

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

Dianne M. Eineichner, Executive Director

P:(414)774-2676 F:(414) 774-7728

October/November/December

2009

www.DowntownWestAllis.org

2009

Board of Directors

Douglas Persich, DDS

Inc. President
West Allis Dental Care
(414) 258-2500

Jim Melotte

Vice President
Avant-Garde
(414) 607-4068

Tim Klare

Treasurer
M&I Bank
(414) 476-0900

Chet Parker

Secretary
The Wedding Centre
(414) 476-0240

Alex Geiger

Model Empire
(414) 453-4610

Don Falk

B & K Bar Supplies
(414) 259-9161

Gloria Hawkins

Hawkins Clock Center
(414) 258-1144

Tom Miller

Steakhouse 100
(414) 727-2222

Diane Brandt

WA/WM Chamber of
Commerce
(414) 302-9901

Brent Holmes

Avant-Garde
(414) 607-4068

Jim Mejchar

Citizen
(414) 546-3820

Patrick Schloss

Ex-Officio
City of West Allis
(414) 302-8468

From the Executive Director....

Downtown Parking

Did you know that there are more than 500 public parking spaces both on the street and in parking lots of our Downtown? All of those parking spaces are conveniently located on or within a block of Greenfield Avenue! Parking is a utility to accommodate people who visit Downtown West Allis, not a purpose for visiting downtown. People don't come to Downtown West Allis to park. They come to do business, go to work or complete other specific activities. Thanks for leaving the most convenient spaces available for our customers and clients.

Classic Car Show

On Sunday, October 4th, Greenfield Avenue will be closed to traffic starting at 5am when volunteers get ready for our 19th Annual Downtown Classic Car Show. We are expecting over 350 classic cars to line our street, attracting thousands of visitors to Downtown West Allis. There will be music, food and cars in every shape, size and color to enjoy. Trophies and plaques will be awarded at 2:30pm, with the show ending at 3pm. Help is needed in set-up, clean-up and during the event. Please call the office at 414-774-2676 to volunteer today!

Halloween Meet & Treat

What a way to end the month of October by hosting the Downtown West Allis Meet & Treat on "Halloween." This year's Meet & Treat will take place on Saturday, October 31st from 10am until 12 noon. This office is, once again, looking for businesses within the Business Improvement District to participate in this event. For those new to the area, it is quite simple:

1. Call the office at 414-774-2672, by Friday, October 23rd, and sign up your business.
2. A pumpkin, advertising that your business will be participating, will be delivered to you by Wednesday, October 28th. Please put this pumpkin on your door or window.
3. On Saturday, October 31st, at 10am, children ages 12 and under, accompanied by an adult, will swamp your business looking for their treat. (Last year we had over 500 children)
4. Each child will have a sheet of paper listing all the businesses participating. Either add a sticker or stamp something over your name to let the children know they already received a treat from your business.
5. When the event is over (12 noon), someone from our office will stop by your business and collect your window pumpkin so it can be used again next year.

This year our Promotions Committee is trying something new. When the children receive their sheet of paper listing all the participating businesses, we will be handing their parent/guardian a **bag filled with goodies from the BID**. If you have a business card, gift certificate, free sample or anything that might draw families back to Downtown West Allis to shop at a later date, please let the office know. We are hoping to have 250 bags to hand out to area families.

We will also be collecting non-perishable food items for a local church's food pantry. Last year, we had over 15 medium size boxes overflowing with food items. Here's hoping we break last year's record.

Until next time, "Happy Halloween", "Happy Thanksgiving" and "Happy Holidays",

Dianne Eineichner

Executive Director



Mission Statement: "Build a Positive Image that Encourages Customer Growth and Community Involvement"

COMMITTEE UPDATE

Promotions Committee

Don Falk / Jim Mejchar (Co-Chair), Jim Melotte, Gloria Hawkins, Chet Parker, Brent Holmes, Diane Latinovich, Diane Brandt, and Sarah Kaminski

19th Annual Downtown West Allis Classic Car Show Sunday, October 4, 2009.

Thanks to the following sponsors who have graciously contributed to the event:

Advanced Auto Parts	Alberti's Trophies & Awards	Auto Zone
Avant-Garde	B & K Bar Supplies	Best Western
Booked Solid, Inc.	The Landmark of West Allis	Landmark Credit Union
McAdams Auto	Model Empire	Race Fever
StoneFire Pizza	West Allis Dental Care	West Allis NOW

Drive to Downtown West Allis Sunday, October 4, 2009 from 10am to 3pm to enjoy of day of music, food, games, fun and whole lot of classic cars!!

Downtown West Allis Meet & Treat

Saturday, October 31, 2009

10am—12 noon

Register today to be one of the many businesses participating in this event!

414-774-2676



BUSINESS SPOTLIGHT



West Allis Branch Post Office—7440 W. Greenfield Avenue
The West Allis Post Office was proposed as a permanent home for the West Allis postal branch in the late 1920s. It was finally opened in 1931. Lois Simon is credited as the architect of this “Art Deco”, or WPA Modern building. The building contains some interesting art murals made by the WPA Artist’s Program (1934-1939).

