

2010 Annual Report

**2011 Operating Plan
2011 Budget**

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

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT
(DWA-BID)

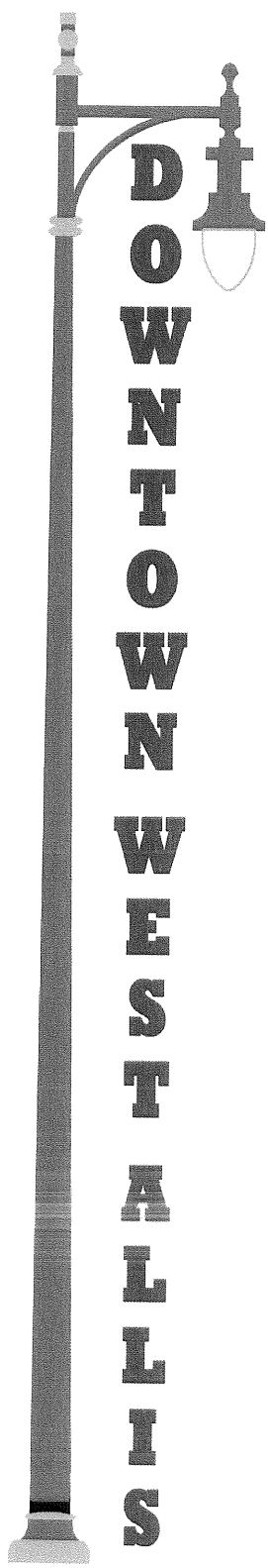


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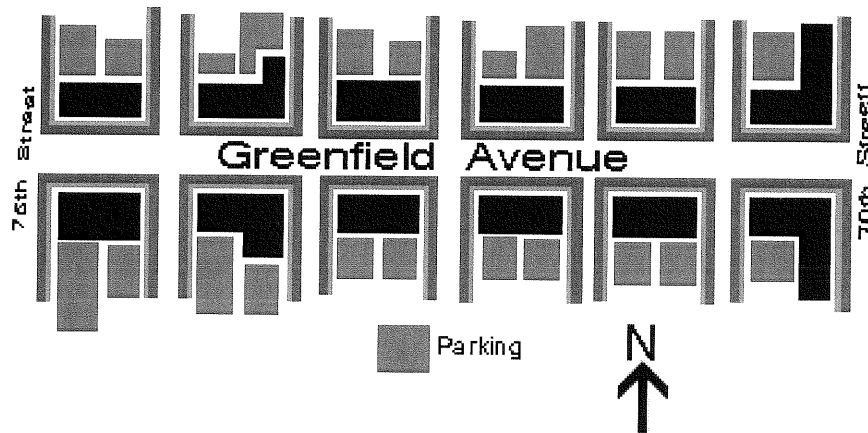
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Downtown West Allis Business Improvement District Boundaries

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.

Downtown West Allis Business Improvement District



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 assess themselves to pay for activities to enhance and improve 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. 2010 Annual Report

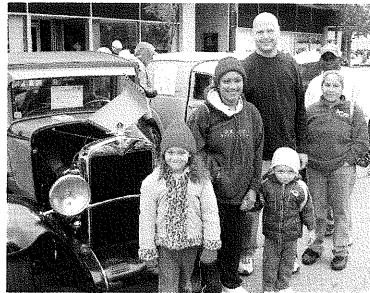
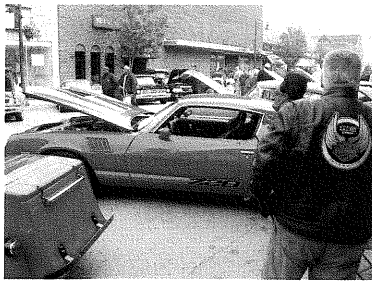
This year's annual report will include brief summaries of accomplishments and activities the Downtown West Allis Business Improvement District has been involved in and has sponsored during the last 12 months.

