

# 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

July / August / September

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

## Looking Back

*(The following is an excerpt from the City of West Allis' website):*

### Building From The Heart Of The City—Downtown

Since 2003, Downtown West Allis taxable value has grown by \$6.5 million. Vitality of the district has been secured by an active business community, owner-occupied properties, over \$171,000 in façade improvements, and the addition of several new exciting businesses like Tommasino's, Bunker's, Kashka's and B & K Bar Supplies. The City supported the Downtown with over \$200,000 in CDBG funds for relocation assistance to recruit new businesses, create new job opportunities, and to enhance downtown signage.

The Walsh building located at W. Greenfield Avenue and 72<sup>nd</sup> Street was a severe blight on the downtown. A creative financial package was approved by the City to assist the property owner's vision in converting the property into contemporary business space as well as eight quality affordable rental units. In 2005, the property was assessed at \$145,000. After the renovation, today's property value is \$932,000 providing over \$22,000 in property taxes. In 2006, the property received the "Best Private-Public Partnership" award from the Wisconsin Main Street Program.

The Downtown has several new property owners and businesses that have decided to invest in their particular property. For example, Alberti's Trophies and Awards, a long-time tenant and fixture of the downtown expanded in 2004 by purchasing the vacant St. Vincent Store. Doug Persich, DDS, owner of West Allis Dental Care and property owner for over 20 years, wanted to improve his storefront to keep the momentum going along the Avenue. The project was assisted by the City with CDBG funded Commercial Façade Grant. In 2008, a façade improvement completed at 7017 W. Greenfield Avenue, received "Best Façade Improvement Over \$7, 500" award from the Wisconsin Main Street Program.

## Looking Ahead

*(The following is an excerpt from the City of West Allis' website):*

### Heritage West Allis Now Under Construction

Senior housing choices will soon be expanding in West Allis. Construction is underway for a 200-unit, senior housing facility along W. National Ave. on the former Laidlaw bus and Neis Hardware sites. A variety of senior housing lifestyles will be offered, including independent living, assisted living, and memory care. The facility is projected to open in January 2009 and a marketing office is now open across the street on the north side of W. National Ave.

### Six Points Neighborhood Now Taking Reservations

The Six Points Neighborhood, now under construction in the block between W. Greenfield Ave. and W. National Ave., and S. 65 St. and S. 66 St., is taking apartment reservations. This phase one of three includes 196 market rate apartment units, 7,500 sq. ft. of retail space, a community building with a workout room, and is conveniently located across the street from the West Allis Farmers Market.

*Now is the time to take notice of all the great things that have happened and are happening around our Downtown Area. Now is the time to act and make a difference. Consider joining our Promotions, Economic Development or Design Committee. All meetings take place in the BID office and are open to the public. Times and dates can be found on the back page of this newsletter.*

*Douglas J Persich  
Downtown West Allis, Inc – President*

## Board of Directors Continued...

**Alex Geiger**

Model Empire  
(414) 453-4610

**Gloria  
Hawkins**

Hawkins Clock Center  
(414) 258-1144

**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  
(414) 302-8468

**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

**Ready for Tomorrow**

Efforts of the Economic Development Committee have enabled us to attract and maintain many long term and successful businesses. Presently we have an expanded opportunity to share our environment of success with others.

Take a walk and or a drive through our downtown. Would we make a positive first impression to prospective businesses and visitors?

Our streetscape, including attractive light posts, colorful hanging baskets, comfortable benches, inviting banners and special holiday decorations imply a community minded downtown.

Our building facades/storefronts have undergone quite a bit of renovation the last few years with more scheduled in the near future. Until the future becomes the present, sprucing up our vacant store fronts will emphasize an image of prosperity. Recently we have established a cooperative effort with building owners to decorate several vacant storefront windows. Washing windows, placing easel mounted posters depicting the rich heritage of our downtown along with appropriately placed portable backdrops projects the feeling of a well maintained space.

Please remember, the Economic Development Committee operates upon a collaboration of ideas and implementation strategies presented at our monthly meetings. We are looking for business owners and others to share their knowledge and experiences with others. Please contact the BID office with any questions and or suggestions. 414-774-2676.

**A SIGN of progress...**

(no pun intended)

We consider

Downtown to be a district like no other in West Allis. Soon, Downtown West Allis will have its own unique signage replacing the existing signage along Greenfield Avenue.

**Design Committee**

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

**Board of Director Recruitment**

Attention: BID Members,

Downtown West Allis, Inc. is looking for individuals who would like to be a member of the Board of Directors and have a positive influence on our Downtown.

We are currently in the process of filling a vacancy on our Board of Directors.

Do you:

- Have an understanding of our Downtown and its needs.
- Have a passion for the betterment of our Downtown.
- Have a willingness to commit time for board meetings, committee meetings, planning sessions and special events.

As a Committee/Board Member you will be an integral part of our decision making process.

