

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

7231 W. Greenfield Ave • Suite 201 • West Allis, Wisconsin 53214

(414) 774-2676 • FAX (414) 774-7728

www.downtownwestallis.com

September 1, 2011

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 (DWA-BID) annual report for the past 12 months, 2012 Operating Plan, 2012 approved budget and listing of our Board of Directors.

Our organization will continue to work on the development of a "Shop Local....Shop Downtown West Allis" campaign. The goal of our approved 2010 strategic plan is to assist the business and property owners in ways that will bring a heightened awareness to positive aspects of the area and make DWA-BID a social gathering place in which to shop, visit, socialize and live.

Thank you for your support in the past as well as in all the future endeavors. Our organization looks forward to working with you for the betterment of our Downtown, a vital part of West Allis.

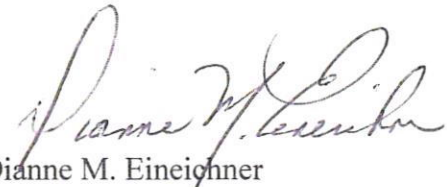
Sincerely,



Chet Parker
President, DWA-BID

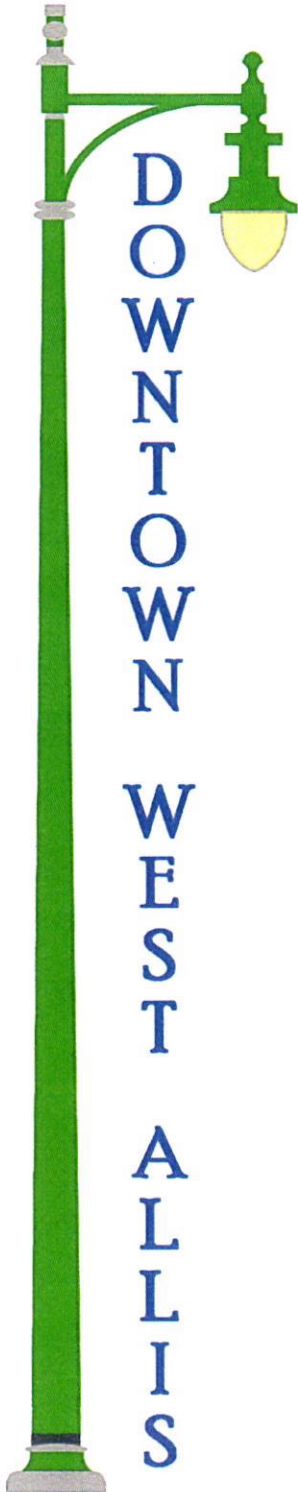


Douglas J. Persich
President, DWA, Inc.



Dianne M. Eineichner
Executive Director





2011 Annual Report

2012 Operating Plan 2012 Budget

**Downtown West Allis
Business Improvement District
Managed by: Downtown West Allis, Inc.**

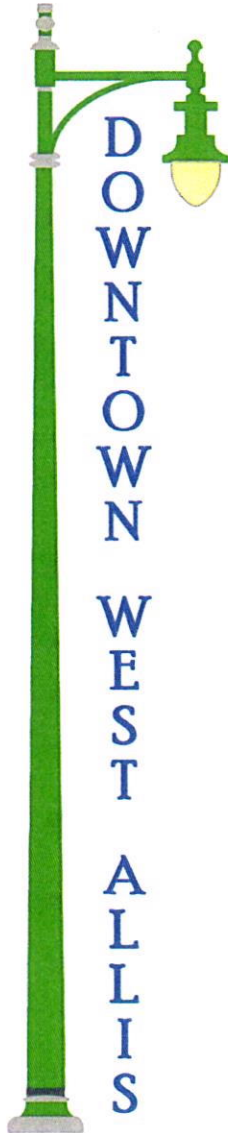
A Main Street Community

Mission: *"To Build a Positive Image that Encourages
Customer Growth and Community Involvement"*

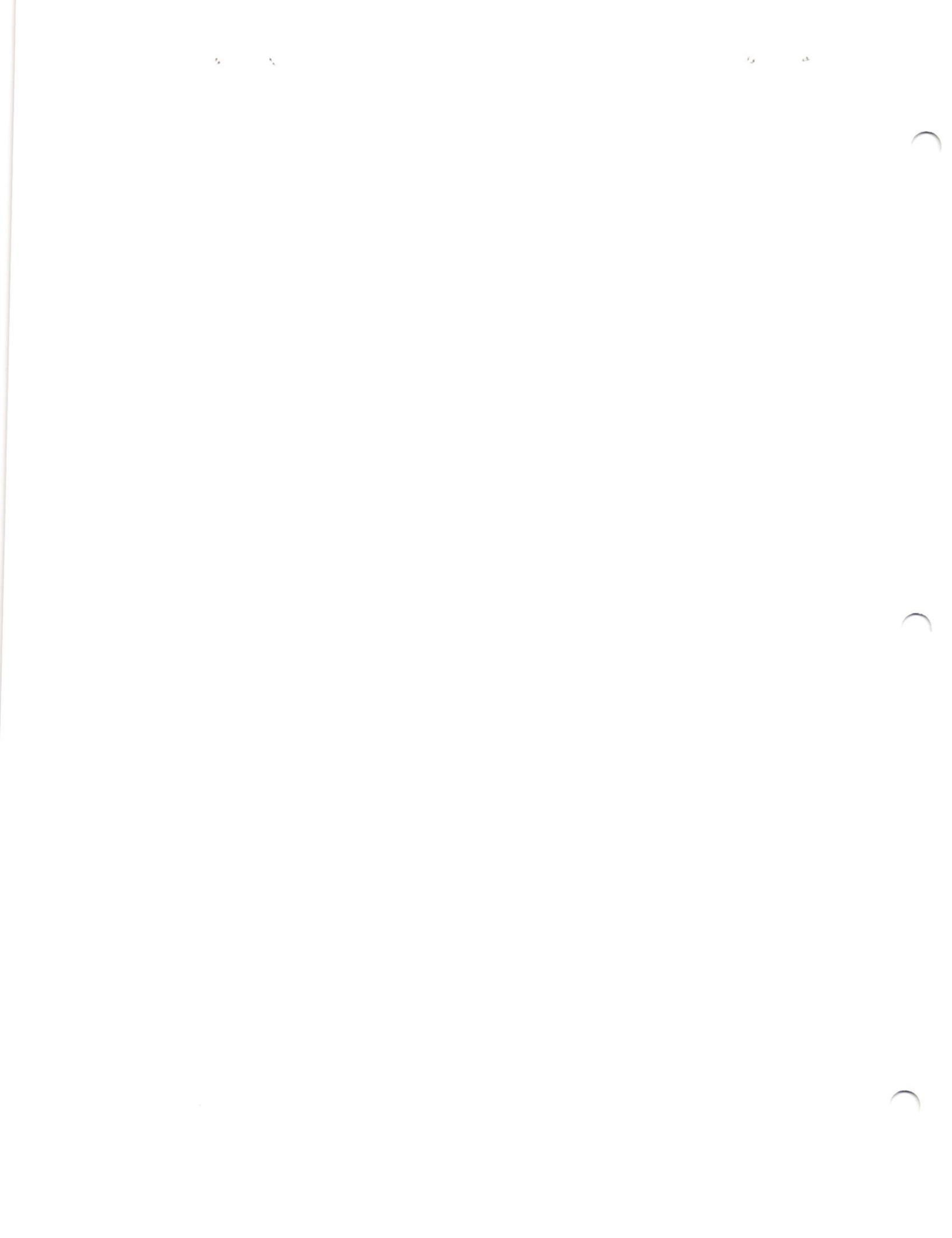


DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT (DWA-BID)

TABLE OF CONTENTS



| ITEM | PAGE # |
|--|---------------|
| DWA-BID Boundaries | 3 |
| Introduction | 3 |
| 2011 DWA- BID/DWA, INC. Annual Report | 4 |
| 2012 DWA-BID/DWA, INC. Operating Plan | 10 |
| 2011 DWA BID Board of Directors | 12 |
| 2012 DWA-BID Budget | 13 |
| 2012 DWA-BID Time Table for Expenditures | 14 |
| DWA BID Assessment Method | 14 |



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 70th and 76th 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 70th Street where our boundaries extend north to Madison Street and south to Orchard Street.

