DOWNTOWN BID at Work

2025 ANNUAL REPORT
2026 OPERATING PLAN

MANAGED BY: DOWNTOWN WEST ALLIS, INC.

BUSINESS PLAN OF
DOWNTOWN WEST ALLIS BUSINESS
IMPROVEMENT DISTRICT (DWABID)

2025 Annual Report
2026 Operating Plan

MANAGED BY: DOWNTOWN WEST ALLIS, INC.

BUSINESS PLAN OF DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT (DWABID)

This document forms the business plan of
Downtown West Allis Business Improvement District, managed by Downtown West Allis, Inc.

It will be used to document operations that show that our downtown is the hub that connects retail and service businesses with events, entertainment and residential opportunities. It is vibrant and progressive – serving visitors and community members who live, work, shop and play here.

A Main Street Community since 2001

DOWNTOWN West Allis BID

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Downtown West Allis Business Improvement District Boundaries

The geographic boundaries of the Downtown West Allis Business Improvement District (*DWABID*) 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 *DWABID* is home to approximately 90 small and diverse retail/service businesses.

- **Downtown West Allis, Inc. (DWA, Inc.)** is a Wisconsin non-stock non-profit corporation holding tax exempt charitable status under IRS 501 (c) 3.
- DWA, Inc. is an active Wisconsin Business Improvement District (BID) under Wisconsin stats. Chapter 66.1109.
- DWA, Inc. is a designated Wisconsin Main Street organization in good standing and has been accredited by National Main Street.

Mission Statement: "To build a positive image that encourages customer growth and welcomes community involvement."

Vision Statement: We envision a West Allis Downtown that

- Is a gathering place for families, neighbors, and visitors to enjoy hometown hospitality and West Allis pride through family activities and events.
- Enhances the quality of life for residents and visitors alike by offering safe, inviting and pedestrian-friendly streets.
- Is conducive to business enterprises, employment opportunities and stores that offer special and distinctive merchandise and services with a personal touch that creates a pleasant shopping experience.

Our vision is achieved and maintained through a strong public-private partnership among local government, businesses, educational institutions, non-profit community based organizations, and the residents of West Allis. This partnership is devoted to constantly working together to make Downtown West Allis an attraction, an asset, and a success as both a business district and a thriving neighborhood.

DOWNTOWN West Allis BID

Downtown West Allis
A Designated Main Street Community

Downtown West Allis has been designated as an accredited Main Street America™ program for meeting rigorous performance standards set by the National Main Street Center. Each year, the National Main Street Center and its Coordinating Program partners announce the list of accredited Main Street America programs in recognition of their exemplary commitment to preservation-based economic development and community revitalization through the Main Street Approach®.

The organization's performance is evaluated annually by Wisconsin Main Street, which works in partnership with the National Main Street Center to identify the local programs that meet ten performance standards. Evaluation criteria determines the communities that are building comprehensive and sustainable revitalization efforts and include standards such as fostering strong public-private partnerships, securing an operating budget, tracking programmatic progress and actively preserving historic buildings.

2025 DWABID and DWA, Inc. Board of Directors **Name-Title-Address**	
Alex Geiger – DWABID President Model Empire (7116 W. Greenfield Ave)	Don Falk - DWABID Vice-President B & K Bar Supplies (7100 W. Greenfield Ave)
Douglas Persich - DWA, Inc. President	Tom Miller - DWA, Inc. Vice-President Steakhouse 100 (7244 W. Greenfield Ave)
Barbara Jones - DWABID Treasurer Peoples State Bank (10725 W. National Ave)	Timothy Klare - DWA, Inc. Treasurer
Gloria Hawkins - DWABID & DWA, Inc. Secretary Hawkins Clock Center (7301 W. Greenfield Ave)	Robyn Krimke Citizen (2234 S. 79th Street)
Joel Potter Old National Bank (7401 W. Greenfield Ave)	Jarice Taliaferro Talia's Event Venue (7423 W. Greenfield Ave.)
Ali Acevedo All Goods (8436 W. Greenfield Ave)	Ian Heilmann Citizen
Carson Coffield - Ex Officio City of West Allis (7525 W. Greenfield Ave)	Patrick Schloss – Ex Officio City of West Allis (7525 W. Greenfield Ave)

DWABID / DWA, Inc

2025 Annual Report 2026 Operating Plan

ECONOMIC RESTRUCTURING
DOWNTOWN WEST ALLIS INC.

Goal: Grow Economic Mix and Vitality: Expand business mix to include a greater variety of businesses, including destination businesses and entertainment attractions.

