



### SCHEDULE

January:	February:	March:	
8: Economic Dev. 8: Design 14: Promotions <b>19-25: Winter Week</b> 29: Board of Directors	11: Promotions 12: Economic Dev. 12: Design 13: Crime Prevention 18: Town Hall/ Lunch 26: Board of Directors	10: Promotions 11: Ex. Board mtg 11: Economic Dev. 11: Design 25: Board of Directors	8: Economic Dev. 8: Design 14: Promotions 29: Board of Directors

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

### 2019 DOWNTOWN WEST ALLIS COLORING CONTEST!



We would like to thank Barbara Jones and **BMO Harris Bank**, located on 70th & Greenfield, for once again sponsoring this year's Downtown West Allis Coloring Contest. We had over 150 elementary age school children participate. BMO Harris staff narrowed it down to the top six winners. Each of these winners won a goody bag filled with treats from various business as well as being part of this year's Christmas Parade. Thanks again to all who helped make this a truly memorable experience for six children and their families.



### DOWNTOWN WEST ALLIS, INC. MISSION STATEMENT

*Devoted to developing and maintaining a healthy, viable commercial district symbolic of community caring and a high quality of life*

### INSIDE:

Design	2
Economic	3
Promotions	3
Thanks	4

### BOARD OF DIRECTORS

**Doug Persich**  
*Inc. President*  
West Allis Dental Care

**Tom Miller**  
*Inc. Vice President*  
Steakhouse 100

**Barbara Jones**  
*BID Treasurer*  
BMO Harris Bank

**Tim Klare**  
*Inc. Treasurer*  
WaterStone Bank

**Don Falk**  
*Inc. & BID Secretary*  
B & K Bar Supplies

**Alex Geiger**  
*BID President*  
Model Empire

**Jackie Ellington**  
*BID Vice President*  
DC Ellington Company

**Gloria Hawkins**  
Hawkins Clock Center

**Jeff Gebhardt**  
Old National Bank

**Shari Black**  
Wisconsin State Fair

**Matt Maurice**  
Welcome Home Milwaukee

**Kurt Potochich**  
AutoZone

**Chet Parker**  
Citizen

**Jim Mejchar**  
Citizen

**Patrick Schloss**  
*Ex-Officio*  
City of West Allis

# The Downtowner

January - February - March - April 2020

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, WI 53214  
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**ORGANIZATION**  
DOWNTOWN WEST ALLIS INC.

### West Allis—Shop Small Business Saturday

Our fourth year hosting an official Small Business Saturday event was once again a success. We had 38 people turn in receipts, spending a combined total of \$22,607.71 locally. Seven of those people received a door prize basket, each valued over \$100. 66% of the receipts came from service businesses while 17% was from restaurants and 17% from retail. Six shoppers reached or exceed the \$1,000 limit.

We would like to thank the following **businesses** for their donations:

- |                             |                       |                         |
|-----------------------------|-----------------------|-------------------------|
| Aggie's Bakery & Cake Shop  | AutoZone              | B & K Bar Supplies      |
| Benno's Genuine Bar & Grill | Blue on Greenfield    | Chef Paz                |
| City of West Allis          | Cook's Cake & Candy   | Cream City Clay         |
| Cream City Print Lounge     | Crimson Club          | Diane's Designs         |
| Eden Garden & Pets          | Freese's Candy Shoppe | Hampton Inn & Suites    |
| Hawkins Clock Center        | Inspiration Studios   | Lula Mae Boutique       |
| Mis Suenos Restaurant       | Model Empire          | New Berlin Chiropractic |
| Peanut Butter & Jelly Deli  | Sound Check Studios   | Swaye Tea               |
| Teresa's Interior Designs   | Tomken's              | The Farmer's Wife       |
| Upper Iowa University       | WAWM Rec. Dept.       | Westallion Brewery      |
| West Allis Fire Department  | Yoga is Served        |                         |

All these businesses, whether big or small, know the value of shopping small and how it affects the community. According to the Small Business Administration (SBA) 67% of money spent locally goes back into our community.

### Advertising Assistance Grant Program

Our Organization Sub-Committee is offering advertising assistance to businesses located in our Downtown. AAGP (Advertising Assistance Grant Program) applications can be obtained from our office staff. Either call 414.774.2676 or email [director@downtownwestallis.org](mailto:director@downtownwestallis.org) to receive more information. This is a first-come first-serve opportunity, so sign up today!!

### DOWNTOWN WEST ALLIS BUSINESS IMPROVEMENT DISTRICT MISSION STATEMENT

*To build a positive image that encourages customer growth and welcomes community involvement*



**Look what's  
Happening in  
your Downtown!**



Over 800 children and their families participated in this year's Halloween Hunt.



29th Downtown West Allis Classic Car Show Best in Show Winner!!



Winner of the Small Business Saturday "Rest & Relaxation" basket at Upper Iowa University



The West Allis Fire Department would like to remind everyone to please be aware of the fire hydrants on their blocks and help ensure they are visible and clear of snow.

By keeping the hydrant clear of snow and ice during the winter months, you will be providing a helpful service to the West Allis Fire Department when accessing the fire hydrant. This is a voluntary program. Please contact the West Allis Fire Department at 414-302-8900 if you have any questions.

To adopt a hydrant near your home for the winter, please complete the adopt a hydrant form at [www.westalliswi.gov](http://www.westalliswi.gov).