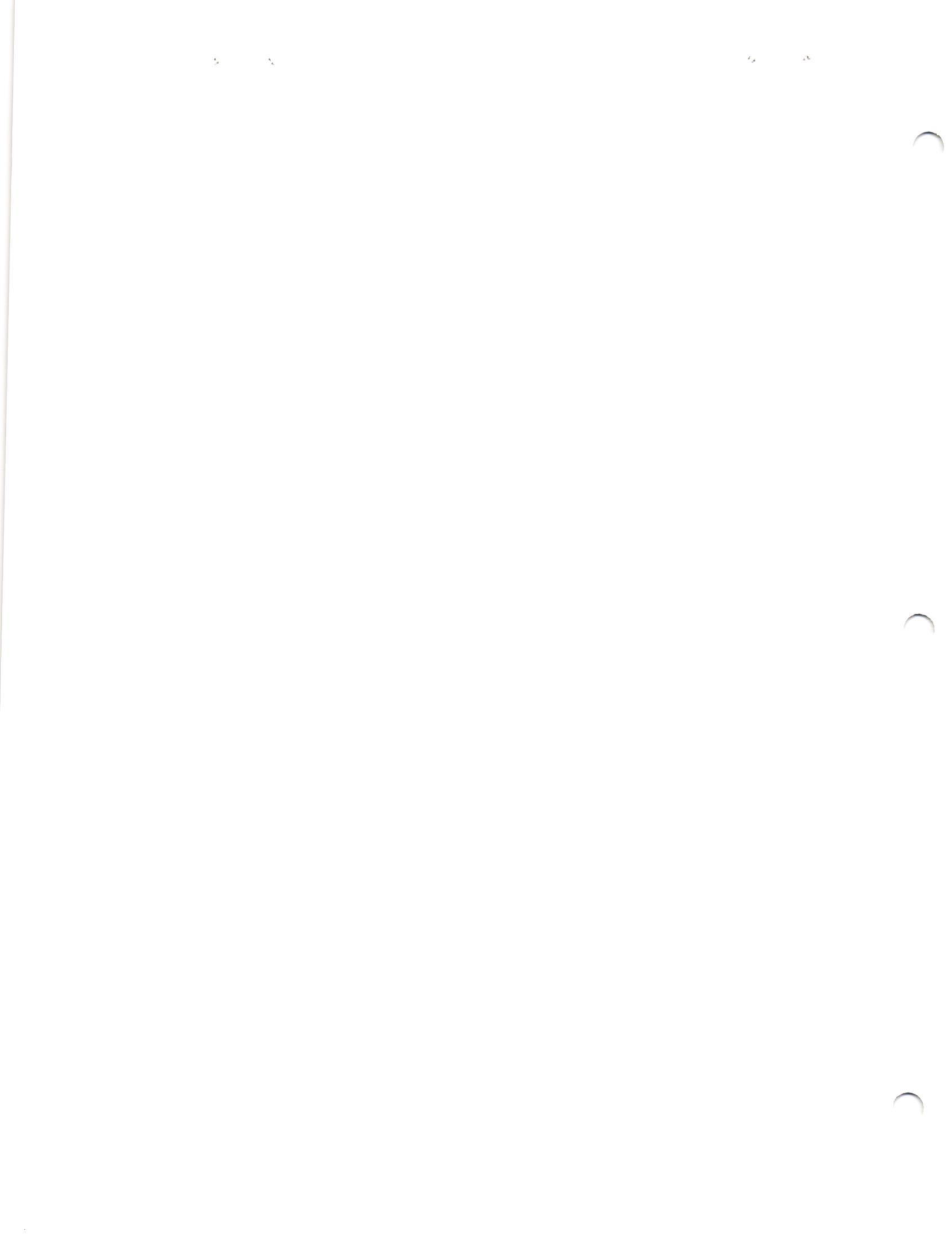
This area contains a large number of single and multi-story buildings. Most of the properties are in excess of 60 years old, with many over 80 years old. The *DWA-BID* is home to approximately 100 small and diverse retail/service businesses.



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 assessments, improvements and activities are made possible to enhance and develop 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.



Downtown West Allis Business Improvement District/ Downtown West Allis, Inc. 2011 Annual Report

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

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 4 years and has helped establish events, 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.
- **Quarterly City Hall Meetings with the Mayor, Alderpersons and City Department Heads:** 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 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. Ed Benish, from the Crime Prevention Unit, and Officer Rod Nelson meet with DWA-BID business and property owners. These two police officials are on-hand to give an update on what is happening in the area as well as answer any questions that are of concern. These morning meetings usually last for one hour and are held at Steakhouse 100.
- **Annual DWA-BID Town Hall Meeting, Tuesday, February 8, 2011:** 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. A power point presentation was given to approximately 25 individuals. Discussions regarding the use of our brick planters and different marketing options were also addressed.



Promotions Committee

- **20th Annual Classic Car Show, Sunday, October 3, 2010:** Our 20th Annual Downtown West Allis Classic Car Show was the biggest car show to date. 426 registered Classic Cars were featured attracting approximately 3,500 visitors to our area. Greenfield Avenue was, once again, closed to traffic, enabling our organization to focus on safety issues for our car owners and visitors. This also allowed for the inclusion of more vendors (*DWA-BID* business and Community groups), and most importantly, created an environment conducive to showcasing our businesses. This fall tradition has continually grown over the years.