The Economic Development Committee will focus on the following 2022-2026 goals:

- Work with Downtown West Allis property owners in **recruiting businesses** to fill vacancies.
- Work with the City of West Allis regarding **façade improvements.**
- Utilize **Main Street's** assistance in developing programs to strengthen small businesses through Shop Local and Small Business Saturday campaigns.

In 2025, we welcomed the following businesses to our Downtown:

- MAC Costumes
- K & K Barista
- Travino's Pizza
- The Emerald
- K-Street Cafe
- Caufield's
- Vintage Honey
- Storybook Keepers

Currently we have a 2% vacancy rate, but in 2026 we will:

- Work with property owners that are retiring to fill their future vacancies. with a good business mix.
- Implement the "Unlocking Capital on Main Street Program." A grant funded from Robert Wood Johnson Foundation.

PROMOTION
DOWNTOWN WEST ALLIS INC.

Goal: Improve and Define Downtown/West Allis Image: Use the West Allis Downtown brand to showcase the individuality of our businesses and their contributions to the West Allis community.

The Promotions Committee will focus on the following 2022-2026 Goals:

- Maintain our **annual events**: West Allis Ala Carte, West Allis Winter Week, Classic Car Show, Halloween Hunt, Crawls and Shop Local.
- Helping other organizations/businesses raise awareness through smaller monthly events.

The following events took place from October 2024 thru August 2025:

- 33rd Annual Classic Car Show
- Halloween Hunt
- Shop Small Saturday
- 1st Annual Downtown West Allis Fall Soup Crawl
- West Allis Winter Week/Soup Crawl
- Old Fashioned Tours
- 16th Annual West Allis A la Carte

- In 2026 we will:
  - Continue to host the above events or plan new similar type events to take their place.

ORGANIZATION
DOWNTOWN WEST ALLIS INC.

Goal: Expand outreach to residents, schools, and community partners: Create a multi-media campaign to highlight businesses and expand joint marketing activities among business within and outside of the downtown.

The Marketing Committee will focus on the following 2022-2026 Goals:

- Increase **volunteer participation** and encourage community support through neighborhood associations and other community organizations.
- Update the web page to keep the **events** current. We will continue to work on branding our area.
- Continue to **reach out to the community** through DWA-Inc. Facebook and Twitter.
- **Advertising Assistance.** We will offer financial assistance to business owners for their promotion and marketing projects.

In 2025, we:

- Welcomed the following businesses to our Friends of West Allis Downtown program:
  - "Bars & Rec" and "Soap Passions."
- Hosted two separate "Coffee With Friends." The topics this year were "Crime Prevention" and "Downtown West Allis Resources"
- Hosted our Volunteer Recognition Event, awarding two outstanding individuals.
- Continued a working relationship with the following:
  - 102.9 The Hog & 100.3 The Oldies
  - WI State Fair organization
  - Key Milwaukee
  - Travel Wisconsin
- Continued to help businesses with their Facebook ads, Instagram and Twitter, drawing more attention to the Downtown.
- Promoted Downtown West Allis merchandise via Facebook and Redbubble.
- Utilized Hulu ads to promote our Friends of West Allis Downtown Program
- Promoted Shop Small West Allis on 620 AM Experience Wisconsin

In 2026 we will:

- Look to grow by meeting with other businesses and organizations within the area.
- Work with 91.7 WMSE Radio
- Continue hosting "Coffee with Friends." Each session will be an opportunity to network with other businesses while discussing a specific topic.
- Continue to work with the City's Community Engagement Dept. by collaborating on ideas and marketing each others' events.
- Continue to offer the Advertising Assistance Grant Program to district businesses to offset their advertising costs.
- Continue to recognize and support our volunteers and sponsors.

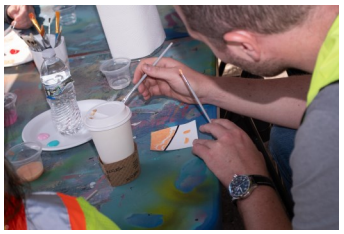
DESIGN
DOWNTOWN WEST ALLIS INC.

Goal: Aesthetics & Physical Function of Greenfield Avenue: Optimize physical design of street and public spaces to encourage safe and effective circulation of traffic, bikes, pedestrians, and accommodate community space and outdoor dining.

The Design committee will focus on the following 2022-2026 Goals:

- Maintain Brick Flower Planters, Park Benches, Sound System and Security Cameras.
- Maintain Sidewalks through Snow Removal and Cleanup.
- Provide Signage Assistance to Downtown West Allis businesses.