Administrative

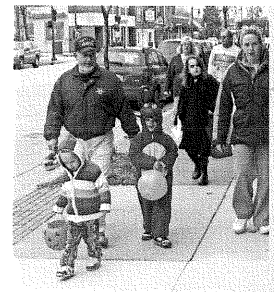
- Dianne Eineichner, **Executive Director** of our organization, has taken on numerous responsibilities inside and outside the office. Dianne has been with the organization for 4 years and has helped establish events, activities and volunteer recruitment.
- Jeremy Eineichner is our part-time **Program Assistant**. Jeremy'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 meetings usually last for one hour and are held at Steakhouse 100.
- **Annual DWA-BID Town Hall Meeting, Thursday, February 11, 2010:** 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. Approximately 25 people attended and many issues were addressed and brought back to our committee for further discussion. A guest speaker from WE Energies was on-hand to inform property owners about the "Energy Star" program offered to commercial building owners. Many of those present signed up for a free energy assessment of their building.

Promotions Committee

- **19th Annual Classic Car Show, Sunday, October 4, 2009:** Our 19th Annual Downtown West Allis Classic Car Show was the biggest car show to date. We had over 400 registered Classic Cars and attracted visitors and customers from all over Southeastern Wisconsin and Northern Illinois. With permission from the City of West Allis, Greenfield Avenue was closed to traffic. This enabled our organization to focus on safety issues for our car owners and visitors, 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 free event attracted approximately 3,000 visitors to Greenfield Avenue.



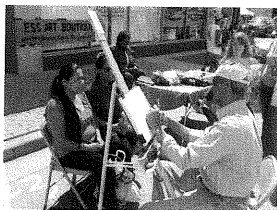
- **Halloween Meet & Treat, October 31, 2009:** Our 6th year of hosting this event coincided with the City of West Allis' Meet-n-Treat; but that did not stop approximately 450 children and their families from coming to Downtown West Allis. Children ages 12 and under were given the chance to stop at various businesses and receive a special treat from our merchants. We also collected non-perishable food items for the Holy Assumption food pantry.



- **Santa's Cafe, Tuesday, November 17, 2009:** This year, *DWA-BID* and Steakhouse 100 teamed with WAWM Chamber of Commerce, West Allis Charities, City of West Allis and the City of West Allis Celebrations Committee for a night to kick off the holiday season. *DWA-BID* and Steakhouse 100 organized a food tent for families and visitors coming to see the West Allis parade. Hot dogs, chili, hot chocolate and coffee were just a few of the items being sold by our organization. We were able to promote our district before, during and after the Tree Lighting Ceremony, Community Sing and the West Allis Christmas Parade. Families were happy to purchase reasonably priced items as well as hot food to keep them warm during the parade. Although it did not snow, this evening the chill in the air kept Santa's Café busy and popular.



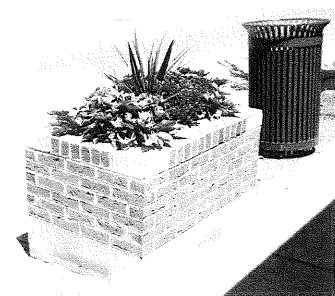
- **BID Merchant Appreciation Picnic, Wednesday, May 19, 2010.** This was our 3rd year to host the Annual BID Merchant Appreciation Picnic. We were delighted at the turnout we received. Over 100 invited business owners, their employees and volunteers took advantage of a great lunch and a chance to meet with other downtowners. This event has proven to be a great way to socialize among our community of businesses.
- **3rd Annual West Allis Ala Carte, Sunday, June 6, 2010:** This event went well beyond our expectation. Over 4,000 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. This year we added a music area within our refreshment tent as well as a variety side stage. Working with the West Allis Arts A'Fair and CAAD, we were able to expand the outreach to those in West Allis and surrounding communities. This event has something for every age group. The positive response from vendors, volunteers and visitors makes this an event that will continue for years to come.



- 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.
- In May of 2010, our Promotions Committee started **'Senior Discount Days.'** Approximately 25 businesses are participating in giving discounts to those visitors age 55 and older. 'Senior Discount Days' are scheduled for the second Thursday of each month from May through October.