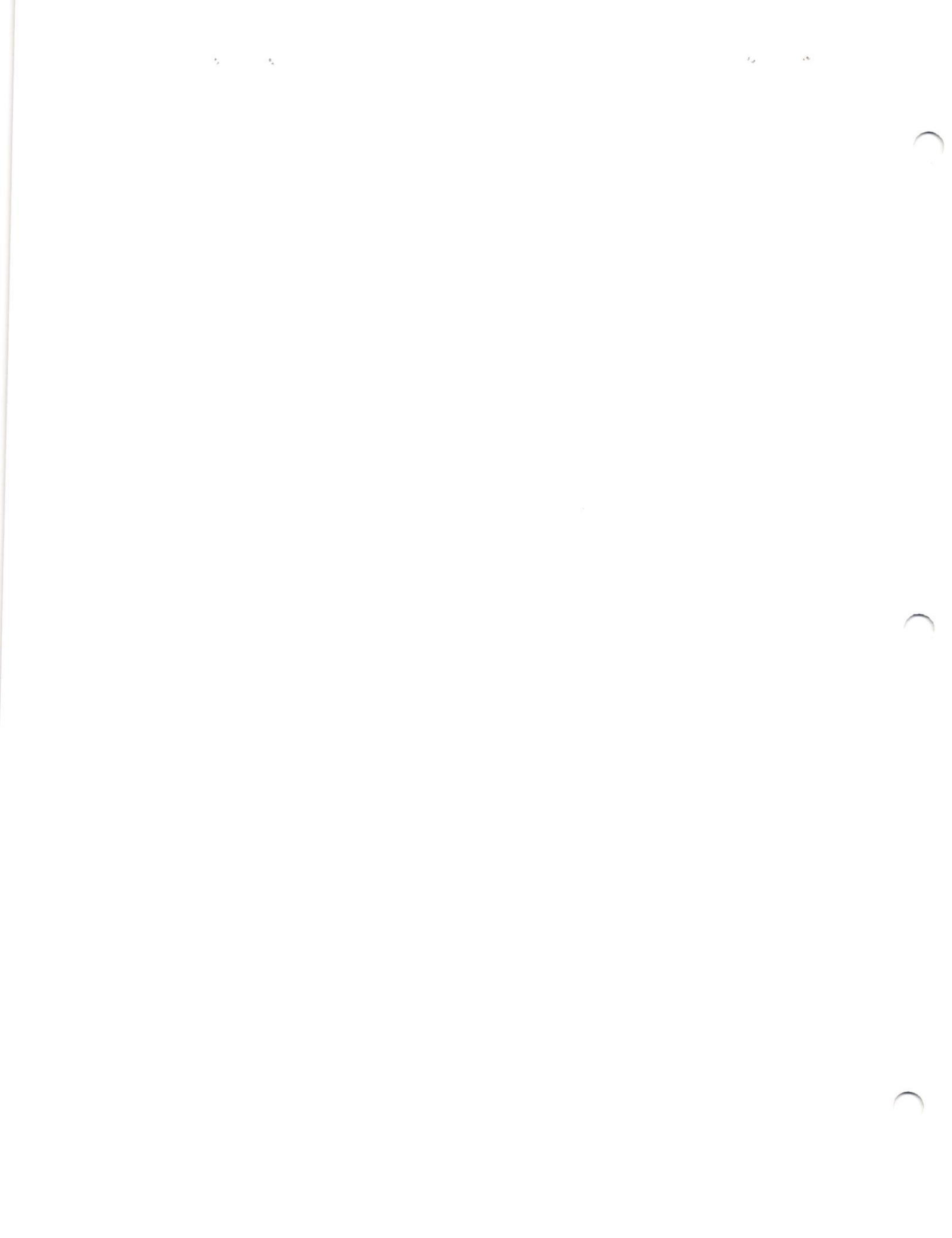


- **Halloween Meet & Treat, October 30, 2010:** Our 7th year of hosting this event had approximately 500 children and their families joining us in Downtown West Allis to display their costumes and receive treats from area merchants. We also collected non-perishable food items for the Holy Assumption food pantry.



- **Christmas on the Avenue Saturday, December 4, 2010:** This year, *DWA-BID* teamed with City of West Allis Celebrations Committee for an afternoon of great entertainment and food. *DWA-BID* provided a food tent for visitors coming to the event. Hot dogs, chili, hot chocolate and coffee were just a few of the items available. We worked with two local Boy Scout Troops who volunteered their time at the café and were costume characters all day long. Lunch with Santa, strolling entertainment, A Visit with Santa and hospitality stops were the added ingredients in making the event a success. The Tree Lighting Ceremony, Community Sing and the West Allis Christmas Parade helped round out the day's activities.

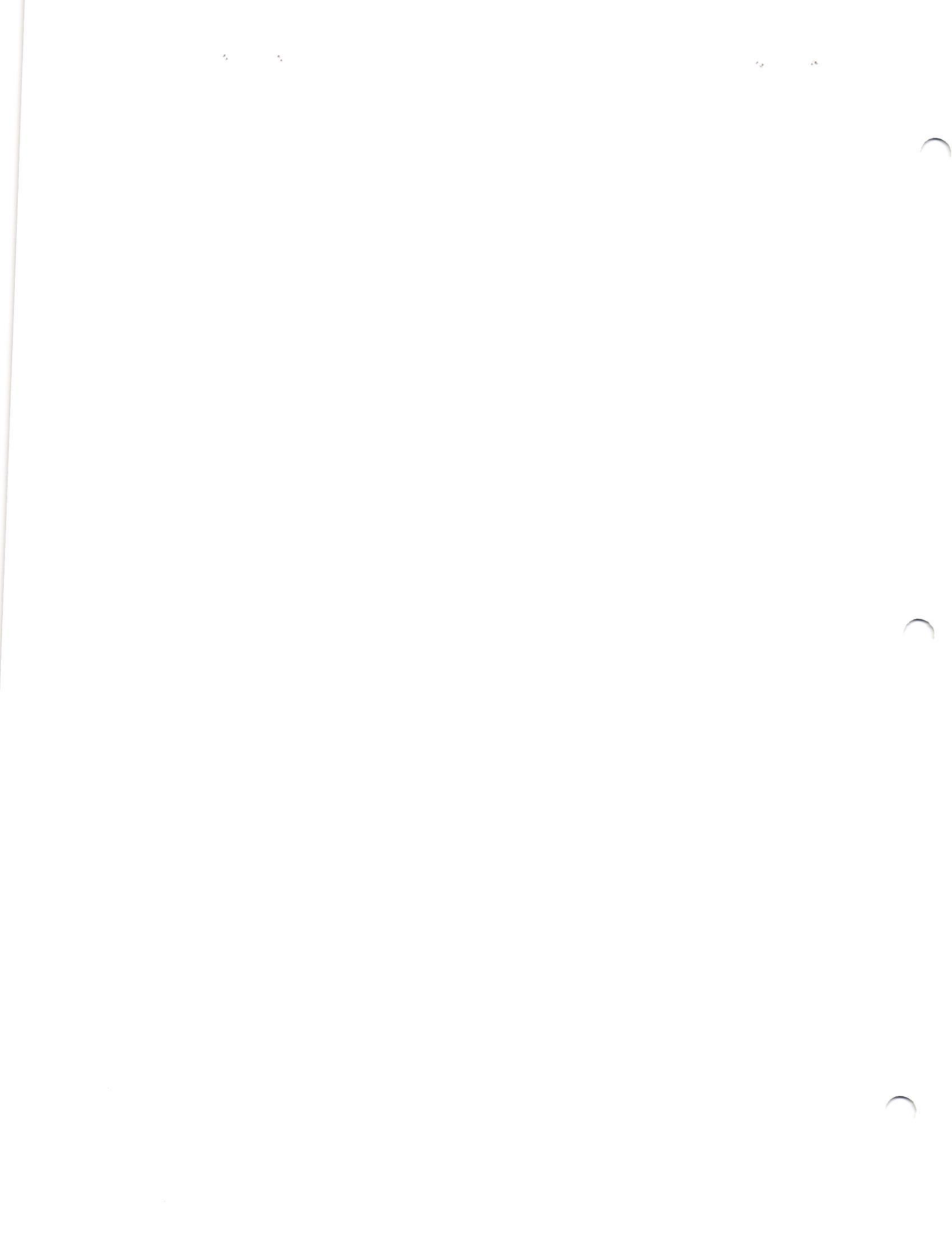




- **BID Merchant Appreciation Picnic, Wednesday, May 18, 2010.** Our 4th year to host the Annual BID Merchant Appreciation Picnic was moved indoors to Steakhouse 100 because of the inclement weather. Over 100 invited business owners, their employees and volunteers took advantage of a great lunch and a chance to meet with other downtowners.
- **4th Annual West Allis Ala Carte, Sunday, June 5, 2011:** This event went well beyond our expectations. Over 6,000 visitors enjoyed food, games, music, crafts and other activities that were provided for this event. Over 120 different vendors were on hand to promote their organization or business. An assortment of music was provided at our Main Stage, Beer Tent, Variety Stage and Centennial Plaza. New this year, our Senior Area hosted bingo. Visitors, 18 and older, were able to enjoy a game or more, free of charge. Working with the City of West Allis, CAAD and various Senior Facilities in the area we were able reach out to those in West Allis and surrounding communities. This event has something for every age group and has proven to be an event that all of West Allis can be proud of.



- Our office staff continues a **'Facebook'** and **'Blog'** presence. We have added **'Twitter'** to keep loyal fans and potential customers updated with all that is happening in Downtown West Allis.
- During June of 2011, our Promotions Committee started **'Lunch on The Avenue.'** Mis Suenos and Steakhouse 100 participated by serving a quick lunch outside their restaurants. We encouraged employees from City Hall, Summit Area and MATC to walk the avenue and grab a bite to eat during their lunch hours. Unfortunately, due to inclement weather this event was not a success. Our Promotions Committee will continue to work on attracting employees in the immediate area to shop and visit Downtown West Allis.

