

**WEST ALLIS DOWNTOWN OFFERING CONTEST FOR NEW OR EXPANDING  
ENTREPRENEURS TO JOIN DISTRICT**

FOR IMMEDIATE RELEASE – DATE – WEST ALLIS, WIS: To celebrate its thirtieth anniversary as an organization, the Downtown West Allis Business Improvement District (DWABID) today announced it is launching a contest to attract new businesses to the downtown area. The “Open Up in Downtown: Entrepreneur Contest” will award an entrepreneur with a prize package valued at over \$7,000 and the opportunity to open their business in West Allis Downtown.

In fall 2018, the City of West Allis unveiled a new brand and three-year marketing strategy intended to drive economic growth in the thriving city of 60,000+ residents. The City is already experiencing unprecedented redevelopment as Milwaukee developers including Cobalt Partners, Mandel Group, and Ogden & Associates have committed to investing millions in mixed use developments at various points throughout West Allis’ 11-mile radius. In addition, West Allis boasts a unique and growing network of independent business owners, restaurateurs, and specialty retailers that make the city a unique destination in a prime location, directly between the Milwaukee urban center to the east and upscale Lake Country region to the west.

West Allis Downtown has long served as the heart of this close knit community and spans Greenfield Ave. from 70<sup>th</sup> – 76<sup>th</sup> Streets. Popular downtown businesses already include the award-winning Double B’s BBQ; gourmet bakery Aggie’s Bakery and Cake Shop; Freese’s Candy Shoppe and Heavenly Roasted Nuts, offering handmade candies and confections; and an exciting mix of service providers, independent retailers, and diverse dining options.

“We already have a lot of great businesses in our downtown,” said Dianne Eineichner, director of DWABID. “What we’re looking for is something new and innovative that will generate some buzz and attract new visitors to experience all that we have to offer.”

DWABID invites entrepreneurs looking to launch their first brick-and-mortar location or those seeking to expand existing operations to participate in the contest. One proposal will be selected, and the winning entrepreneur will receive three months of free rent at a newly renovated downtown West Allis property; a business checking account with start-up cash; a marketing package valued at \$5,000; coverage of fees for a City of West Allis occupancy permit; and a ribbon cutting and grand opening ceremony in August of 2019.

Entries are due by May 20, 2019, with finalists announced May 29<sup>th</sup> and the winner announced mid June. The DWABID will assist the entrepreneur with his/her business start-up with the intent to open the new business’ doors in August of this year.

For more information or to apply, visit [westallisdowntown.com](http://westallisdowntown.com) or learn more about West Allis Downtown on Facebook.