

# The Downtowner



A Newsletter published for and by the

**Downtown West Allis Business Improvement District**, managed by DWA Inc.,

7231 W. Greenfield Ave., Suite 201, West Allis, Wisconsin 53214

Brian J. Preiss, Executive Director - Dianne M. Eineichner, Program Assistant

P:(414)774-2676 F:(414) 774-7728 [www.downtownwestallis.org](http://www.downtownwestallis.org)

April / May / June

2008

## 2008 BID / Inc. Board of Directors

**Douglas  
Persich,  
DDS**

*President*

West Allis Dental Care  
(414) 258-2500

**Jim  
Melotte**

*Vice President*

Avant-Garde  
(414) 607-4068

**Timothy  
Klare**

*Treasurer*

M&I Bank  
(414) 476-0900

**Don Falk**

*Secretary*

B & K Bar  
Supplies  
(414) 259-9161

**Jackie  
Ellington**

*BID President*

D.C. Ellington  
(414) 453-0770

**Alex Geiger**

Model Empire  
(414) 453-4610

## 2008 West Allis - Building Upon Success

The Following is an excerpt from an article written by the Department of Visioneering aka: Department of Development  
(Edited with permission from Patrick Schloss, City of West Allis Community Development Division)

**W. Greenfield Ave. Business Corridor:** At the conclusion of State Fair 2008, construction of a sports-themed, national-chain restaurant, Quaker Steak & Lube, and a 104-room hotel will begin on about three (3) acres of State Fair land. In 2008, the City hopes to launch, in partnership with the Downtown West Allis Business Improvement District, a rejuvenation project on a larger, underutilized building to create new housing choices and contemporary business spaces. Plans are in the works to assist a few property and business owners with commercial façade improvements. These efforts will advance the downtown value that has experienced nearly \$7 million in new growth over the last few years. At the end cap of the Downtown, the Centennial Plaza Park ribbon-cutting ceremony will be held Sunday, June 8, 2008 to celebrate the completion of the City's permanent remembrance of its 100th birthday.

**Job Growth:** Given West Allis's foundation of providing highly skilled industrial workers, the City, over the next five years, will attract the creation of over 1,000 new family supporting jobs. Firms such as ReGENco will open an international passage with a partnership with Toshiba International Corp.; Quad/Graphics plans a 225,000 sq. ft., \$14 million expansion; and, businesses like Unit Drop Forge and Milwaukee Machine Works will see significant opportunities for growth. We will see more of the former Allis-Chalmers buildings morph into very cool, state-of-the-art office buildings that no one would have dreamed would be in West Allis. These once dilapidated buildings will house new, economically viable uses that will act as a catalyst for even larger economic renewal. Over 250,000 sq. ft. of currently vacant or underutilized industrial space will be occupied by a blend of professional offices and highly skilled, family supporting manufacturing jobs.

**Six Points/Farmers Market Redevelopment:** There has been a demand for fresh housing options on the City's east side. The units that were built in 2007 have leased up quickly, and new urbanism design principles will begin to take full shape in the form of over 200 new lofts, flats, and condominiums as properties become integrated back into the existing neighborhood and become a place where people can live, work and play. All units are competitively priced with our neighboring suburbs. Six Points-East Condominiums, located on W. Greenfield Ave., between S. 63 St. and S. 64 St., will be a magnet for a broad range of people—from 20-and 30-something professionals, to empty nesters and retirees.

**Bike & Pedestrian Trails Expanded:** Biking in West Allis will soon be a better experience as well as an excellent way to commute recreationally, to work or to school. The new Cross-Town Connector Trail will provide the missing link between Milwaukee's Lakefront, Waukesha County and the City of Madison. The trail will be woven into the streets of West Allis to provide the public with an efficient, healthy and desired recreational amenity.

**Tomorrow's Look:** In 2008, citizens will continue to notice the sweeping architectural styles and substantial site and landscaping improvements to commercial properties throughout the City. Site, landscaping and architectural review will continue to enrich West Allis's image and set benchmark achievements for future development.