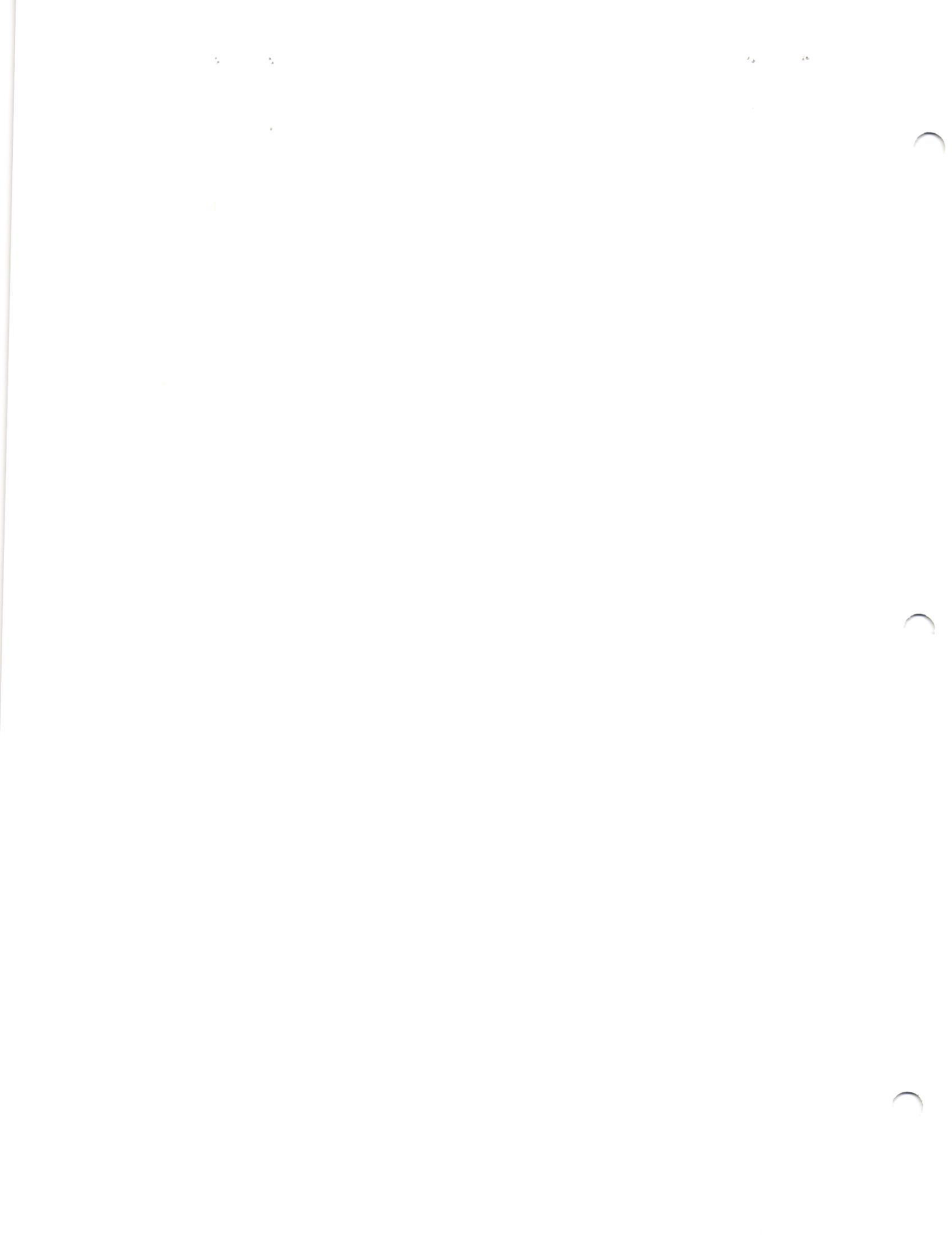


Design/Beautification Committee

- **A Clean/Attractive Streetscape** is a good indicator as to the overall health of a Downtown. We have employed two individuals to pick up trash and weed the tree beds and sidewalks.
- **Hanging Flower Baskets** were once again revitalized by Granny's Floral and Gifts.
- **Five Additional Brick Flower Planters** have been added to the test brick planter on the 7100 block of Greenfield Avenue. These planters, once again, constructed by MATC (Milwaukee Area Technical College) masonry students gave our organization the opportunity to work with the area school and also gave the MATC students a community project that they can be proud of. Working with a local nursery, hearty and colorful flowers were planted creating a pedestrian-friendly environment.
- **Mulch** was added to the street level planters. In May of 2011, the Design Committee had double-shredded mulch added to the tree beds. Over the years, the mulch around the tree beds either blows or gets swept away. The new mulch has enhanced the appearance of our streetscape.
- **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 on each block. 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 and Façade Assistance**, our organization continues to assist business and/or property owners with improving their establishments. Boost Mobile, Sini Sini Tanning, Kashka's and Mis Suenos were all awarded Signage Assistance.



- A new **Sound/WIFI System** was installed in early June. Music on the Avenue creates a friendly, inviting atmosphere for our customers and visitors. With the City of West Allis' help, we are now able to broadcast music and announce upcoming events and information along Greenfield Avenue. The free WIFI will enable our businesses to offer internet access to their customers as well. The updated sound system will also provide the necessary communication tools needed at our events.

