sales at door

Event offers taste of wines, beers, and local restaurants to sounds of a live jazz combo. Local artists participating in the Sept. 16 Arts a'Fair will be invited to display their work during this "preview night," and guests will be able to bid on silent auction/raffle items and place orders for wines and artwork at the evening's conclusion.

Visit the Chamber's website at [www.wawmchamber.com](http://www.wawmchamber.com) to find out more about event sponsorship, donations to the event, purchase tickets, etc.

### ***Arts a'Fair***

**Saturday, September 16, 2006**, 10 a.m. – 4 p.m.

West Allis City Hall, 7525 W. Greenfield Ave.

Sponsored by the City of West Allis Arts & Culture Task Force

Paintings, woodcarvings, photography, and other works of fine art by over 20 West Allis artists will be on display in the City Hall Art Gallery and surrounding rooms. The fine arts festival will also present live musical performances and literary readings on the City Hall grounds. Artists will be available for questions, comments, and demonstrations. The 3rd Annual Arts a'Fair takes place rain or shine. Admission and parking are free.

Refreshments and food will be available for sale. For more information, contact the Mayor's Office at 414-302-8290.

### ***Downtown West Allis Walking Tour***

**Saturday, September 16, 2006** Tour Times at 11 a.m. and 2 p.m.

Leave from West Allis City Hall

In conjunction with the Arts a'Fair event, the Downtown West Allis Business Improvement District is sponsoring this stroll down Greenfield Avenue, remembering the businesses, owners, and buildings of long ago. For more information, contact the BID at 414/774-2676 or visit their website at [www.downtownwestallis.com](http://www.downtownwestallis.com)

### ***"Just a Few Memories to Share" Workshop***

**Wednesday, September 20, 2006** 10 a.m.

West Allis Senior Center, 7001 W. National Ave.

Do you remember when wheels didn't have rubber? When streetcars ran through the West Allis area? If so, plan to attend this workshop to learn how to build a keepsake legacy of the past for your family. All attending will receive a personal copy of "Just a Few Memories to Share," a book to help organize your memories and translate your family history into print. Participants must pre-register by calling 414/302-8700. Refreshments will be served.

### ***City Open House***

**Saturday, September 23, 2006** 10:00 a.m. to 2:00 p.m.

Includes City facilities on National Avenue (Health, Senior Center, Library, Fire and Police). Displays, tours, refreshments, etc. featured.

Open House Entertainment held at the Senior Center:

10:00 a.m. Mary Pat Michels Trio

10:45 a.m. West Allis-West Milwaukee Barbershop Quartet

11:30 a.m. Lincoln/Horace Mann/Wilson Schools Suzuki Group

12:15 p.m. Mike Britz Trio

1:00 p.m. Young at Heart Chorus

2:00 p.m. Chris Drobka Duo

### ***Autumn Art Exhibit, Craft Fair & Bake Sale***

**Saturday, September 23, 2006** 9 a.m. – 3 p.m.

West Allis Senior Center, 7001 W. National Ave.

Join in the City's Centennial Celebration and Open House event by stopping at the West Allis Senior Center. Activities include wide assortment of seasonal and non-seasonal gift items, homemade bakery and sandwiches, scarecrow contest, raffle, craft demonstrations, display of acrylic paintings and homemade quilts, free popcorn and lemonade, musical entertainment, and food drive for local food pantries. For more information, contact the Senior Center at 414/302-8700.

### ***Weddings of Yesterday - Centennial Fashion Show & Reception***

**Saturday, October 21, 2006** 1:30 p.m.

West Allis Senior Center, 7001 W. National Ave.

Tickets: \$6 (October 17 deadline)

Presented by Goodwill Industries, this fabulous show will feature a professionally narrated presentation featuring gorgeous antique bride, bridesmaid and other bridal party attendee attire from the turn of the century through the mid 1980's. Seating is limited, so don't delay!

### ***"Preserving Your Memories" Workshop***

**Thursday, October 26, 2006** 10 a.m.

West Allis Senior Center, 7001 W. National Ave.

This workshop will help you record events and joyous occasions that helped shape your life and provide you a wonderful keepsake for yourself, an heirloom gift of family history to pass on to future generations. Participants must pre-register by calling 414/302-8700. Refreshments will be served.

### ***West Allis Community Breakfast of Thanks & Giving***

**Monday, November 20, 2006,** 7:15 a.m.

Klemmer's Banquet Center, 10401 W. Oklahoma Ave.

Sponsored by the West Allis Community Improvement Foundation

Buffet Breakfast followed by program at 8:15 a.m.

Speaker: Rev. Norman Oswald, Program Manager of Pastoral Care at the VA Medical Center

Cost: \$15.00 (ticket deadline is November 10)

This event is an expression of the community's thanks and giving. Attendees are invited to bring a non-perishable food item for collection, and all breakfast proceeds are donated to West Allis food pantries. Call 414/302-8292 for further information.



FINANCIAL REPORT FOR CENTENNIAL PLAZA FUNDRAISING  
5/30/07

**REVENUE**

Funds on Deposit at City of West Allis (including \$90,000 Borchert Estate)	\$302,555	
Funds on Deposit with WACIF (includes all 3 accounts)	115,896	
Pledges remaining from Dick Carlson (two amounts of \$50,000 & \$75,000 paid)	75,000	
WA-WM School Dist Remaining Pledge (two amts of \$6,250 pledge of \$25,000)	12,500	
Other Remaining Outstanding Pledges (Hub-\$1,250; TDS-\$5,000)	<u>6,250</u>	
<b>TOTAL REVENUE</b>		<b>\$512,201</b>

**EXPENDITURES**

Low bid received for Construction (783,090) (plus \$78,309 for 10% contingency)	\$861,399	
Architectural/Design/Construction Services Fee	<u>64,747</u>	
<b>Subtotal</b>	<b>\$926,146</b>	
Estimated Cost *	<u>10,770</u>	
<b>TOTAL EXPENDITURES</b>		<b><u>\$936,916</u> *</b>

**REMAINING FUNDRAISING NEEDS** **\$424,715**  
(Revenue less Expenditures)

\* Total estimated for relocation of existing family statue or traffic control units, which it is assumed the PW Dept. will move within the Courtyard. Also, does not include the cost of the school children sculptural piece (\$4,000), industrial art work piece (\$4,000), and two commemorative plaques (\$2,770).

# Centennial Plaza Schematic Design - Plan

City of West Allis