If you would like to a copy of this entire article, call the BID office or log onto  
[http://www.ci.west-allis.wi.us/news/links/Dev\\_2008\\_Vision\\_Statement.pdf](http://www.ci.west-allis.wi.us/news/links/Dev_2008_Vision_Statement.pdf)

## Board of Directors Continued...

**Gloria  
Hawkins**

Hawkins Clock  
Center  
(414) 258-1144

**Kashka  
Niebojewski**

Kashka's  
(414) 777-1505

**Chet Parker**

The Wedding Centre  
(414) 476-0240

**Tom Miller**

Steakhouse 100  
(414) 727-2222

**Mary  
Shanahan-  
Spanic**

WA Community  
Media Center  
(414) 321-1121

**Jim Mejchar**

Citizen  
(414) 546-3820

**Patrick  
Schloss**

*Ex-Officio*  
City of West Allis

**Mission**

**“Build a Positive Image that Encourages  
Customer Growth and Community Involvement”**

## COMMITTEES UPDATE

**Economic Development Committee**

Timothy Klare (Chair), Douglas Persich-DDS, Alex Geiger, Sherry Saiki, Chet Parker, Diane Brandt, Mike Beaumont, Tom Miller & Patrick Schloss

**Downtown West Allis: One of a kind,****Better than ever!****Ready for the Future!****History!**

100 + years ago, 1902 to be more precise, the Greenfield Avenue Business District began its development. Allis-Chalmers, Kearney & Trecker, Pressed Steel Tank and other manufacturers decided to locate in the Village of West Allis near Greenfield Avenue. Many people saw an opportunity to develop businesses out in the country that would serve the hundreds of workers who would be employed at these plants.

These businessmen became deeply involved in the growing new community. Many either lived above their store or within walking distance of their businesses. Most of these businessmen also played an important role in the social and political aspects of West Allis by serving on bank boards, church and fraternal associations and as mayors and aldermen.

Through these industrial years national, regional and local businesses i.e. Sears, J.C. Penny's, Wagner & Gohres, Langsten Taylor Shop, Green's Furniture, Allis & Capital Theaters, Phalen's Saloon, Dalin Jewelry, First National Bank of West Allis, F. W. Woolworth, Central Drug Store and Owl's Hall.... flourished.

Changes occurred during the 1980's. Society began a metamorphosis. Industry/manufacturing was giving way to the information age. New opportunities were on the horizon. The merchants of Downtown West Allis, the majority of which are small businesses, utilized their entrepreneurial and organizational skills as a stimulus to form the **Downtown West Allis Business Improvement District**. In 1989, this new organization represented a diverse mix of traditional retail establishments, specialty retailers, services providers, offices and eating & drinking places.

***"Build a positive image that encourages Customer Growth and Community Involvement."***

The next logical step in the progression of the Business District was to include the expertise offered through a Main Street Designation. It was done so in 2001.

**Present/Future!**

The spirit of its founders continues in the development of the Downtown. Incorporation of the past including traditional values and classic historical architecture by Robert Messmer, Charles Lesser and Louis A. Simon are preserved even today. Exterior facades illustrate the use of shaped parapets, brick accents, large, ornate cornices and selected stone insets that were the characteristic of commercial buildings of the 1900's. These structures symbolize the history of the community's evolution.

Knowledgeable, caring and friendly business merchants have and will always define the culture of Downtown West Allis. New energy, produced by today's merchants, along with a well-established culture, and you have the right ingredients for a genuine "downtown" experience.

This Downtown area benefits from the presence of businesses and personalities that are well-known in the Milwaukee metropolitan region and beyond. These businesses include; the largest dealer of grandfather clocks in the Midwest, the largest sewing machine retail and repair business in the area and the largest and oldest mail order company in the model and die-cast hobby business. Businesses today are celebrating 40, 50 and even 80 years of history in Downtown West Allis.

We are ideally situated in the heart of the region, at the doorstep to State Fair Park and the Milwaukee Mile. **Downtown West Allis** has quick and easy access from the freeway. It exhibits the qualities of a small town "hometown" downtown. Visitors seeking truly extraordinary products, services and personalities are delighted with their experiences in Downtown West Allis.

Downtown is the home to several Parades, Community events, West Allis Community Media Center, West Allis City Hall and WA/WM Chamber of Commerce. Annually Downtown West Allis sponsors three promotional events:

Classic Car Show  
Halloween Meet & Treat  
Christmas on the Avenue

Downtown West Allis will continue to offer its small town flavor. It will promote a quality image of the Milwaukee metropolitan area's "hometown downtown," where new energy and traditional values meet to offer a genuine, "One of a Kind" downtown experience.

Check our website [www.DowntownWestAllis.org](http://www.DowntownWestAllis.org) for a list of businesses and upcoming events.



## COMMITTEES UPDATE

**Promotions Committee**

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Jackie Ellington, Gloria Hawkins, Brent Holmes, Kashka, Diane Latinovich, Diane Brandt  
Mary Shanahan-Spanic, Chris Brown, Kim Deegan, Paul Kessler, Jim Potter & Mary Morris

**“The Downtowner” - Delivered, Mailed or Emailed**

Last quarter the Downtown West Allis Business Improvement District's quarterly newsletter, 'The Downtowner' was sent to you two ways. It was either delivered and emailed or mailed and emailed to you.