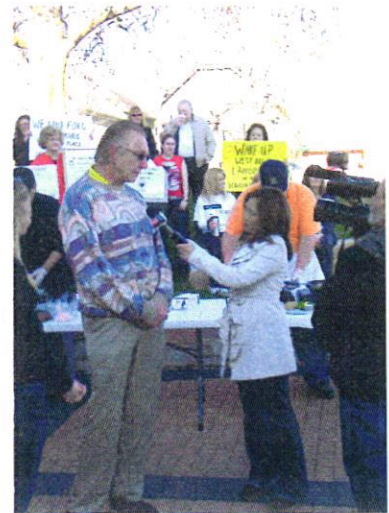


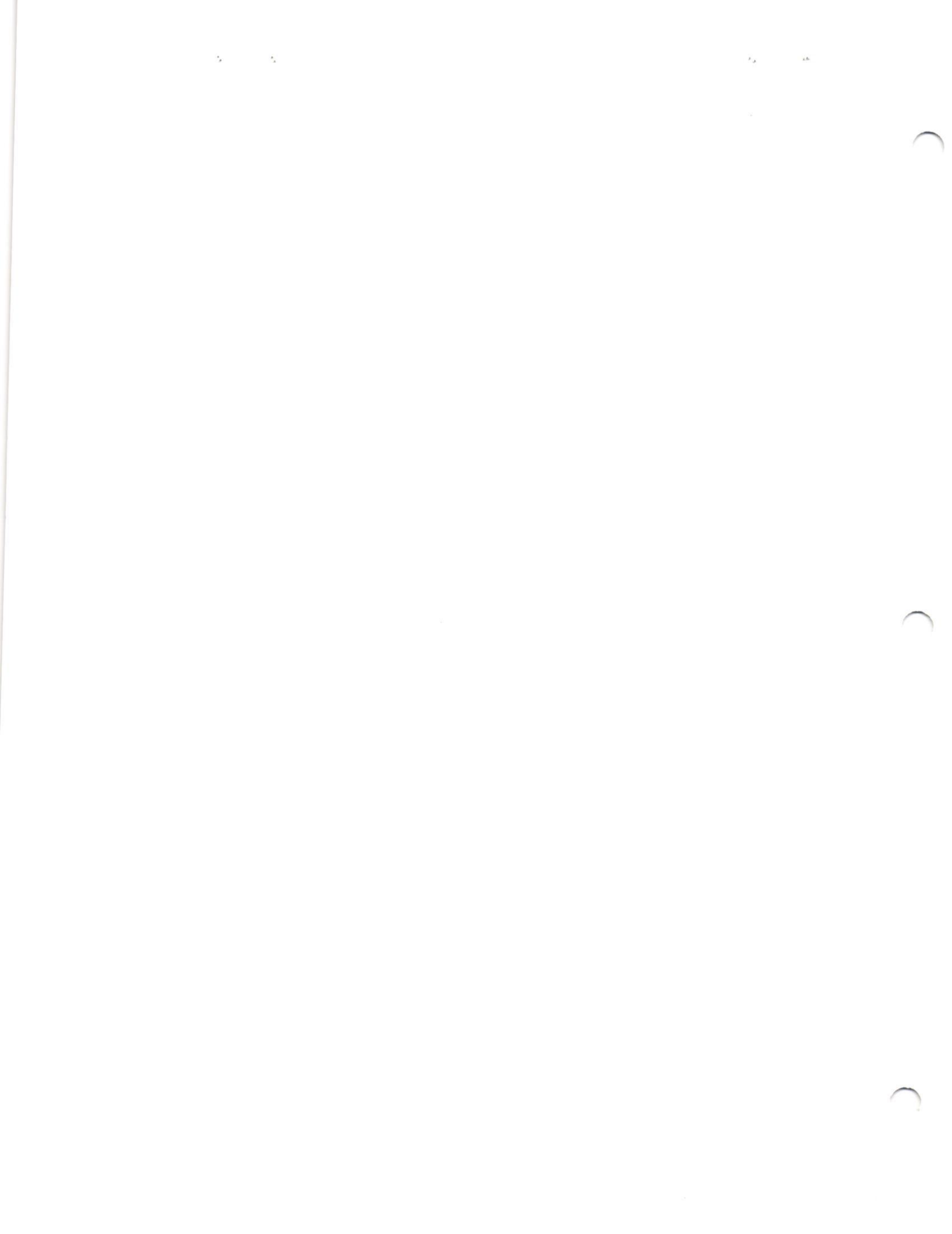
Economic Development Committee

- 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- 2010 we have welcomed:
 - a. **Premier Engineering**
- Our organization continues to encourage businesses to relocate into Downtown West Allis with **Relocation Assistance**. Premier Engineering was awarded Relocation Assistance.

Organizational (Marketing) Committee

- **Shop Local...Shop Downtown West Allis Flyer**
 - In Spring/Summer of 2009, this flyer was first distributed to visitors and customers within our various businesses.
 - In Fall/Winter of 2010, the flyer was mailed to 27,000 residents located in the 53214 zip code.
 - In Spring Summer of 2011, the flyer was inserted in 17,000 copies of the Milwaukee Journal Sentinel for the 53219 zip code.
 - Our next step, in Fall/Winter of 2011, is to insert the coupon flyer in the Milwaukee Journal Sentinel for the 53227 zip code.
- This flyer is a great way to make the residents within West Allis aware of all the great businesses we have as well as our events.
- **Fox 6 Wake-Up News** featured the City of West Allis as well as our Downtown on Friday, May 6, 2011. Our office staff worked with Mayor Devine in putting together a program that highlighted the great things happening in our City. Many business owners and their employees were on hand to show their support of our Downtown and the City of West Allis.
- www.DowntownWestAllis.org The *DWA-BID* office staff has been working to improve the look and accessibility of our website. We are currently in the process of working with high school students in putting together a video of our area. This video will be placed on our website.
- **“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. Periodically, a supplemental newsletter was created to keep our members informed about upcoming important events.
- **Marketing brochures**, listing all Downtown West Allis business’ names, addresses, phone numbers and website addresses 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.



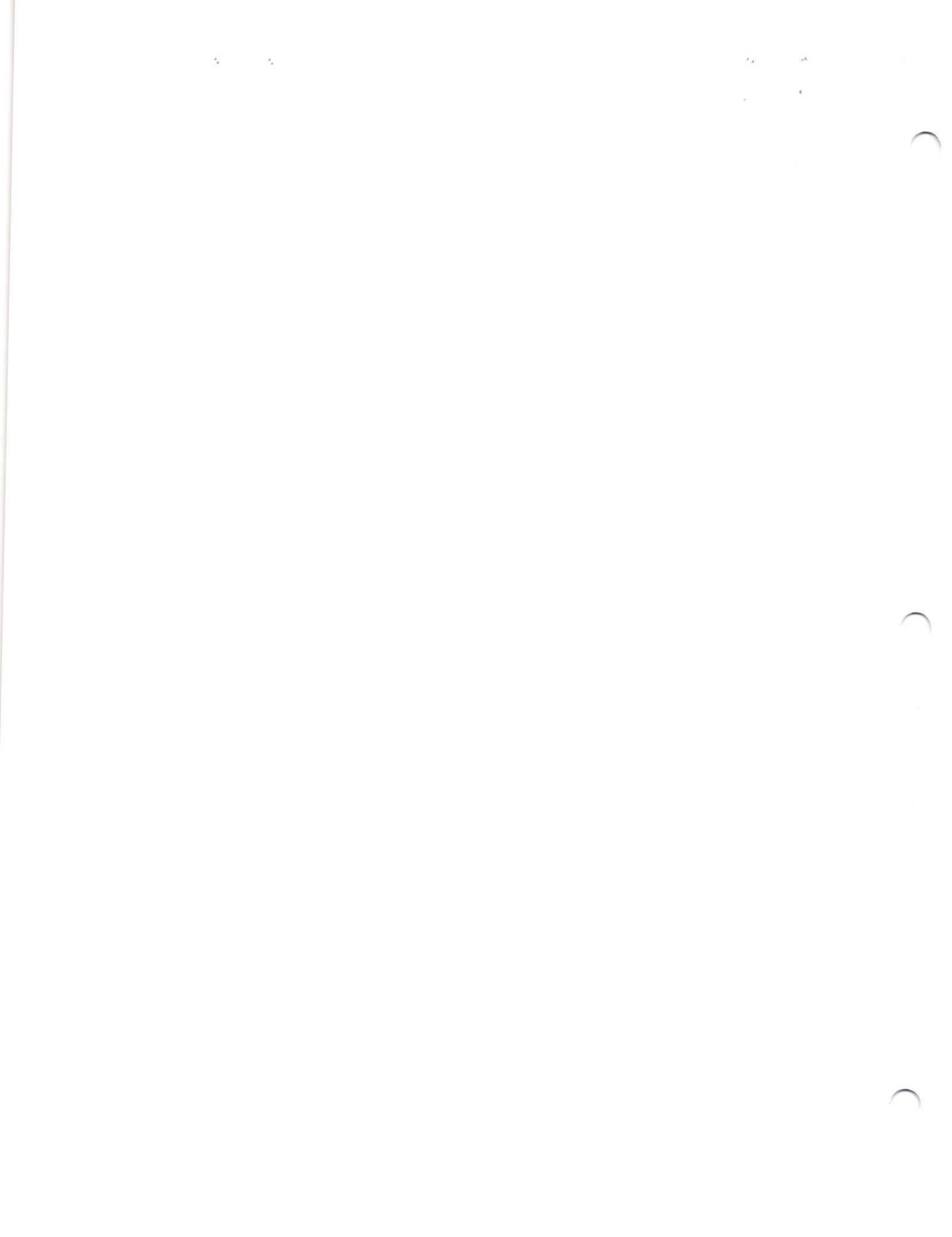


- **City of West Allis' Library** was kind enough to let us use their lobby display case to showcase Downtown West Allis during the month of May. Flyers and brochures were left in the racks.
- **National Night Out and Settlers' Weekend** continues to be a great outlet for our staff to market Downtown West Allis, meet West Allis residents and be a strong supporter of our City and community.



Participation in the above areas draws attention to our Downtown and what we have to offer.





Downtown West Allis Business Improvement District/ Downtown West Allis, Inc. 2012 Operating Plan

On August 23, 2011, the Downtown West Allis Business Improvement District will be 22 years old. Our Main Street Program will be in its 10th 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 Downtown West Allis as a City Center working towards being a great Wisconsin Main Street Community. In 2012, we will continue to work with the City of West Allis, WE Energies and DWA-BID property owners in creating an energy efficient Downtown, the first of its kind in the nation.

Our Board of Directors has established allocations for the 2012 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 10 members representing the following interests:

- 8 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.

