



Downtown West Allis Business Improvement District
7231 W. Greenfield Avenue Suite 201
West Allis, WI 53214
(414) 774-2676
director@downtownwestallis.org

2012 Downtown West Allis Municipal Parking Lots Proposal

September 26, 2012

Prepared for: City of West Allis
Aldersperson Cathleen Probst
Aldersperson Martin Weigel

Prepared by: Dianne M. Eineichner
Downtown West Allis– Executive Director

End Goal:

For business owners, their employees and the general public to park their vehicles, during work hours, in the Downtown West Allis municipal parking lots without the concern of violating the City ordinance regarding the four (4) hours parking limit.

Increase the City of West Allis' revenue by encouraging business owners and their employees to purchase a one-year day permit (from January thru December) for a discounted cost of \$80 per permit-per year. Discounted permits will be issued based on the business/individual instead of the vehicle.

Benefits of this project:

- Help retain current business owners and encourage other business owners to relocate to the area knowing they are getting a special discount by having their business in Downtown West Allis.
- Business owners and their employees will be encouraged by the Downtown West Allis BID to purchase these permits at a reduced rate, thus increasing the City's revenue.

Support:

Downtown West Allis will:

- Promote and encourage Downtown West Allis businesses and their employees to purchase the one-year permits.

City of West Allis—Engineering Department:

- Issue the four (4) quarterly permits at a discounted price.
- Receive \$80 for each yearly permit.

DOWNTOWN WEST ALLIS, INC.

Business Improvement District

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City of West Allis

Attn: Alderpersons Martin Weigel and Cathleen Probst

7525 W. Greenfield Avenue

West Allis, WI 53214

Dear Marty and Cathi:

We are writing in reference to the City owned/maintained municipal parking lots behind most of our businesses within the Downtown West Allis Business Improvement area. Currently, the cost for a daytime parking permit for these lots is as follows: Monthly: \$10 or Quarterly: \$25.

The Downtown West Allis, Inc. (DWA) Board of Directors asks the City of West Allis Common Council to consider the enclosed proposal. We ask that a yearly fee of \$80 be established to anyone who would like to purchase the permit on a yearly basis.

It also has been brought to our attention that the daytime parking permits issued from the City of West Allis Engineering Department are designated for a specific car and license. We would like you to consider changing the wording on the permits to allow any vehicle with the permit showing to be allowed to park in the municipal parking lots. Some business owners have multiple vehicles that they alternate bringing to work. Purchasing a yearly parking permit would allow them to bring any of their vehicles to work and not worry about receiving a parking ticket.

Although we are asking for a discounted yearly price and allowing multiple vehicles to use the same permit, we will in turn encourage our business owners and their employees to purchase the daytime parking permit. Our DWA office is constantly getting phone calls from business owners, questioning the parking tickets that they and their employees are receiving. This change will arm our staff with reasons to encourage the business owner in seeing that they and their employees purchase these permits on a yearly basis. This is less a financial issue and more a goodwill gesture of appreciation from the city to the businesses for their help in keeping the downtown a viable destination for shopping and entertainment.

Thank you for your time and we look forward to hearing from you soon. If you have any questions or comments, feel free to call the BID office at (414) 774-2676.

Douglas J. Persich
President – DWA, Inc.

Chet Parker
President – DWA – BID

A Main Street Community

A 501(c) Non-Profit Corporation

Building a Positive image that encourages customer growth and welcomes community involvement