Design/Beautification Committee

- **A Clean/Attractive Streetscape** is a good indicator as to the overall health of a Downtown. We have employed two high school students to pick up trash and weed the tree beds and sidewalks.
- **Hanging Flower Baskets** were once again revitalized by Granny's Floral and Gifts. The new silk flowers have had a positive response from both business and property owners.
- **Six Brick Flower Planters** have been placed on the 7000 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 give 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. Over the years, the mulch around the tree beds either blows or gets swept away. In May of 2010, the Design Committee had double-shredded mulch added to the tree beds. The new mulch has enhanced the appearance of our streetscape.
- **Snow removal** has always been an issue in Downtown West Allis. This year our organization contracted with a landscaping company to remove the snow from the sidewalk corners as well as make cut-throughs on each block. We believe the accessibility to our stores and the safety of our pedestrians is our number one priority. In the past years, the elderly as well as those with special needs found it difficult to climb the snow mounds to reach their destination. We have received only positive response to this project.
- Through **Signage and Façade Assistance**, our organization continues to assist business and/or property owners with improving their establishments. 88 Keys Piano Martini Lounge was awarded both signage and façade assistance.
- Through CDBG funds granted to our organization we were able to resurface the **alleyway** located behind the buildings north of Greenfield Avenue between 72nd and 73rd street. We believe this alleyway was both an eyesore and hazard to our customers, residents and visitors.

Economic Development Committee

- Presently our **Store Front Vacancies are at 19%**. In the past months we have and will continue to promote a suitable business mix for our Downtown. Since mid- 2009 we have welcomed:
 - a. **88 Keys Piano Martini Lounge**
 - b. **Blue**
 - c. **ESS (Everything Sow Sacred)**
 - d. **Patriot Wireless**
- Our organization continues to encourage businesses to relocate into Downtown West Allis with **Relocation Assistance**. Both GDR Enterprises and ESS (Everything Sow Sacred) were awarded Relocation Assistance.

Organizational (Marketing) Committee

- The **Strategic Plan** established in 2010 has outlined several goals that need to be accomplished. This committee was established to fulfill the goals of our Strategic Plan. One of the major goals is to market Downtown West Allis as a friendly, safe environment to shop, live and visit. Our first step was to create:
 - Shop Local...Shop Downtown West Allis Coupon Flyer
 - For a small cost this flyer was produced and placed in various businesses within Downtown West Allis. We were trying to achieve the cross-reference form of advertising.
 - In October these coupon flyers will be mailed to the 53214 and 53219 zip codes. Over 20,000 businesses and residents will receive our coupons and will be encouraged to shop local.
- www.DowntownWestAllis.org The *DWA-BID* office staff has been working to improve the look and accessibility of our website. A YouTube video encouraging shop local has been added.

- **“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.
- **AAGP** (Advertising Assistance Grant Program) was established to encourage merchants to advertise their businesses as well as the Downtown West Allis area. Steakhouse 100, Blue and 88 Keys Piano and Martini Lounge were granted funds to help promote their businesses located in Downtown West Allis.
- **Volunteer Recruitment** program established in July of 2010 has reached out to the community for assistance in our events, keeping the area clean and friendly and drawing awareness to Downtown West Allis. A flyer placed in the City of West Allis’ newsletter generated over 20 volunteers to help our organization.



Downtown West Allis Business Improvement District/ Downtown West Allis, Inc. 2011 Operating Plan

On August 23, 2010, the Downtown West Allis Business Improvement District will be 21 years old. Our Main Street Program will be in its 9th year. Our organization is currently working on meeting the goals set by our Strategic Plan. We will continue our work with business and property owners to share the interest of a downtown renewal to create Downtown West Allis as a City Center working towards being a great Wisconsin Main Street Community. In 2011, we will 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 2011 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 2011 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 Greenfield Avenue.

The Promotions Committee will focus on the following 2011 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**, such as Senior Discount Days and Lunch on the Avenue.
- Promote **tourism** by working with other Main Street Communities in generating a “Charming Connection” event. This event scheduled in May of 2011 will highlight our area to other Main Street members as well as other communities.
- Promote *DWA-BID* by **participating in West Allis activities** such as: parades, National Night Out, Settlers Weekend and other community activities.
- **Banner across Greenfield Avenue** will alert commuters through Downtown West Allis of events and activities happening in our City. This banner will not only help advertising our promotional events, but those organized by the City of West Allis and other organizations.

Marketing Committee Objectives

The *DWA-BID* Marketing Committee will focus on the following 2011 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 2011 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 a core group of community volunteers who see the benefits of an attractive Downtown. Their duties will include planting annuals, weeding and watering the flower beds around the trees.
- **Snow Removal.** We will continue to keep our sidewalks and corners snow and ice free. This will add to the safety and pedestrian-friendly atmosphere. This year we will also consider adding the side streets to this project.