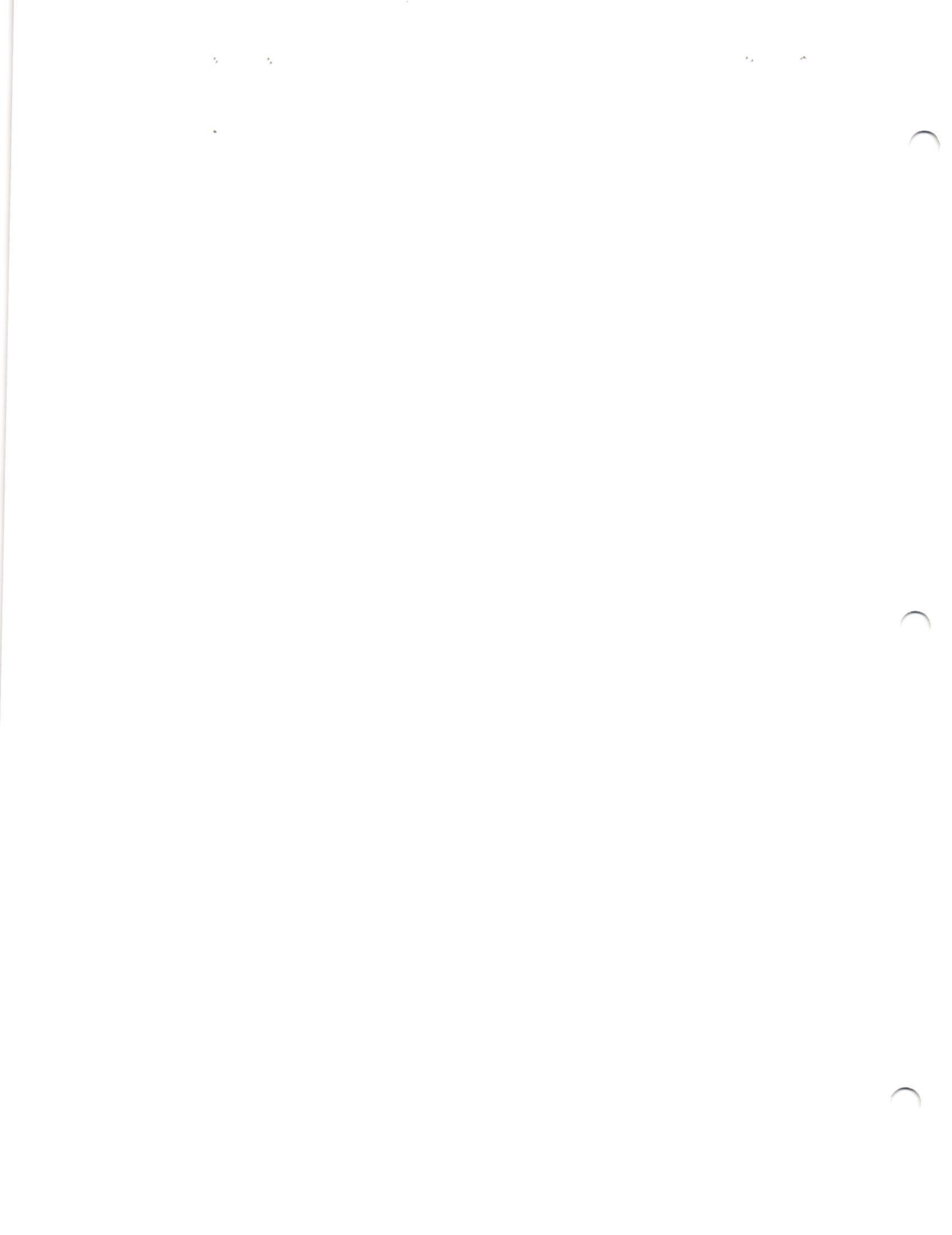
The Board is responsible for the management of the Business Improvement District.

Responsibilities of the Board include:

- Implement the Operating Plan
- Prepare 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 2012 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 and the West Allis Crime Prevention.
 - Our goal is to work with our partners to develop a long term plan in the development of our Downtown and its community.
- 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 Committee Objectives

The *DWA-BID* Promotions Committee will continue to coordinate fun, family events to attract visitors to rediscover Downtown West Allis.

The Promotions Committee will focus on the following 2012 goals:

- Maintain our **traditional family events**: West Allis Ala Carte, Classic Car Show, Christmas on the Avenue and Halloween Meet & Treat.
- Continue to coordinate events/activities with special emphasis on **community involvement**.
- Promote **tourism** by supporting the City of West Allis on a “Tour of Dairyland” bike race event.
- Promote *DWA-BID* by **participating in West Allis activities** such as: parades, National Night Out, Settlers Weekend and other community activities.

Marketing Committee Objectives

The *DWA-BID* Marketing Committee will focus on the following 2012 goals:

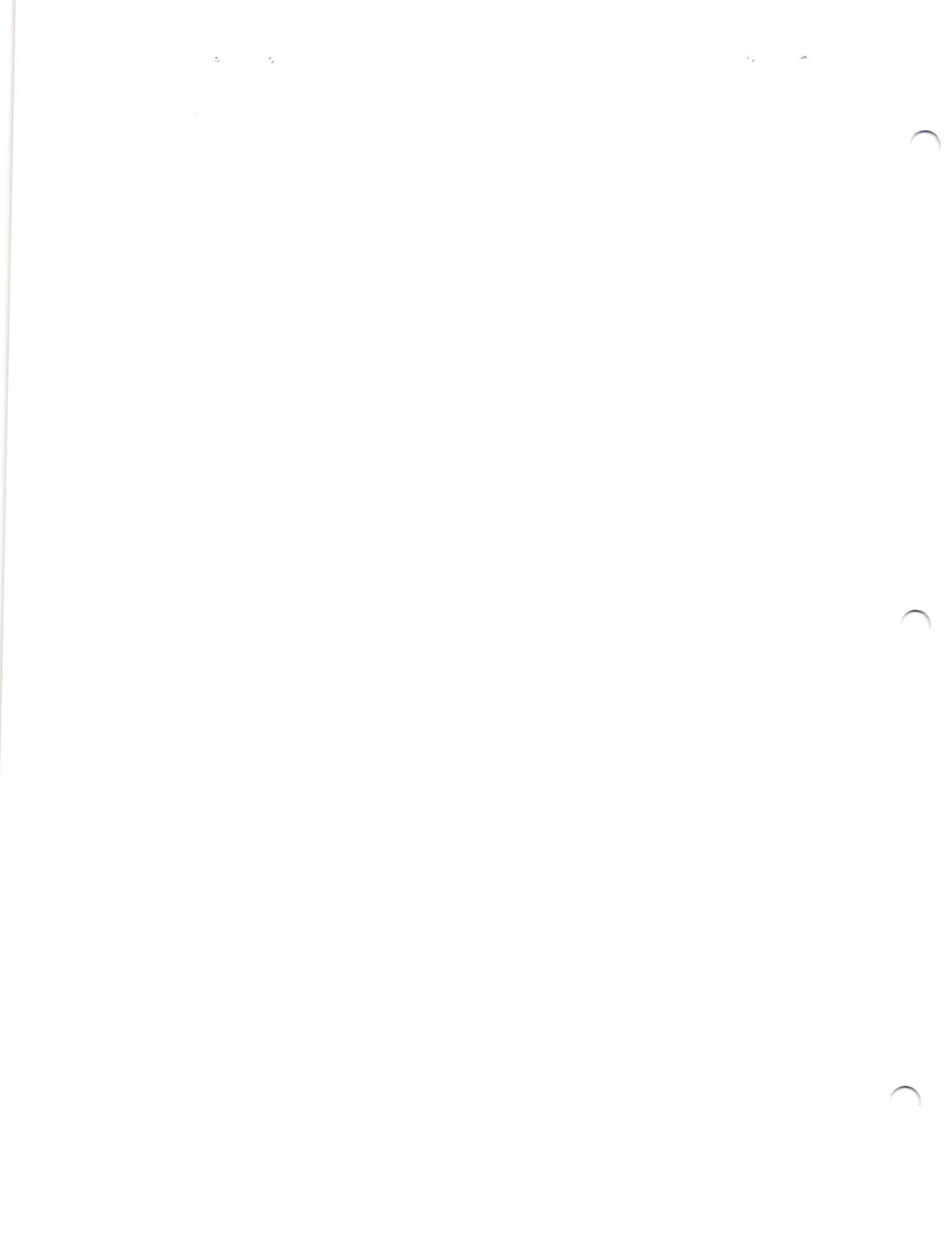
- Reach out to the community, through **Volunteer Recruitment**, for input and help in achieving the goal of a friendly-safe place to work, shop, live and visit.
- Promote **marketing opportunities to our businesses** through our Advertising Assistance Grant Program and coupon flyers
- Improve **business to business communication** through our quarterly newsletter, periodic updates, phone tree and surveys.
- Maintain and distribute our business **brochure to all business and property owners on a quarterly basis**.
- Utilize the web page to keep the **calendar of events** most current.
- Continue to **reach out to the community** through monthly blogs on the West Allis.NOW website, DWA-Inc. Facebook and Twitter.