President: Herbert Hoover

Postmaster: Walter F. Brown

Domestic Letter Rate: 2 ¢ per oz.

M & I Bank—7000 W. Greenfield Avenue

The Milwaukee County Bank was organized in 1924 and was set up on Greenfield Avenue, as the founders believed that Greenfield Avenue had the most economic potential in the area. In 1937, the bank took possession of the failed First National Bank and moved to their location at South 70th Street at Greenfield. The bronze clock, seen here, was a symbol of the Greenfield Avenue business district, drawing the attention of anyone on the avenue. Milwaukee County Bank was acquired by Marshall and Ilsley Bank in Milwaukee in 1974. M & I Bank expanded their site in August of 2001.



COMMITTEE UPDATE

Design Committee

Alex Geiger (Chair), Jim Melotte, Brent Holmes, Chet Parker and Steve Schaefer

A Clean Sidewalk and a Crisp Storefront Welcome Customers

Have you ever pulled up to a store or restaurant, looked around and had second thoughts about going inside? Initial impressions have huge impacts on behavior. Whether it's your home, business or downtown, visitors will form strong opinions based upon their first impressions.

Outward appearances are so important! The smallest things can make big impressions: the weeds around the foundation or trees, garbage on the sidewalks or in the gutters, graffiti on buildings or faded signs. These things take virtually no time or money to correct.

Our committee is doing their part in hiring two high-school students this summer to take care of weeds, garbage and graffiti. But as school approaches we will be losing Kevin Kadunc to UW-Lacrosse and Jamie Foster will return to Nathan Hale to complete her senior year. It is time for business owners to take a look around and see what they can do.

Everyone who comes to our downtown will leave here with an opinion and some idea as to whether or not they will want to come back. Each business plays a part in making an overall statement about our downtown. Put simply, a clean sidewalk is your best welcome mat, a clean crisp storefront your best billboard.

Business Assistance

Did you know that the Design Committee also offers a signage assistance grant program? Downtown businesses may apply for assistance for new or upgraded signs in the Business Improvement District. The Committee offers three types of subsidy: front façade signage removal, front façade new signage/awnings and alley entrance signage improvements. Appropriate signs are a great investment for any business.

Snow Removal

The Design Committee is currently looking for local contractors to remove the snow from our street corners and sidewalks. The large mounds of snow along Greenfield Avenue that develop after numerous snowfalls makes it difficult for visitors and shoppers to get to their destination. If you know of a business or someone who might be interested, please contact Alex Geiger at Model Empire (414-453-4610).

Graffiti Procedures

If your business has been tagged with graffiti, please follow the following steps:

- Notify the West Allis Police Department (414-302-8000). They will send an officer to take pictures and get a statement from the business/building owner.
- The Police Department will then contact the Crime Prevention Department. They will use the information to track down the "artist" and for future prosecution.
- The Crime Prevention Department will then contact someone to come to your business and remove the graffiti as soon as possible.

You can contact the BID office at 414-774-2676 to report the graffiti, but the West Allis Police Department should also be notified as soon as possible. The sooner it is reported, the sooner it will be removed.

Special thanks to
DC Ellington Company for
donating the silk-screened vests used by our
"Summer Help" clean-up crew.

IT'S A GIRL
Introducing: Lillian Katelynn Schloss
Born: August 17th.
Weight: 9 pounds 9 ounces
Length: 21 inches
Congratulations to Patrick, Kelly and John
Many Happy Changes!!

COMMITTEE UPDATE

Economic Development Committee

Tim Klare (Chair), Tom Miller, Alex Geiger, Doug Persich, Chet Parker, Sherry Saiki, Diane Brandt, Barb Eckblad and Patrick Schloss

Marketing

The BID office staff is using Twitter and Facebook as a marketing channel to increase the awareness of our Downtown to West Allis residents and surrounding areas. We hope to provide businesses within our Business Improvement District with an opportunity to inform and interact with communities of consumers, and to direct them to virtual and physical space, such as other websites or physical businesses.

If you have an upcoming sale, special or information that you would like to send out on Twitter or Facebook, contact the BID office at 414-774-2676 and we will get it out as soon as possible.

Reviving Retail—Strategies for growth in 2009 (Excerpts taken from a periodical from Grant Thornton)

Although the past year highlights the high-risk nature of the industry, it also offers a chance for companies to fine-tune their business in order to take advantage of new opportunities. Grant Thornton has identified five such trends transforming the retail industry and offers tips for capitalizing on these areas in increased profitability.

- ***E-centricity: Buyers choose clicks over bricks.***

Buyers may not be buying much, but online sales have suffered less and, in certain categories, grown more than in-store sales. Online retailers consistently outperformed brick-and-mortar stores in 2008 holiday sales. Online shopping via the Web will continue to grow over the next decade. Brick and mortar isn't going away, but these results suggest that traditional retailers need to extend their brands into the digital area.