In 2025, we:



- Downtown Art Sub-Committee accomplished the following:
  - Community Mural Project on Cooks Cake & Candy Shop
  - Installation of the Rosettes at Cream City Clay
- Continued to provide snow shoveling in our crosswalks and around our fire hydrants.
- Continued to work with the City of West Allis BINS Dept. on signage code violations.
- Completed Security Camera Grant Program for 3 business/property owners to help fund security cameras that will capture movements within our Downtown boundaries.
- Formed Streetscape Sub-Committee that focused on:
  - 5-year strategic plan for Greenfield Avenue road construction that will include:
    - Funding for businesses to get through this hectic time.
    - Plan for arch/banner across Greenfield Avenue.
    - Hard-wire sound system that will be used year-round.
    - Support a placemaking area in our downtown for social gathering.

In 2026 we will:

- Continue to help fund signage for Downtown businesses.
- Maintain the brick planters in our Downtown by adding native plants.
- Support a "Downtown Art Sub Committee" Proposed projects including:
  - Interactive art piece in the alleyway behind Talia's Event Venue
  - "Liberace Lane" Hidden Art Gallery
  - Refurbishing two park benches.
- Continue meeting with City engineers and stakeholders regarding "GARS" (*Greenfield Avenue Reconstruction Sub-Committee*")

Administrative Committee Objectives

The Administrative Committee will focus on the following 2022-2026 Goals:

- Continue to **employ** a full-time Executive Director, part-time office manager and part-time street cleaner.
- Maintain **partnerships** with the City of West Allis, West Allis Police, Fire, Health, Communications, Tourism, Historical Society and Public Works Departments.
- Continue to maintain and improve the **WestAllisDowntown.com website, The Downtowner Newsletter, Monthly E-Newsletter, Instagram** and **Facebook** accounts.

ALWAYS GROWING

FOREVER ORIGINAL

Summary

- With a proposed total budget of $146,600.00 we request a special assessment of $129,600.00.
- Assessment shall be Five & 7375/10000 DOLLARS ($5.7375) PER THOUSAND DOLLARS OF ASSESSED VALUATION OF EACH SUCH PROPERTY AS PROVIDED BY LAW.
- The Executive Director, Program Assistant and one street cleaner are employees of the Business Improvement District. Our office allows these individuals to carry out the day to day activities supporting the organization. We have a meeting room for our Board and Committee members and their subcommittees giving them 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 October meeting. All members of the Downtown West Allis Business Improvement District are welcome and encouraged via the newsletter and in discussion with the Executive Director and Board Members to attend meetings.
- 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.

Assessment Method

Financing Method

The proposed expenditures contained in the *2026 Downtown West Allis BID Approved Budget* included in the Operating Plan, will be financed from funds collected from the BID special assessment. It is estimated that $129,600.00 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 *2026 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, as well as real 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 2026 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, 2026 except as otherwise identified. Assessment shall be Five & 7375/10000 DOLLARS ($5.7375) 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 monies so collected to the BID Board for distribution in accordance with the BID Operating Plan by February 28, 2026.
- 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.
- 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.

Downtown West Allis Business Improvement District
Managed by: Downtown West Allis, Inc.
West Allis, WI
2026 Approved Budget

	2026 Budget	% of Budget
PROFESSIONAL SERVICES		
Ex. Director Wages	$ 56,500.00	38.540%
Program Asst. Wages	$ 28,000.00	19.100%
Payroll Expenses	$ 6,500.00	4.434%
Administrative Support	$ 200.00	0.136%
Professional Incentives	$ 4,000.00	2.729%
Professional Services (Accountant, Lawyer, Audit)	$ 2,600.00	1.774%
Education & Travel (Main Street Program)	$ 1,000.00	0.682%
TOTAL PROFESSIONAL SERVICES	**$ 98,800.00**	67.394%
SUPPORTING SERVICES		
Office Supplies, Postage, Printing, Copier	$ 3,000.00	2.046%
Dues, Subscriptions & Memberships	$ 300.00	0.205%
Telephone, Internet, Hosting & email support	$ 2,000.00	1.364%
Rent - BID Office	$ 6,600.00	4.502%
Insurance	$ 3,500.00	2.387%
BOD Misc. Expenses	$ 300.00	0.205%
TOTAL SUPPORTING SERVICES	**$ 15,700.00**	10.709%