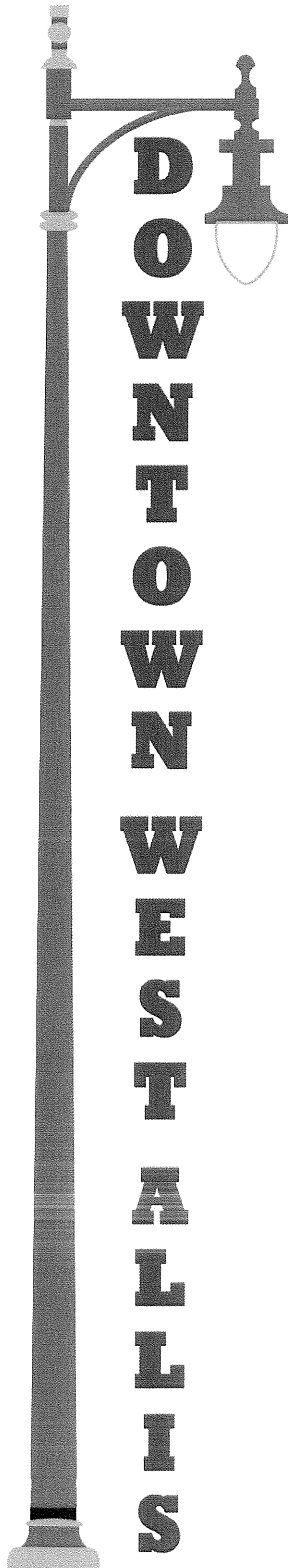
- **Signage / Façade Assistance.** We will continue to work with the City of West Allis to market effective signage assistance and sandwich board signs.
- **Alley Improvements.** We will continue to take an active role in planning and discussing different options on the continued alleyway improvements. 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) high school students during the months of June through September. The students will clean trash along Greenfield Avenue, side streets and sidewalks. They will also be responsible for pulling weeds in the flower beds, sidewalk cracks and the side of the buildings. From October through May we will work with the High School Special Needs Transitional Students in giving them the opportunity to experience and develop the skills needed in the workforce.
- **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.** Our current sound system along Greenfield Avenue does not work properly and is outdated. Our committee feels the music along the Avenue during the holiday season as well as our promotional events adds a special small-town feeling. We will look into installing a new system that will be used throughout the year.

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 2011 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.
- Evolve a **business retention/recruitment** plan.
- 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.
- Develop a Downtown West Allis, Inc. **Membership Drive**. We will invite residents and other businesses in our community to play an active role in creating a City Center for West Allis on Greenfield Avenue.



2010 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
Tom Miller – Vice President Steakhouse 100 7244 W. Greenfield Avenue 53214
Don Falk - Secretary B & K Bar Supplies 7100 W. Greenfield Avenue 53214
Timothy A. Klare – Treasurer M&I Marshall & Ilsley Bank 7000 W. Greenfield Avenue. 53214
Alex Geiger Model Empire 7116 W. Greenfield Avenue, 53214
Jim Mejchar Citizen 3200 S. 116 th Street 53227
Jackie Ellington DC Ellington Company 7412 W. Greenfield Avenue, 53214
Gloria Hawkins Hawkins Clock Center 7301 W. Greenfield Avenue. 53214
Stephanie Halfmann Blue 7223 W. Greenfield Avenue. 53214
Patrick Schloss – Ex Officio Planner 1, Dept of Development City of West Allis 7525 W. Greenfield Avenue

2011 Approved Budget
DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT
Note: Expenditure Location for all Budgeted Expenses: Entire District