**Speaking of Snow!**

Our Design Committee and staff are in constant communications with our contractor to determine what the best course of action while still keeping funds within our budget. Sometimes these decisions are made last minute based on the storm and when it hits our area.

(DWA-BID) has, once again, contracted with DLD Plowing, LLC.

**This service is to provide assistance in cleaning the sidewalks, NOT to take responsibility away from the property/business owner.**

**The snow service's responsibilities will include:**

- Clearing a 2' - 3' wide path area on the sidewalks, along Greenfield Avenue and side streets.
- Opening three walkouts from sidewalk to road in between each city block totaling thirty-six openings on Greenfield Avenue only. These openings will be approximately 60" wide.
- Clearing openings of all crosswalks and corners.
- Snow will be cleared by 7am when accumulation of 2" or more occurs over night.

Winter is coming, and so is the snow and ice. Help make sure your nearby fire hydrant stays clear of snow and ice this winter by adopting a hydrant!

**Business and/or Property Owner's responsibilities will include:**

- Shovel full width of sidewalk and walkouts surrounding your building.
- Sand, salt or other abrasive materials should be applied if ice has formed to prevent slipping hazards. The snow service **will not** be salting.

Our goal is to help your customers, visitors and employees have easy access to your buildings during the winter season. If you have any questions and concerns, please call the **BID office** at (414) 774-2676.

**Tips from the City of West Allis**

- Snow and ice must be removed within 24 hours after the snow has stopped falling.
- Public sidewalks must be cleared to a width of 3 feet.
- Curb ramps, the portion of the public sidewalk that leads to the street crosswalk area, are considered a portion of the public sidewalk and therefore must be cleared.
- Failure to remove snow or ice from the public sidewalk and curb ramp within this timeframe will result in a citation, in addition to an invoice for the cost of removing the snow and ice (per section 11.12 of the Revised Municipal Code).
- Do not blow, plow, shovel or otherwise deposit snow or ice from your property onto City's or neighbor's property.
- The area around fire hydrants and catch basins should be cleared.
- If ice has already formed and cannot be removed, an abrasive material must be applied (such as sand, salt or a mixture).
- Shoveling, plowing or blowing snow or ice from your property onto the roadway or alley is subject to a fine.

If you have any questions, please visit [www.westalliswi.gov](http://www.westalliswi.gov) or contact the Forestry Department at 414-302-8811. Sign-up for E-notify to receive snow emergency information at [www.westalliswi.gov/notifyme](http://www.westalliswi.gov/notifyme).



**West Allis Winter Week!**

Committee members and staff are working with other West Allis organizations on putting together the first West Allis Winter Week. During the 3rd week of January there will be activities and fun for the whole family.

Because this is a new event marketing will be a challenge. Please consider sponsoring this event to get your business name in our activity guides, social media and radio ads.

Here is a list of things planned: *(for a complete listing of activities log onto [www.WestAllisDowntown.com](http://www.WestAllisDowntown.com))*

- Sunday, January 19th: Winter Social (City Hall)
- Monday, January 20th: Luminary Hike & Bingo (McKinley Park)
- Tuesday, January 21st: Scandinavian Wonderland (West Allis Library)
- Wednesday, January 22nd: Soup Crawl (Downtown West Allis)
- Thursday, January 23rd: Ice Skating (Liberty Heights)
- Friday, January 24th: Window Painting (Weather Tight)
- Saturday, January 25th: Winterfest (CAAD—Nathan Hale High School)



Starting in January, our committee will be looking for sponsors for the 13th Annual West Allis A La Carte, 30th Annual Downtown West Allis Classic Car Show and the 2021 Winter Week. For more information on a discounted deal and how to get your business name out there, contact Promotions Coordinator, Emily Eineichner at 414.774.2676.



**New to the Avenue!**

We would like to welcome the following to our Downtown:



**All Goods**  
1411 S. 72nd Street  
414.739.1353  
Owner, Ali Acevedo, has filled every nook and cranny of his store with unique and rare items of pop-culture past. Michael Jordan plaques, Duff Beer cans and Star Wars posters can be seen. Stop in today and welcome Ali to the neighborhood.



**Crime Prevention Meeting**

Don't miss our next Crime Prevention Meeting scheduled for **Thursday, February 13th at 8:30am** in the DWA BID Office. These meetings are a great way to get your questions answered and learn more about your community.

**Annual Downtown Meeting / Volunteer Luncheon**

Our organization has scheduled the Volunteer Luncheon for Tuesday, February 18, 2020. Email invites will be sent out in January with more details. Please find the time to attend and see the projects planned for 2020!

**Community News**



**Vida MKE Ribbon Cutting!**

Downtown helps promote Small Business!



**Annual Gala Sponsored by the West Allis Community Improvement Foundation**

Sat., March 28, 2020  
Zoofari Conference Ctr  
For more information: [www.WestAllisWI.gov](http://www.WestAllisWI.gov)

The Milwaukee Power Hockey Team, located in West Allis Downtown,

has recently purchased the Wilson Ice Arena in South Milwaukee!

They are looking for business advertising sponsors for their 2020-2021 season. Opportunities start at \$750 for the year and include ice signage, ticket packages, and more! For more information, contact Chase Ernst, COO of Local Hockey Partners LLC at [chase@mkpower.com](mailto:chase@mkpower.com)