After receiving the newsletter two different ways we are looking for your feedback. Do you prefer getting your Downtowner" delivered by one of our BID Block Captains, have it mailed or would you prefer having a PDF version emailed to you with a link to our website. All issues of 'The Downtowner' are available on our web site: DowntownWestAllis.com.

Let us know either by phone:(414) 774-2676, fax: (414) 774-7728 or email: promotions@downtownwestallis.org

Thank you for your support and we hope you find this periodical informative and beneficial.

**Downtown West Allis BID Merchants Appreciation Picnic!**

With the weather being so unpredictable this past winter, the Promotions Committee decided to celebrate and honor all Downtown West Allis BID merchants with a spring picnic. Keep the following date and time open:

**May 28, 2008**

**11am - 1pm**

**Public Parking Lot behind Avant-Garde**

More details and invitations will be forthcoming.

**19TH ANNUAL WEST ALLIS COMMUNITY DINNER/DANCE**

"Get the Ball Rolling" is the theme of the 19th Annual West Allis Community Dinner/Dance sponsored by the West Allis Community Improvement Foundation in partnership with the West Allis Rotary Club and will be held **Saturday, April 12, 2008, at Summit Place, 6737 W. Washington St., West Allis, 6:00-11:00 p.m.** **The West Allis Soccer Complex is the beneficiary of this year's event.**

The evening features buffet dinner by Rupena's Summit Café, "Taste of West Allis" sweet table, music and dancing to the unique jazz and calypso sounds of Opan Jii, exciting Silent Auction, and much more.

Tickets are \$45/person, or \$400 for table of 10, and are available at West Allis City Hall, WA-WM Recreation Department, WA-WM Chamber of Commerce, or mail your reservation to the Foundation at 7525 W. Greenfield Ave., West Allis, WI 53214.

Donations of items and services are being sought from area businesses and individual for the West Allis Community Dinner/Dance and Silent Auction. Donations for the auction have included dinner-for-two from restaurants, gift certificates, etc.

For more information or to submit an auction contribution, call Auction Coordinator, Jeanette Wardinski, at 414/302-8292.

**Design Committee**

Alex Geiger (Chair), Jim Melotte, Jackie Ellington, Steve Schaer, Don Minch & Brent Holmes

**The snow is gone!**

Take a look at the area in front of your business. If you were driving or walking by would you find your storefront area friendly and inviting? How about your neighbor's storefront area?

Your Design Committee Team consists of Downtown West Allis business/building owners just like you. They have taken on the responsibility of working on your behalf to improve the aesthetics of your Downtown. They need your input & cooperation.

Do you have a suggestion for a project that you feel would benefit the Downtown? If you do, pick one of four options:

- Do nothing
- Call the BID office and explain your idea(s). We will relay them to the Design Committee.
- Attend a Design Committee Meeting and present your ideas. See how the Design Committee operates.
- Join the Committee and become part of the solution.

You know as well as we do, not everyone has the same ideas and the Design Committee certainly does not know yours unless you fill us in. This summer will bring New Street Signs/Parking Lot Direction Signs, Hanging Flower Baskets and Cigarette Receptacles.

We meet the second Wednesday of the month, 8:00am in the BID Office.



**Sunday, June 8, 2008**

Greenfield Ave. from 70th to 76th St  
& adjacent side streets

**Noon:** Centennial Plaza Dedication

**1pm - 7pm:** Downtown West Allis  
Activities

This great new event will coincide with the dedication of the new Centennial Plaza. Our goal is to promote Downtown West Allis through a day filled with music, food & fun! Some activities planned for this day include:

- Live Music!
- Baking Contests, Artist & Crafters
- Games
- Food vendors from local restaurants

We are looking for vendors, sponsors and volunteers for this event. As a BID Member, you can sponsor this event for \$125. As well as receiving one (1) free T-shirt, your business name will proudly be displayed:

- On our West Allis "Ala Carte" T-shirts
- On full-colored window posters displayed throughout West Allis
- WestAllis.NOW website
- Our DowntownWestAllis.com website with links to your businesses website
- In our quarterly newsletter—"The Downtowner"
- On all promotional flyers
- On a banner located on Greenfield Avenue

If you are interested in sponsoring this event, participating as a vendor or would like to volunteer please call the BID office @ (414) 774-2676

## 18th Annual Downtown West Allis Classic Car Show Sunday, October 5, 2008



2007 Best of Show Winner  
1967 Chevrolet Chevelle

**Our sub-committee is already working on putting together what we hope to be another great show. Some changes for this year will include:**

- 10' X 20' spaces on adjacent side streets will be available for vendors
- Sign in for pre-registered cars will start at 6:30am
- Vending from vehicles will be prohibited
- Raffle Prizes
- Businesses sponsoring \$500 or more for this event are entitled to a 10' X 20' space, on an adjacent side street to display their promotional materials.

