

October / November / December 2011

The Downtowner

Downtown West Allis Gearing Up for the Classic Car Show

On Sunday, October 2, 2011, Downtown West Allis, Inc. will host the 21st Annual Downtown West Allis Classic Car Show. Word on the street is this event is one of the best car shows in the area and all our participants look forward to one last show before putting their beauties in storage.

The event will start at 10am, with the awards ceremony taking place at 2:30pm. There will be food, music, face painting, various vendors, raffle prizes as well as over 400 classic cars. Again this year, West Allis Auto Club will be running their "Hot Wheels" races.

Just a reminder: Greenfield Avenue will be closed for this event starting at 5am, Sunday morning, and should be open by 5pm.

- Thanks to our sponsors:
 Quad/Graphics, WaterStone Bank, Model Empire, West Allis Dental Care, Fleet Auto Sales & Services, Sam's Club, The Home Depot, McAdamsCars.com, B & K Bar Supplies, Wedding Centre, Swords & Dreams and Steakhouse 100.
- Thanks to the following who made in-kind donations:
 Beer Capitol, Benno's Genuine Bar & Grill, DC Ellington Company, The Landmark of West Allis, Tischer Insurance Agency and WestAllisNOW.com.
- Thanks to the following BID and area businesses that donated to our 400 goody bags:
 B & K Bar Supplies, Model Empire, DC Ellington, Diane's Designs, Swords & Dreams, Wedding Centre, Tischer Insurance Agency, Quad/Graphics and WaterStone Bank.



2010 Best of Show Winner
 1972 Buick Grand Sport



Sunday, October 2, 2011
Show Time: 10am—3pm

2011

Board of Directors

Douglas Persich, DDS
Inc. President
 West Allis Dental Care
 (414) 258-2500

Tom Miller
Inc. Vice President
 Steakhouse 100
 (414) 727-2222

Tim Klare
Inc. & BID Treasurer
 M&I Bank
 (414) 476-0900

Don Falk
Inc. & BID Secretary
 B & K Bar Supplies
 (414) 259-9161

Chet Parker
BID President
 The Wedding Centre
 (414) 476-0240

Alex Geiger
BID Vice President
 Model Empire
 (414) 453-4610

Gloria Hawkins
 Hawkins Clock Center
 (414) 258-1144

Jackie Ellington
 DC Ellington Company
 (414) 453-0770

Stephanie Halfmann
 Blue On Greenfield
 (414) 453-7223

Jim Mejchar
 Citizen
 (414) 546-3820

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

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



**October 29, 2011
10am–12Noon
Sign Up Today!!**

Want to participate by handing out treats to approximately 500 children and their families? Give us a call and we will put you on the list to receive a window pumpkin!
For more details, call 414-774-2676.



**Christmas On The Avenue 2010
Snoopy and the Miltown Treblemakers
Entertain our visitors!**

Promotions Committee



**Christmas On The Avenue
Saturday, December 3, 2011
1:30 to 3:30pm**

WE NEED YOUR HELP!!

Our committee is looking for businesses to:

- Sponsor an ice block for this event. For \$100 an ice block will be placed in front of your business.
- Serve as hospitality hosts. By serving hot chocolate, cider, cookies, etc, or having an activity in your business during these two hours. We hope to attract families to join us for **Christmas On The Avenue**. If interested or need information and/or ideas, contact the BID office at 414-774-2676.

Activities Include:

- **Ice Carving.** View the talents of local students as you walk Greenfield Avenue.
- Volunteers, dressed in **character costumes**, will be on hand for entertainment and pictures.
- Steakhouse 100 is hosting **Lunch With Santa** during this event. Lunch will be served at 1pm. For reservations contact: 414-727-2222.
- The Community Media Center (Channel 14) will once again host a **Visit With Santa** from 1:30 to 3:30pm. Children will be able to tell Santa what they want for Christmas as well as receive a small gift. A picture with Santa will be available for a small fee. For more information on this call 414-321-1121.
- Stephanie Halfmann, (Blue on Greenfield) and her friends, known as the **Miltown Treblemakers**, will be strolling the Avenue entertaining our visitors.

- City of West Allis' Celebrations Committee will once again be hosting the **Veterans' Giving Tree**. Stop in at City Hall and pick a star off the tree. Approximately 40 veterans residing at the VA Hospital have no one to remember them during the holiday season. Be that special someone...pick a star. For more information contact City Hall at 414-321-8290.

End your day by attending....



*The City of West Allis
Celebrations' Committee*

Community Sing & Tree Lighting

*Saturday, December 3, 2011
Community Sing: 4pm
Tree Lighting: 4:30pm
City Hall Centennial Plaza
7525 W. Greenfield Avenue*

Followed by...



*The City of West Allis Christmas Parade
Presents...*

*Dreams Come True on the Avenue...Where
the Magic of Christmas Begins.*

*Saturday, December 3, 2011
Parade Start Time: 4:45pm
Parade Route: Greenfield Avenue
(from 81st to 66th)*

Organizational Committee

Downtown West Allis and 88NINE Radio Team Up!

Downtown West Allis Business Improvement District is getting some air time on 88NINE Radio Milwaukee. Every Sunday in September through December, DWABID is underwriting Sound Opinions which airs at 6pm on 88NINE Radio Milwaukee.

88NINE Radio Milwaukee participates in our special events as well as recognizes our area during the holiday shopping season.