If you are interested, please fill out the application form located on our website: [www.DowntownWestAllis.org](http://www.DowntownWestAllis.org) or call the BID office @ (414) 774-2676 for more information.

All completed applications need to be returned to the BID office no later than **Monday, July 28<sup>th</sup>**.

## COMMITTEES UPDATE

**Promotions Committee**

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Jackie Ellington, Gloria Hawkins, Brent Holmes, Diane Latinovich, Diane Brandt  
Mary Shanahan-Spanic, Kim Deegan and Mary Morris

**West Allis Ala Carte**

Neither wind, nor rain, nor bolts of lightning could stop the first annual West Allis Ala Carte from a successful debut. By 1:30pm, the sun was shining, the music was blasting, the vendors, (who weathered the storm) were selling their wares and the crowds were filling Greenfield Avenue.



Overall, this new event was well received by both the vendors and the West Allis community. Many people commented that, despite the bad weather, they loved the event and looked forward to next year's event being **bigger and better!!**

**“Thank you to our sponsors:”**

Hoefs Family Auto	Hawkins Clock Center	121 Workout	The Landmark of West Allis
Anchor Bank	McAdams Cars.com	B & K Bar Supplies	Model Empire
Booked Solid, Inc.	PyraMax Bank	Bunker's	Quick Cuts
The Corner Bazaar	Salon Dovini	Diane's Designs	Visiting Angels
EZ Motorcars	The Wedding Centre	Forsythe Martial Arts	West Allis Dental Care
Freese's Candy Shoppe	West Allis NOW.com	Hal's Harley-Davidson	West Park Place
Wistl Management	Alberti's Trophies & Awards	Panda Hut	M & I Bank
West Allis Community Media Center			

**18th Annual Award Wisconsin  
Main Street Awards**

On Thursday, May 22, 2008 in Madison, WI, the Downtown West Allis Business Improvement District received the following awards.

- **Jim Melotte:** Downtown West Allis Board Member of the Year
- **Judie Hoppe:** Downtown West Allis Volunteer of the Year
- **Brian Preiss:** 5 year plaque as a Main Street Manager
- **17th Annual Downtown West Allis Classic Car Show:** Honorable Mention for “Creative Fund Raising Effort.”

**Congratulations to all!!**

**BID MERCHANT APPRECIATION PICNIC**

**THANK YOU** to all the volunteers who helped make this event successful.

Approximately 150 merchants and their employees feasted on brats, hot dogs, chips, pickles, cookies and refreshments.

Our Promotions Committee has decided to make this an annual event.



*The Wedding Centre is proud to announce employee **Meghan Vogel** gave birth to **Jayden Alexander Molnar** on April 12, 2008 @ 3:12am. Jayden entered the world at 7lbs 8oz and was 20 1/2 inches long. Both mother and baby are doing fine!*

**WANT YOUR BUSINESS RECOGNIZED?**

The Downtown West Allis Business Improvement District has a great way for you to promote your business.

- Our **“Welcome To The Neighborhood”** gift bags that were assembled and distributed in May were well received by new families moving into the Six Points area.
- A **“Progressive After 5”** is being planned for Thursday, July 24, 2008. Chamber Members and guests will tour a few of our BID businesses to discover what we have to offer.
- The **18<sup>th</sup> Annual Downtown West Allis Classic Car Show** on Sunday, October 5, 2008, will welcome Classic Car Owners from around the West Allis area.

**Here is your chance to get your business recognized at all three events.**

Simply supply the BID office with promotional items, coupons, gift certificates or free samples that can be placed in bags and distributed to patrons, customers and other business owners.

If you are interested in participating, we will need about 400 items from your business for the 2008 bags.

We ask for at least 50 promotional items by **Friday, July 18<sup>th</sup>** for the **“Progressive After 5.”** The remaining items must be in the BID office no later than **Tuesday, September 2, 2008.**

**Please consider this great opportunity to publicize and promote your business!!**



# WA/WM Chamber of Commerce & Downtown West Allis

**Business after Five**  
**Thursday July 24th, 2008**  
**5:00-8:30pm**

Cost: \$10 for Members (Chamber or BID members)  
\$15 for Non-Members

5:00pm: **B & K Bar Supplies** (7100 W. Greenfield Ave.)

5:40pm: **Model Empire** (7116 W. Greenfield Ave.)

6:20pm: **Channel 14 Community Media Center** (7210 W. Greenfield Ave.)

7:00pm: **DC Ellington** (7412 W. Greenfield Ave.)

7:40pm: **Bunkers** (7420 W. Greenfield Ave.)



Join us and rediscover **Downtown West Allis**.

A “Progressive After Five” will be held to introduce some of the Downtown West Allis’ Businesses located on Greenfield Avenue.