Design Committee Objectives

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

The Design committee will focus on the following 2012 goals:

- **Brick Flower Planters**. We will continue working with MATC in placing six brick planters along Greenfield Avenue. 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.
- **Street Level Planters** will be maintained by our committee. New mulch will be added and weeds will be pulled.
- **Snow Removal**. We will continue to assist with the remove of snow on our sidewalks and corners. This will add to the safety and pedestrian-friendly atmosphere.
- **Signage / Façade Assistance**. We will continue to work with the City of West Allis to market effective signage assistance and sandwich board signs.
- **Alley Improvements**. We will continue to take an active role in planning and discussing different options on the continued alleyway improvements. We have applied, again, 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 continue employing two (part-time) individuals during the months of June through September. They will be responsible for picking up trash, pulling weeds in the flower beds, sidewalk cracks and the side of the buildings.
- **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.
- **Sound System.** We will continue to work with the City of West Allis in establishing music and promotional ads for Greenfield Avenue.

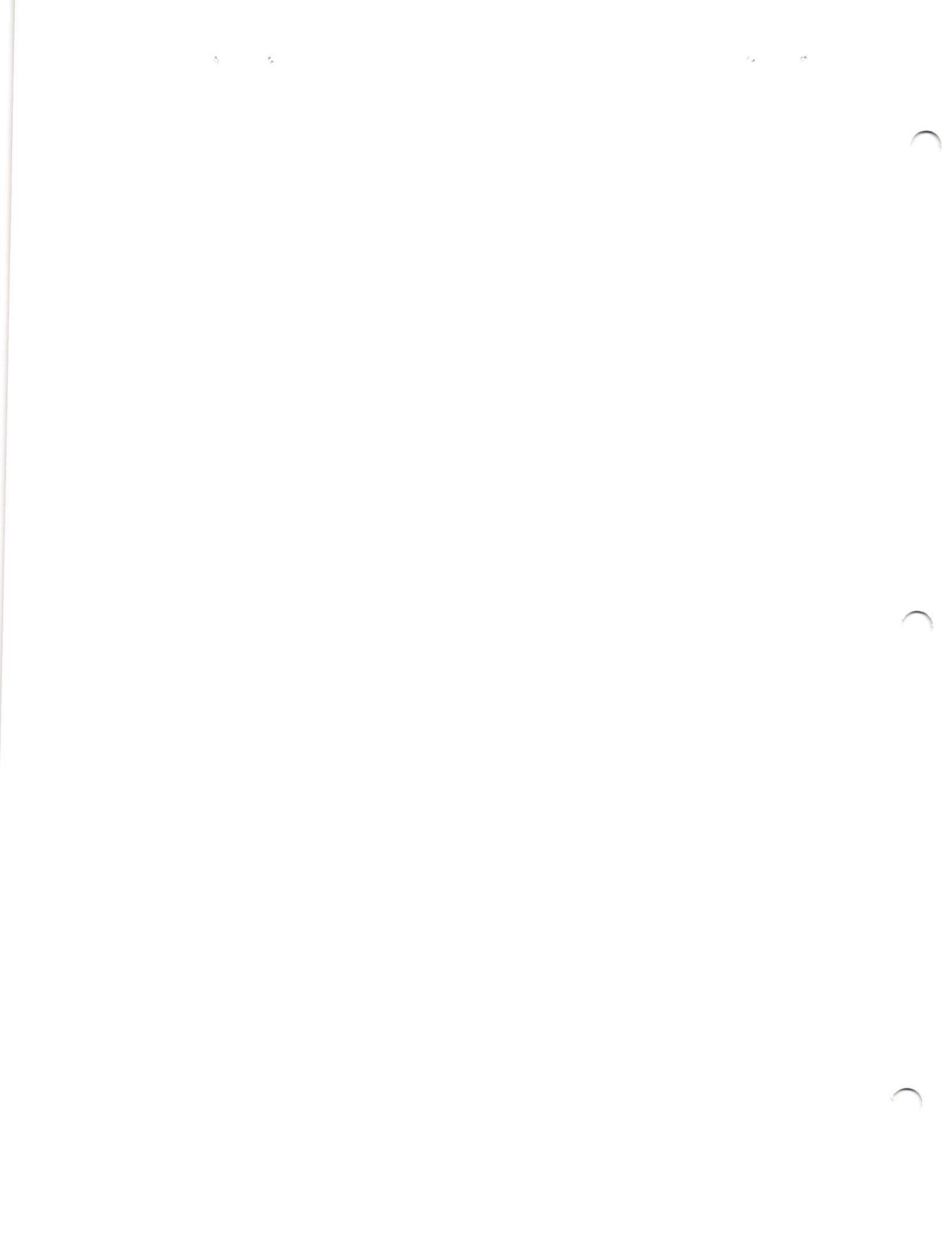
Economic Development /Marketing Committee Objectives

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 2012 goals:

- **Recruit businesses** to fill vacancies. The committee’s goal is to fill at least three storefront vacancies and two second floor vacancies.
- Work with a **real estate broker and property owners** in spreading the word regarding our current vacancies.
- Create a **business retention/recruitment** plan that will help business owners utilize the municipal parking lots within the BID area.
- Work with the City of West Allis and WE Energies in developing an “**Energy Star**” **Downtown** through incentive programs and financial assistance.
- 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.

| 2011 Board of Directors | |
|--|--|
| Name-Title-Work Address | |
| Chet Parker – DWA-BID President The Wedding Centre 7140 W. Greenfield Avenue, 53214 | Doug Persich – DWA, Inc. President West Allis Dental Care 7130 W. Greenfield Avenue, 53214 |
| Alex Geiger – DWA-BID Vice President Model Empire 7116 W. Greenfield Avenue, 53214 | Tom Miller – DWA, Inc. Vice President Steakhouse 100 7244 W. Greenfield Avenue, 53214 |
| Don Falk – Secretary DWA-BID & DWA, Inc. B & K Bar Supplies 7100 W. Greenfield Avenue, 53214 | Timothy Klare – Treasurer DWA-BID & DWA, Inc. M & I Bank 7000 W. Greenfield Avenue, 53214 |
| Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue, 53214 | Jackie Ellington DC Ellington Company 7412 W. Greenfield Avenue, 53214 |
| Stephanie Halfmann Blue 7223 W. Greenfield Avenue, 53214 | Jim Mejchar Citizen 3200 S. 116 th Street, 53227 |
| Patrick Schloss – Ex Officio Planner 1, Dept of Development City of West Allis 7525 W. Greenfield Avenue, 53214 | |