Again this year we are asking the City of West Allis to close Greenfield Avenue for our Car Show. Last year, with Greenfield Avenue closed, we were able to have over 350 Classic Car Owners participate. Our goal is to increase the number of cars and visitors to our Downtown and we need your help in the following ways:

**Sponsorship:** As a BID Member, you can sponsor this event for \$325. As well as receiving one (1) free Commemorative Classic Car Show T-shirt, your business name will proudly be displayed or mentioned:

- In a minimum of six (6) radio advertisements on WRIT
- On our Commemorative T-shirts
- On full-colored window posters displayed throughout West Allis
- WestAllis.NOW website
- Our DowntownWestAllis.com website with links to your businesses website
- In our quarterly newsletter—"The Downtowner"
- On all promotional flyers
- On a banner at the registration and trophy tables.

**Vendor:** As a BID Member, a fee of \$25 will entitle you to a 10' X 20' space on one of Greenfield's adjacent side streets to display and sell your products. With a \$500 sponsorship donation, this vendor fee would be waived along with having your business associated with this traditional fall event.

**Goodie Bag or Raffle Prize Donation:** We are looking to collect 300 promotional items (i.e., pens, coupons, trinkets, candy, etc) from BID merchants to be included in the goodie bags given to each car show registrant. We are also looking for items to be used as raffle prizes. We are asking that these promotional items or raffle prizes be delivered to the BID office, 7231 W. Greenfield, Suite 201, no later than **Friday, September 5, 2008.**

**Volunteer:** As with any event in Downtown West Allis, our volunteers are the guiding force in making the event a huge success. We are looking for an hour or two of your time to help direct traffic, sell raffle tickets, collect voting slips and/or clean up after the event.

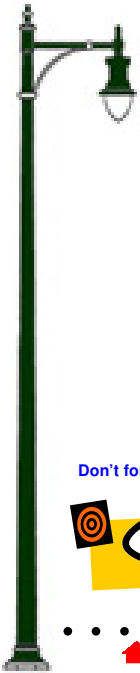
If you have any questions or would like to be a sponsor or vendor, make a donation or volunteer please call Brian or Dianne at (414) 774-2676.

7231 West Greenfield Avenue  
Downtown West Allis, WI 53214

*The Downtowner is published Quarterly for the  
Downtown West Allis Business Merchants.*

*Printing of this newsletter courtesy of :  
Avant-Garde Body Piercing*

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



Visit our website!

18th Annual Downtown

## Upcoming Events and Meetings

### April

Tuesday, April 1st  
Tuesday, April 8th  
Wednesday, April 9th  
Saturday, April 12th  
Tuesday, April 15th  
Tuesday, April 22nd  
Wednesday, April 30th

Spring Elections  
Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
West Allis Community Dinner Dance: 6pm  
Economic Development Committee meeting: 8am  
Happy Earth Day!  
Board of Directors meeting: 8am



### May

Sunday, May 11th  
Tuesday, May 13th  
Wednesday, May 14th  
Tuesday, May 20th  
Thursday, May 22nd  
Monday, May 26th  
Wednesday, May 28th

Happy Mother's Day!  
Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
Economic Development Committee meeting: 8am  
DWA—BID Merchants Appreciation Picnic: 11am—1pm  
City of West Allis Memorial Day Parade: 10am  
Board of Directors meeting: 8am



### June

Sunday, June 8th  
Tuesday, June 10th  
Wednesday, June 11th  
Sunday, June 15th  
Tuesday, June 17th  
Wednesday, June 25th

West Allis "Ala Carte": 1pm—7pm  
Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
Happy Father's Day!  
Economic Development Committee meeting: 8am  
Board of Directors meeting: 8am



## Next Issue

The next issue of "The Downtowner" will be distributed the beginning of July. If your business has any information you would like to be included in "The Downtowner", please contact Brian or Dianne at 414-774-2676. You can also submit your article via fax at 414-774-7728 or e-mail at promotions@downtownwestallis.org. The deadline is Friday, June 20, 2008.