This “progressive” journey begins at 5:00pm at **B & K Bar Supplies**. You will be able to join the group at any time throughout the evening and receive your participation wristband and poker playing cards. Be sure to check the times and businesses listed above.

At our final destination (**Bunker’s**) those holding the best poker hands are eligible to win prizes.



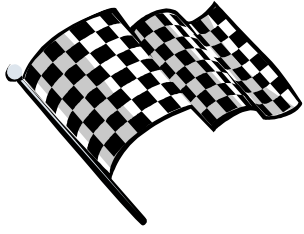
Beautiful Downtown West Allis awaits you!!

Network with other Chamber and Downtown Merchants.



*Additional parking located behind Downtown businesses.*





# 18TH ANNUAL DOWNTOWN WEST ALLIS CLASSIC CAR SHOW SUNDAY, OCTOBER 5, 2008

Greenfield Avenue between 70th & 76th Streets and adjacent side streets will be closed during this event.

**Last year there were approximately 3,000+ visitors with over 350 registered Classic Cars.**

**Don't miss this opportunity to have your business associated with this traditional fall event.**



2007 Best of Show Winner  
1967 Chevrolet Chevelle

## *Sponsorship Opportunities*

### **Event Sponsor = \$1,000**

- Business name mentioned in **all (22)** of our radio advertising and radio spots.
- Recognition/logo in all event communications and marketing materials.
- DowntownWestAllis.org website with links to your business website.
- Special sponsor recognition signage will be displayed by the registration & trophy tables.
- Awards ceremony recognition.
- Your name displayed on the back of over 300 collector T-shirts.
- Receive two (2) commemorative T-shirts.
- Opportunity to add items to the car exhibitor giveaway bags.
- A 10' X 20' adjacent side-street space for displaying your business products and promotional items.

### **Activity Sponsor = \$500**

- Business name mentioned in **nine (9)** of our radio advertising and radio spots.
- Recognition/logo in all event communications and marketing materials.
- DowntownWestAllis.org website with links to your business website.
- Special sponsor recognition signage will be displayed by the registration & trophy tables.
- Awards ceremony recognition.
- Your name displayed on the back of over 300 collector T-shirts.
- Receive one (1) commemorative T-shirt.
- Opportunity to add items to the car exhibitor giveaway bags.
- A 10' X 20' adjacent side-street space for displaying your business products and promotional items.

### **Car Show Sponsor = \$325**

- Business name mentioned in **six (6)** of our radio advertising and radio spots.
- Recognition/logo in all event communications and marketing materials.
- DowntownWestAllis.org website with links to your business website.
- Special sponsor recognition signage will be displayed by the registration & trophy tables.
- Awards ceremony recognition.
- Your name displayed on the back of over 300 collector T-shirts.
- Receive one (1) commemorative T-shirt.
- Opportunity to add items to the car exhibitor giveaway bags.

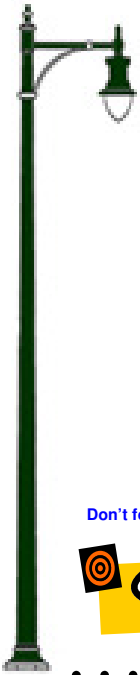
**To be a sponsor of this event, call us at 414-774-2676 or contact us at [promotions@downtownwestallis.org](mailto:promotions@downtownwestallis.org).**

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*

DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:




Visit our website!

[DowntownWestAllis.org](http://DowntownWestAllis.org)

## Upcoming Events and Meetings

### July



Wednesday, July 2nd  
Thursday, July 3rd  
Friday, July 4th  
Tuesday, July 8th  
Wednesday, July 9th  
Tuesday, July 15th  
Thursday, July 24th  
Monday, July 28th  
Wednesday, July 30th

July 4th Parade: 7pm (Post Parade Activities: Veteran's Park)  
July 4th Breakfast: 9am  
Talent Show: 7pm, Grandstand Show: 8:30pm followed by Fireworks  
Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
Economic Development Committee meeting: 8am  
"Progressive After 5": 5:00pm-8:30pm  
West Allis National Night Out: 5pm-9pm @ Farmer's Market  
Board of Directors meeting: 8am


### August

Tuesday, August 12th  
Wednesday, August 13th  
Tuesday, August 19th  
Saturday, August 23rd  
Wednesday, August 27th

Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
Economic Development Committee meeting: 8am  
3rd Annual Settler's Weekend  
Board of Directors meeting: 8am



### September



Monday, September 1st  
Tuesday, September 9th  
Wednesday, September 10th  
Tuesday, September 16th  
Wednesday, September 24th

Labor Day!  
Promotions Committee meeting: 8am  
Design Committee meeting: 8am  
Economic Development Committee meeting: 8am  
Board of Directors meeting: 8am

## Next Issue

The next issue of "The Downtowner" will be distributed the beginning of October. If your business has any information you would like to have 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](mailto:promotions@downtownwestallis.org). The deadline is Friday, September 12, 2008.