	2026 Budget	% of Budget
DESIGN		
Beautification & Safety		
Maintenance (Sound, planters & cameras)	$ 7,000.00	4.775%
Snow Removal	$ 12,000.00	8.186%
Street Cleaning	$ 5,500.00	3.752%
Artscape	$ 1,000.00	0.682%
TOTAL DESIGN	**$ 25,500.00**	17.394%
ECONOMIC DEVELOPMENT/ORGANIZATIONAL		
Newsletter, Marketing & AAGP	$ 5,600.00	3.820%
Recruitment (Crime prevention, luncheon)	$ 1,000.00	0.682%
TOTAL ECONOMIC DEV./ORGANIZATIONAL	**$ 6,600.00**	4.502%
Total Expenses	**$ 146,600.00**	
ASSESSED VALUE FOR 2026	**$ 22,588,100.00**	
PROPOSED SPECIAL ASSESSMENT LEVY	**$ 129,600.00**	**88.404%**
**DWA, Inc.	**$ 17,000.00**	11.596%
Total Income	**$ 146,600.00**	100.000%
ASSESSMENT PER $1,000 OF ASSESSED	**$ 5.7375**	

6/11/25 Exectuive Board Meeting: Motion to accept this proposed budget by Tom Miller seconded by Don Falk; motion passed.
6/25/25 DWABID Board of Directors Meeting: Motion to accept this proposed by Robyn Krimke seconded by Don Falk; motion passed.

Downtown West Allis Business Improvement District

2026 Time Table for Planned Expenditures

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Professional Services	$ 10,566.66	$ 7,566.68	$ 7,816.66	$ 7,566.68	$ 7,566.66	$ 9,816.68	$ 7,566.66	$ 7,566.66	$ 7,816.66	$ 7,566.66	$ 7,566.66	$ 9,816.66	$ 98,800.00
Executive Directors Salary	$ 4,708.33	$ 4,708.34	$ 4,708.33	$ 4,708.34	$ 4,708.33	$ 4,708.34	$ 4,708.33	$ 4,708.34	$ 4,708.33	$ 4,708.33	$ 4,708.33	$ 4,708.33	$ 56,500.00
Program Assistant's Salary	$ 2,333.33	$ 2,333.34	$ 2,333.33	$ 2,333.34	$ 2,333.33	$ 2,333.34	$ 2,333.33	$ 2,333.34	$ 2,333.33	$ 2,333.33	$ 2,333.33	$ 2,333.33	$ 28,000.00
Professional Incentives	$ -	$ -		$ -	$ -	$ 2,000.00	$ -	$ -		$ -	$ -	$ 2,000.00	$ 4,000.00
Administrative Support/Payroll Expenses	$ 925.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 525.00	$ 6,700.00
Professional Services	$ 2,600.00	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,600.00
Education & Travel	$ -	$ -	$ 250.00	$ -	$ -	$ 250.00	$ -	$ -	$ 250.00	$ -	$ -	$ 250.00	$ 1,000.00
Supporting Services	$ 2,410.00	$ 425.00	$ 485.00	$ 520.00	$ 410.00	$ 3,800.00	$ 1,910.00	$ 525.00	$ 485.00	$ 520.00	$ 410.00	$ 3,800.00	$ 15,700.00
Office Supplies, postage, printing & copier	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 250.00	$ 3,000.00
Dues, Subscriptions & Membership	$ -	$ -	$ -	$ 100.00	$ -	$ -	$ -	$ 100.00	$ -	$ 100.00	$ -	$ -	$ 300.00
Telephone, Internet, hosting & email support	$ 160.00	$ 175.00	$ 160.00	$ 170.00	$ 160.00	$ 175.00	$ 160.00	$ 175.00	$ 160.00	$ 170.00	$ 160.00	$ 175.00	$ 2,000.00
Rent	$ -	$ -	$ -	$ -	$ -	$ 3,300.00	$ -	$ -	$ -	$ -	$ -	$ 3,300.00	$ 6,600.00
Insurance	$ 2,000.00						$ 1,500.00						$ 3,500.00
BOD Misc. Expense			$ 75.00			$ 75.00			$ 75.00			$ 75.00	$ 300.00
Design Committee	$ 3,050.00	$ 3,050.00	$ 3,300.00	$ 1,050.00	$ 1,100.00	$ 1,300.00	$ 1,050.00	$ 1,250.00	$ 1,000.00	$ 3,300.00	$ 3,050.00	$ 3,000.00	$ 25,500.00
Sound System, brick planters, maintenance	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 600.00	$ 550.00	$ 600.00	$ 550.00	$ 550.00	$ 600.00	$ 600.00	$ 550.00	$ 7,000.00
Snow Removal	$ 2,000.00	$ 2,000.00	$ 2,000.00	$ -	$ -	$ -	$ -	$ -	$ -	$ 2,000.00	$ 2,000.00	$ 2,000.00	$ 12,000.00
Art Scape			$ 250.00			$ 250.00		$ 250.00		$ 250.00			$ 1,000.00
Street Cleaning	$ 450.00	$ 450.00	$ 450.00	$ 450.00	$ 500.00	$ 500.00	$ 450.00	$ 450.00	$ 450.00	$ 450.00	$ 450.00	$ 450.00	$ 5,500.00
ED and Organizational Committee	$ 400.00	$ 500.00	$ 1,000.00	$ 500.00	$ 500.00	$ 500.00	$ 600.00	$ 500.00	$ 600.00	$ 500.00	$ 600.00	$ 400.00	$ 6,600.00
Newsletter, Marketing & AAGP	$ 400.00	$ 500.00	$ 400.00	$ 500.00	$ 400.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 500.00	$ 400.00	$ 5,600.00
Recruitment Materials	$ -	$ -	$ 600.00	$ -	$ 100.00		$ 100.00	$ -	$ 100.00	$ -	$ 100.00		$ 1,000.00
	$ 16,426.66	$ 11,541.68	$ 12,601.66	$ 9,636.68	$ 9,576.66	$ 15,416.66	$ 11,126.66	$ 9,841.68	$ 9,901.66	$ 11,886.66	$ 11,626.66	$ 17,016.66	$146,600.00