	Proposed	% of Budget		Proposed	% of Budget
PROFESSIONAL SERVICES			OFFICE EXPENSES		
Executive Director's Salary	\$ 33,500.00	44.25%	Telephone and Internet	\$ 2,500.00	3.30%
Program Assistant's Salary	\$ 6,500.00	8.59%	Web Hosting & Comp. Maintainance	\$ 600.00	0.79%
Promotions Assistant's Salary	\$ 6,500.00	8.59%	Rent - BID Office	\$ 4,200.00	5.55%
FICA, Unemploy. & W.C.	\$ 4,100.00	5.42%	Supplies and Printing	\$ 2,000.00	2.64%
Professional Services (Accountant)	\$ 3,000.00	3.96%	Copier	\$ 200.00	0.26%
Administrative Support (Misc. Personal Expenses)	\$ 100.00	0.13%	Newsletter	\$ 500.00	0.66%
Dues, Subscriptions & Memberships	\$ 1,000.00	1.32%	Postage and Delivery	\$ 500.00	0.66%
Education and Travel	\$ 1,000.00	1.32%	Insurance	\$ 2,000.00	2.64%
			Misc. Office Expenses	\$ 500.00	0.66%
TOTAL PROFESSIONAL SERVICES	\$ 55,700.00	73.58%	TOTAL OFFICE EXPENSES	\$ 13,000.00	17.17%
PROMOTIONS COMMITTEE			Executive Board		
General Expenses	\$ 5,000.00	6.61%	Board Recruitment/Development	\$ 200.00	0.26%
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%			
		0.00%			
TOTAL PROMOTIONAL EXPENSES	\$ 7,000.00	9.25%	TOTAL EXECUTIVE BOARD EXPENSES	\$ 200.00	0.26%
			Total Budget	\$ 75,900.00	
			Less Retained Earnings	\$ 200.00	
			ASSESSED VALUE FOR 2010	\$ 21,609,200.00	
			PROPOSED SPECIAL ASSESSMENT LEVY	\$ 75,700.00	100.00%
			ASSESSMENT PER \$1,000 OF ASSESSED	\$ 3.50	

Downtown West Allis Business Improvement District Operating Plan - Summary

- With a proposed total budget of \$75,900, we request a special assessment of \$75,700.
- Assessment shall be Three & 50/100 DOLLARS (\$3.50) 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 Assessment Method

Financing Method

The proposed expenditures contained in the *2011 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 \$75,700 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 *2011 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 2011 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, 2010 except as otherwise identified. Assessment shall be Three & 50/100 DOLLARS (\$3.50) 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 2011 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.



Scott Post
Attorney
City of West Allis

Date

Downtown West Allis Business Improvement District

2011 Time Table for Planned Expenditures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Professional Services													
Executive Directors Salary	\$ 6,150.00	\$ 4,325.00	\$ 4,700.00	\$ 4,300.00	\$ 4,175.00	\$ 4,650.00	\$ 4,500.00	\$ 4,625.00	\$ 4,550.00	\$ 4,400.00	\$ 4,775.00	\$ 4,550.00	\$ 55,700.00
Program Assistant 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	\$ 2,800.00	\$ 2,800.00	\$ 33,500.00
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, Unemployment & Work Comp.	\$ 350.00	\$ 300.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 600.00	\$ 500.00	\$ 500.00	\$ 700.00	\$ 6,500.00
Professional Services (Audit)	\$ 2,000.00	\$ 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
Administrative Support		\$ 25.00			\$ 25.00			\$ 500.00			\$ 500.00		\$ 3,000.00
Dues Subscriptions & Memberships		\$ 200.00		\$ 200.00		\$ 200.00		\$ 25.00			\$ 25.00		\$ 1,000.00
Education & Travel		\$ 200.00	\$ 350.00	\$ 200.00		\$ 200.00	\$ 350.00			\$ 300.00	\$ 200.00		\$ 1,000.00
Office Expenses													
Telephone & Internet	\$ 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
Web hosting & Comp. Maintenance	\$ 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
Rent	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 75.00	\$ 600.00
Supplies & Printing	\$ 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
Copier	\$ 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
Newsletter			\$ 50.00		\$ 50.00	\$ 50.00		\$ 50.00	\$ 50.00		\$ 50.00		\$ 200.00
Postage & Delivery		\$ 125.00	\$ 125.00		\$ 125.00	\$ 125.00		\$ 125.00	\$ 125.00		\$ 125.00		\$ 500.00
Insurance	\$ 2,000.00				\$ 125.00			\$ 125.00			\$ 125.00		\$ 500.00
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													
General Expenses	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,750.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,750.00	\$ 7,000.00
West Allis Ala Carte	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ -	\$ -	\$ 1,250.00	\$ 5,000.00
Classic Car Show	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Halloween Meet & Treat	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
Christmas On The Avenue	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 500.00
TOTAL	\$ 9,000.00	\$ 5,235.00	\$ 6,935.00	\$ 5,075.00	\$ 5,110.00	\$ 7,435.00	\$ 5,360.00	\$ 5,535.00	\$ 6,795.00	\$ 6,185.00	\$ 5,710.00	\$ 7,335.00	\$ 75,700.00