Downtown West Allis Business Improvement District
2012 Approved Budget

Note: Expenditure Location for all Budgeted Expenses: Entire District

| | Proposed | % of Budget | | Proposed |
|--|---------------------|----------------|---|-------------------------|
| PROFESSIONAL SERVICES | | | OFFICE EXPENSES | |
| Executive Director's Salary | \$ 33,500.00 | 43.99% | Telephone and Internet | \$ 2,500.00 |
| Program Assistant's Salary | \$ 6,500.00 | 8.54% | Web Hosting & Comp. Maintenance | \$ 600.00 |
| Promotions Assistant's Salary | \$ 6,500.00 | 8.54% | Rent - BID Office | \$ 4,200.00 |
| FICA, Unemployed & WC | \$ 4,100.00 | 5.38% | Supplies and Printing | \$ 2,000.00 |
| Professional Services (Accountant) | \$ 3,000.00 | 3.94% | Copier | \$ 200.00 |
| Administrative Support (Misc. Personal Expenses) | \$ 100.00 | 0.13% | Newsletter | \$ 500.00 |
| Dues, Subscriptions & Memberships | \$ 1,000.00 | 1.31% | Postage and Delivery | \$ 500.00 |
| Education and Travel | \$ 1,000.00 | 1.31% | Insurance | \$ 2,000.00 |
| | | | Misc. Office Expenses | \$ 500.00 |
| TOTAL PROFESSIONAL SERVICES | \$ 55,700.00 | 73.15% | TOTAL OFFICE EXPENSES | \$ 13,000.00 |
| PROMOTIONS COMMITTEE | | | Executive Board | |
| General Expenses | \$ 2,500.00 | 3.28% | Board Recruitment/Development | \$ 200.00 |
| Advertising Expense | \$ 2,500.00 | 3.28% | | |
| Classic Car Show | \$ 500.00 | 0.66% | | |
| Holiday Promotions | \$ 500.00 | 0.66% | | |
| West Allis Ala Carte | \$ 500.00 | 0.66% | | |
| Halloween Meet & Treat | \$ 500.00 | 0.66% | | |
| | | | | |
| TOTAL PROMOTIONAL EXPENSES | \$ 7,000.00 | 9.19% | TOTAL EXECUTIVE BOARD EXPENSES | \$ 200.00 |
| DESIGN COMMITTEE | | | Total Expenses | |
| Maintenance Materials | \$ 250.00 | 0.33% | | \$ 76,150.00 |
| | | | Total Expenses - Retained Earnings | \$ 76,150.00 |
| | | | | |
| | | | ASSESSED VALUE FOR 2010 | \$ 21,470,800.00 |
| | | | PROPOSED SPECIAL ASSESSMENT LEVY | \$ 76.150.00 |
| | | | | |
| | | | Total Income | \$ 76,150.00 |
| TOTAL DESIGN EXPENSES | \$ 250.00 | 0.33% | ASSESSMENT PER \$1,000 OF ASSESSED | \$ 3.55 |

2012 DWA-BID Budget approved on Wednesday, June 29, 2011

Downtown West Allis Business Improvement District Operating Plan - Summary

- With a proposed total budget of \$76,150, we request a special assessment of \$76,150.
- Assessment shall be Three & 55/100 DOLLARS (\$3.55) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.

The Executive Director and Program Assistant 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.



Downtown West Allis Business Improvement District

2012 Time Table for Planned Expenditures

| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sept. | Oct. | Nov. | Dec. | Total |
|----------------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|--------------|
| Professional Services | \$ 6,150.00 | \$ 4,325.00 | \$ 4,700.00 | \$ 4,300.00 | \$ 4,175.00 | \$ 4,650.00 | \$ 4,600.00 | \$ 4,825.00 | \$ 4,550.00 | \$ 4,400.00 | \$ 4,775.00 | \$ 4,550.00 | \$ 56,700.00 |
| Executive Directors Salary | \$ 2,800.00 | \$ 2,800.00 | \$ 2,800.00 | \$ 2,750.00 | \$ 2,800.00 | \$ 2,900.00 | \$ 2,800.00 | \$ 2,750.00 | \$ 2,800.00 | \$ 2,750.00 | \$ 2,750.00 | \$ 2,800.00 | \$ 33,500.00 |
| Program Assistant Salary | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 700.00 | \$ 6,500.00 |
| Labor Reserve Salary | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 600.00 | \$ 500.00 | \$ 500.00 | \$ 700.00 | \$ 6,500.00 |
| FICA, Unemploy & Work Comp | \$ 350.00 | \$ 300.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 300.00 | \$ 350.00 | \$ 4,100.00 |
| Professional Services (Audit) | \$ 2,000.00 | | | | | | | \$ 500.00 | | | \$ 600.00 | | \$ 3,000.00 |
| Administrative Support | | \$ 25.00 | | | \$ 25.00 | | | \$ 25.00 | | | \$ 25.00 | | \$ 100.00 |
| Dues Subscriptions & Memberships | | \$ 200.00 | | \$ 200.00 | | \$ 200.00 | | | \$ 200.00 | | \$ 200.00 | | \$ 1,000.00 |
| Education & Travel | | | \$ 350.00 | | | | \$ 350.00 | | | \$ 300.00 | | | \$ 1,000.00 |
| Office Expenses | \$ 2,850.00 | \$ 910.00 | \$ 985.00 | \$ 775.00 | \$ 935.00 | \$ 1,035.00 | \$ 860.00 | \$ 910.00 | \$ 985.00 | \$ 785.00 | \$ 935.00 | \$ 1,035.00 | \$ 13,000.00 |
| Telephone & Internet | \$ 200.00 | \$ 210.00 | \$ 210.00 | \$ 200.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 210.00 | \$ 2,500.00 |
| Web hosting & Comp Maintenance | \$ 75.00 | | \$ 75.00 | | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 75.00 | \$ 600.00 |
| Rent | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 350.00 | \$ 4,200.00 |
| Supplies & Printing | \$ 150.00 | \$ 175.00 | \$ 150.00 | \$ 175.00 | \$ 150.00 | \$ 175.00 | \$ 200.00 | \$ 175.00 | \$ 150.00 | \$ 175.00 | \$ 150.00 | \$ 175.00 | \$ 2,000.00 |
| Copier | | | \$ 50.00 | | | \$ 50.00 | | | \$ 50.00 | | | | \$ 200.00 |
| Newsletter | | | \$ 125.00 | | | \$ 125.00 | | | \$ 125.00 | | | | \$ 500.00 |
| Postage & Delivery | | \$ 125.00 | | | \$ 125.00 | | | \$ 125.00 | | | \$ 125.00 | | \$ 500.00 |
| Insurance | \$ 2,000.00 | | | | | | | | | | | | \$ 2,000.00 |
| 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 | \$ 500.00 |
| Promotions Committee | \$ 200.00 | \$ 200.00 | \$ 825.00 | \$ 200.00 | \$ 200.00 | \$ 1,325.00 | \$ 200.00 | \$ 200.00 | \$ 825.00 | \$ 1,200.00 | \$ 300.00 | \$ 1,325.00 | \$ 7,000.00 |
| General Expenses | \$ - | \$ - | \$ 625.00 | \$ - | \$ - | \$ 625.00 | \$ - | \$ - | \$ 625.00 | \$ - | \$ - | \$ 625.00 | \$ 2,500.00 |
| Advertising Expenses | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 200.00 | \$ 300.00 | \$ 200.00 | \$ 2,500.00 |
| West Allis 'A la Carte' | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 |
| Classic Car Show | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ 500.00 |
| Halloween Meet & Treat | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ - | \$ - | \$ 500.00 |
| Christmas On The Avenue | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 500.00 | \$ - | \$ 500.00 |
| Design Committee | \$ - | \$ - | \$ 50.00 | \$ - | \$ - | \$ 150.00 | \$ - | \$ - | \$ 50.00 | \$ - | \$ - | \$ - | \$ 250.00 |
| Maintenance Materials | \$ - | \$ - | \$ 50.00 | \$ - | \$ - | \$ 150.00 | \$ - | \$ - | \$ 50.00 | \$ - | \$ - | \$ - | \$ 250.00 |
| Executive Board | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 200.00 | \$ - | \$ - | \$ - | \$ 200.00 |
| Board Recruitment/Development | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ 200.00 | \$ - | \$ - | \$ - | \$ 200.00 |
| | \$ 9,200.00 | \$ 6,435.00 | \$ 6,560.00 | \$ 5,275.00 | \$ 5,310.00 | \$ 7,160.00 | \$ 5,560.00 | \$ 5,735.00 | \$ 6,610.00 | \$ 6,385.00 | \$ 6,010.00 | \$ 6,910.00 | \$ 76,150.00 |

Downtown West Allis Business Improvement District Assessment Method

Financing Method

The proposed expenditures contained in the *2012 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 \$76,150 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 *2012 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 2012 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, 2011 except as otherwise identified. Assessment shall be Three & 55/100 DOLLARS (\$3.55) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.



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 15th 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.

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 2012 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.



9-15-11

Scott Post
Attorney
City of West Allis

Date