- ***Private-labels are gaining ground over name brands.***

Private-label brands are growing in popularity in today's economy, particularly among price-conscious consumers. The private-label strategy has been successful in the grocery sector, where nine percent of consumer packaged goods products today are private-label brands. Other retailers must consider whether their products, which typically are more complex, less commoditized and have more brand equity than grocery items, may be suitable for private-label treatment.

- ***Going green is bringing in the green.***

Reduce, reuse, recycle—the three R's of the green/sustainability movement—continue to influence customer behavior, and environmentally sensitive goods and practices are winning a growing share of customer dollars. Retailers need to both act green and sell green products if they plan to cash in on this trend.

- ***A loyal customer is your best customer.***

Even when sales are stagnant or declining, there is growing recognition that enhancing affinity among retailer's best customers can produce long-term benefits. Many brick-and-mortar and online retailers sent cards and emails inviting loyal customers in for special shopping experiences such as wine tasting or fashion shows, while other provided perks such as reward cards, special discounts and free or expedited shipping. Retailers should not overlook a thorough analysis of their loyalty programs to track on investment.

- ***Improving processes lowers costs and boosts customer satisfaction.***

There is a vast potential for retailers to improve business processes, cut costs and increase efficiency in both customer-facing and back-end processes. Lean thinking is one approach that is becoming increasingly common. Other opportunities to improve bottom-line performance include standardizing work flows, improving inventory management and maximizing store-by-store profitability.



For a copy of this complete article by Grant Thornton, call the BID office at 414-774-2676.

COMMUNITY NEWS

Concerned about rising energy prices?
 Contact Lori Griesbach,
 Energy Advisor with WE Energies
 for a free energy assessment.
 Phone: 262-786-1287
 Email: lgriesbach@franklinenergy.com

**Community Alliance Against Drugs
 5K Run/Walk**

Saturday, October 24, 2009
 10am Start @ the Milwaukee Mile

Free to CAAD Member—\$5 Non-members
 For more information check out CAAD's website at
www.WAWMCAAD.org or contact
 Stacy @ 414-302-8050 or sschmeling@ci.west-allis.wi

West Allis Meet 'n Treat
 Saturday, October 31, 2009
 1pm—3pm
 City Wide event

Extra care should be taken by all
 vehicular traffic during this time to
 provide safety for children while
 they are meeting and treating.

As a reminder, all residents are
 encouraged to light their porch/post
 light if they are participating in
 Meet 'n Treat. Parents and children
 are asked to respect those places
 where the light is not lit by not
 stopping at that location.

**West Allis Community Christmas Tree
 Lighting Program**

Tuesday, November 17, 2009
 Tree Lighting-Centennial Plaza: 6:30pm

West Allis Christmas Parade: 7pm
 Hosted by: West Allis Charities

**Community Alliance Against Drugs
 New Year's Eve Family Activity Night**
 Thursday, December 31, 2009
 7pm
 Central High School Field House
 8516 W. Lincoln Avenue

For more information check out CAAD's
 website at www.WAWMCAAD.org or
 contact
 Stacy @ 414-302-8050 or
sschmeling@ci.west-allis.wi

Community Breakfast of Thanks & Giving

Monday, November 23, 2009
 7:15am

Klemmer's Banquet Center
 10401 W. Oklahoma Avenue

For more information contact Jeanette Wardinski @
 414-302-8292

Next Issue

The next issue of "The Downtowner" will be distributed the beginning of January. If your business has any information you would like to have included in "The Downtowner", please contact 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, December 11th.

7231 West Greenfield Avenue
Downtown West Allis, WI 53214

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Downtown West Allis Business Merchants.

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DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT



Don't forget to:



DowntownWestAllis.org



Important Dates to Keep Open

October

Sunday, October 4th
Tuesday, October 13th
Wednesday, October 14th
Tuesday, October 20th
Saturday, October 24th
Wednesday, October 28th
Saturday, October 31st
Saturday, October 31st



19th Annual Downtown West Allis Classic Car Show: 10am-3pm
Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
CAAD 5K Walk/Run: 10am (Milwaukee Mile)
Board of Directors meeting: 8am
Downtown West Allis Halloween Meet & Treat: 10am-12noon
City of West Allis Meet 'n Treat: 1pm-3pm.

November

Tuesday, November 10th
Wednesday, November 11th
Tuesday, November 17th
Tuesday, November 17th
Monday, November 23rd
Wednesday, November 25th
Thursday, November 26th

Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Community Tree Lighting and Christmas Parade: 6:30pm
WA Community Breakfast of Thanks & Giving (Klemmer's Banquet Center)
Board of Directors meeting: 8am
Thanksgiving Day!



December

Tuesday, December 8th
Wednesday, December 9th
Tuesday, December 15th
Wednesday, December 23rd
Friday, December 25th
Thursday, December 31st

Promotions Committee meeting: 12Noon
Design Committee meeting: 8am
Economic Development Committee meeting: 8am
Executive Board Meeting: 8am
Happy Holidays!!!
New Year's Eve Activity Night 7pm (Central High School)