Kind, Number and Location of Expenditures Summary

In 2026, the Business Improvement District will implement the projects presented earlier in this report. All activities/projects will take place within the boundaries of the Downtown West Allis as stated on page 3 of this report.

In addition to the regular activities that provide a clean, safe and vibrant area, the BID must provide support to the businesses. With recent new business additions, there has been a focus on signage, marketing needs as well as current and future streetscape. The BID will, once again, offer both signage, and marketing grants to our business owners and will increase the number projects of public art in our Downtown.

Execution of and continued development of forward strategy to:

- Be a collective voice in planning, policy and communications.
- Work with City Administration and Elected Officials to identify and prioritize capital projects.
- Advocate for inclusion in future City capital budgets.
- Foster relationships with elected officials and City Staff to maintain focus on capital improvement plans and encourage open dialogue between all entities.
- Work with City Traffic Engineering Department on vehicle and pedestrian traffic flow as well as Lime Scooters and Bublr Bikes.
- Meet with business and property owners on a regular basis to assess impact, provide information, and seek feedback.
- Create and distribute regular and timely communication with information about the district and local businesses.

Our DWABID Board of Directors is comprised of 12 members representing the following interests:

- 7 DWABID Business Owners/Occupants
- 3 West Allis Business Employees/Employers
- 2 Persons-At-Large (Wisconsin resident)
- 2 City of West Allis Representative (Ex-Officio)

In addition, it is recommended that the DWBID board be structured and operate as follows:

- *Board size* – minimum of five
- *Composition* – At least 60% shall be owners or occupants of property within the district. The board shall elect its Chairperson from among its members.
- *Term* – Appointments to the board shall be for a period of three years.
- *Compensation* – None
- *Meetings* – All meetings of the board shall be governed by the Wisconsin Open Meetings Law and held periodically.
- *Record Keeping* – Files and records of the board's affairs shall be kept pursuant to public record requirements.
- *Staffing* – The board will staff and/or contract for staffing services pursuant to this Plan and subsequent modifications thereof.
- *Relationship* – The DWABID shall be a separate entity from any association or organization, notwithstanding the fact that members, officers and directors of each may be shared. Downtown West Allis, Inc. shall remain a private organization, not subject to the open meeting law, and not subject to the public record law except for its records generated in connection with the BID board. Downtown West Allis, Inc. has contracted with the DWABID to provide services to the DWABID, in accordance with this Plan.
- *Responsibilities* - Implement the Operating Plan, annually consider and make changes to the Operating Plan and Submit the Operating Plan to the Common Council for approval.

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.
- 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. *(See page 8, Summary - 2nd bullet point)*
  - 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 2026 Operating Plan for the *Downtown West Allis Business Improvement District* is complete and complies with Section 66.1109(1) (f) of the Wisconsin Statutes.

Please Print | Signature | Date

Kail Decker
City Attorney
City of West Allis