

Paul Ziehler

From: webmaster@ci.west-allis.wi.us
Sent: Monday, July 19, 2010 4:21 AM
To: Paul Ziehler
Subject: City of West Allis Website Inquiry: The Corner Bazaar Variance

This email message is being relayed to you by the City of West Allis webmaster.

Message from: John C. Ibisch
Message Subject: The Corner Bazaar Variance Please reply to this sender at:
welscornerbazaar@hotmail.com Message Content: July 16, 2010

Mayor Dan Devine
Alderspersons of the Common Council
BID President Chet Parker
Members of the Business Improvement District

Request for variance on a probationary basis

We are requesting a six to twelve month probationary period in which to add resale to the mix that is currently allowed at The Corner Bazaar. The day we opened, March 7, 2008, our neighbor lost money for the first time in this economy. He has been closed for months. The Federation of churches has been bleeding thousands of dollars as we struggled to establish an attractive store. Because it is morally wrong to take church mission monies to maintain a store front, the resolutions are in place to dissolve and close if we can not become viable.

We have built a unique gifts destination, serving customers from as far as Maine, California, Washington, Utah, Louisiana, etc. We do NOT want to change the reputation which is being built by word of mouth daily nor the layout of our main floor. Unfortunately, we have not had funds to improve the store's external appearance or even afford the fees for a sign on our building. With escalating lease costs, we must increase traffic or close. We have probably less than two months in which to effect this change.

We do not want to change our main floor "look" except to continue to squeeze out dollar store items, replacing them with antiques and collectibles. We ARE asking permission to open upscale resale, "The Corner Closet", on our lower level, featuring popular, quality merchandise: children's clothing, fine adult apparel, children's toys, household items; and "The Family Furniture Corner", featuring quality used furniture. In a struggling economy, a community which is opening as much new housing as West Allis, needs fairly priced items for the young family that is just starting out on life as well as the retirees. If we can't become a more positive asset for the community in six to twelve months, you will not have to worry about what kind of store we are because we will be closed.

We request that the BID investigate and evaluate our appeal, and that the West Allis Common Council place on its August 3, 2010 agenda our request for at least a six-month variance so that we might have some hope of staying in business in West Allis. IF we begin to be a successful non-profit, plans are in place to improve the exterior appearance, acquire approved signboards, and expand our service to the community by making our store available for fifteen quarterly internships to the Wisconsin Lutheran Student Center for Business, Marketing and Outreach. We envision being able to support West Allis activities and organizations in new ways. Please give us the hope of doing that. Address questions to the undersigned.

Sincerely,
John C. Ibisch
John C. Ibisch - Business Manager
The Milwaukee Federation of WELS Churches, Inc. dba The Corner Bazaar
(414) 259-0654 (W), (414) 453-8976 (H)

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