Design Committee

Stay Connected in Downtown West Allis

The Downtown West Allis Business Improvement District and the City of West Allis are happy to announce that Greenfield Avenue between 70th and 76th Streets is now a wireless internet hotspot for free public internet use. This is the ninth WIFI hotspot the city makes available for use by citizens and visitors to our area.

West Allis recognizes the popularity and need for internet access and wants to make sure, whether it is due to your on the go lifestyle or just to relax at various parks and buildings in our community, that you have access to what you need.

For a complete list of hotspots and instructions to connect to the service please visit the city's website at www.ci.west-allis.wi.us and

search for "Hotspots". Or just click on the "WIFI" icon on the Downtown West Allis BID homepage – www.downtownwestallis.org.

The wireless Internet Access provided by the City of West Allis is free of charge to its citizens and guests. Wireless Access is provided on an "as is" and "as available" basis.

A new sound system has been installed in Downtown West Allis along Greenfield Avenue between 70th and 76th Streets. We will be streaming a variety of non-distracting, background music and information about our upcoming events throughout the day to enhance your Downtown West Allis shopping and visitor experience on both sides of Greenfield Avenue.

Economic Development

Welcome 2 New Businesses

Downtown West Allis Business Improvement District would like to welcome Dr. Russell M. Sherbondy, DC and Premier Engineering.

Dr. Sherbondy specializes in Acute and Chronic, Nutritional and Neurologic conditions, through BioKinetic and Integrative Health Care.

Please welcome Dr. Sherbondy, DC
1370 S. 74th Street
414-769-7900

Premier Engineering owner, Brian Petersen, moved his business to our Downtown earlier this year.

Premier Engineering provides engineers and researchers to the biomedical device industry as well as develops medical technologies. Business hours are Monday through Friday, 8am to 5pm.

Please welcome Brian Petersen and his staff
7207 W. Greenfield Avenue
414-763-3544.

Downtown News

DWABID Businesses gain new Ownership.

For Mom And Me Resale Shop

Welcome to Armondo and Lisa Doxtator, the new owners of "For Mom & Me."

The Doxtators will continue to supply high quality, gently used items at their 7046 W. Greenfield Avenue location.



Welcome to Nick Aghakhan and George Dilles, the new owners of "Visiting Angels."

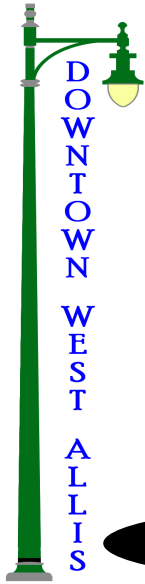
With the retirement of previous owner, Andrew Ng, Nick and George are already making changes to improve their business located at 7231 W. Greenfield Avenue.



On October 1st, Heather and Chet Parker will become the new owners of the Wedding Centre, located at

7140 W. Greenfield Avenue. After 21 years of working, managing and running The Wedding Centre & Fifth Avenue Formal Wear, the Parkers look forward to new changes and improvements to their business, website and façade.

Please take the time to stop into any of the above businesses and welcome the new owners to our area.



DOWNTOWN WEST ALLIS
BUSINESS IMPROVEMENT DISTRICT

7231 W. Greenfield Avenue
Suite 201

We're On The Web & FaceBook
www.DowntownWestAllis.org

Don't forget:

October:

- 2: Classic Car Show 10am—3pm
- 11: Promotions Meeting @ 12Noon
- 12: Design Meeting @ 8am
- 13: Organizational Meeting @ 8am
- 18: Economic Meeting @ 8am
- 26: Board of Directors Meeting @ 8am
- 29: Halloween Meet & Treat 10am—12Noon
- 30: City of West Allis Meet N' Treat 1pm—3pm

November:

- 8: Promotion Meeting @ 12Noon
- 9: Design Meeting @ 8am
- 10: Organizational Meeting @ 8am
- 11: City Hall Meeting @ 11am
- 15: Economic Meeting @ 8am
- 21: Community Breakfast
- 24: Thanksgiving Day
- 25: Office Closed
- 30: Board of Directors Mtg @ 8am

December:

- 3: Christmas On The Ave. 1:30—3:30pm
- 13: Promotions Meeting @ 12noon
- 14: Design Meeting @ 8am
- 15: Organizational Meeting @ 8am
- 20: Economic Meeting @ 8am
- 21: DWA, Inc. Ex. Board @ 8am
- 25: Christmas Day
- 26: Office Closed
- 28: Board of Directors Meeting @ 8am
- 31: CAAD New Years Event

All meetings are held in the DWA—BID office, located at 7231 W. Greenfield Avenue Suite 201.



From Downtown West Allis!

Downtown West Allis BID Receives 2011 National Trust Main Street Accreditation

Downtown West Allis Business Improvement District has been designated as an accredited National Main Street Program for meeting the commercial districts revitalization performance standards set by the National Trust Main Street Center. Each year, the National Trust and its partners announce the list of accredited Main Street programs that have built strong revitalization organizations and demonstrate their ability in using the Main Street Four-Point Approach methodology for strengthening their local economy and protecting their historic buildings.

“We congratulate this year’s nationally accredited Main Street programs for meeting our established performance standards,” says Doug Loescher, director of the National Trust Main Street Center. “Accredited Main Street programs are meeting the challenges of the recession head on and are successfully using a focused, comprehensive revitalization strategy to keep their communities vibrant and sustainable.”

Do you have something you want to share in the “The Downtowner?” Articles for the January / February / March 2012 newsletter are due by Friday, December 16, 2011. Email your article to director@downtownwestallis.org or fax it to 414-774-7728.