

SCHEDULE

October:

13: Promotions
14: Economic Dev.
14: Design
28: Board of Directors
31: HALLOWEEN DAY

November:

10: Promotions
11: Economic Dev.
11: Design
18: Board of Directors
26: THANKSGIVING DAY
27: Office Closed
28: Small Business Saturday

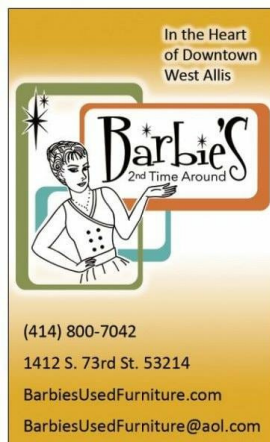
December

5: Christmas Parade?
24: Office Closed
25: CHRISTMAS DAY
31: Office Closed



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

(All gatherings are subject to COVID-19 guidelines)



We would like to welcome the following businesses to our Downtown district.

Barbie's 2nd Time Around.

owner Robyn Krimke, has relocated her business, formally known as Marcia's, to Downtown West Allis. Specializing in buying and selling quality used furniture, stop in and welcome Robyn and her staff to the area.

OKAYGE, INC

7330 W. Greenfield



OKAYGE Inc. is an engineering and technology company rethinking the future of everything. They build tech products for people and businesses, and partner with small and large organizations to help them win and succeed in the digital world.

Okayge has recently developed an app called Dityer, helping small businesses get their products delivered to the community. For more information on how to be listed on the app, contact Rafi Rahmani at rafi@okayge.com or at (414)-813-8012

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

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BOARD OF DIRECTORS

Doug Persich

Inc. President
West Allis Dental Care

Tom Miller

Inc. Vice President
Steakhouse 100

Barbara Jones

BID Treasurer
Peoples State 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

October * November * December 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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DESIGN
DOWNTOWN WEST ALLIS INC.

A BIG thanks to the following volunteers and businesses for keeping our **flower planters** looking extra special this year:

- * Aggie's Bakery & Cake Shop
- * Benno's Genuine Bar & Grill
- * Cream City Clay
- * Milwaukee Sewing Machine
- * MKE Vape
- * Quick Cuts
- * Van's Shoes
- * Yoga is Served
- * Thanh Nguyen

- * All State Insurance
- * Blue-On Greenfield
- * Greater Milwaukee Offices
- * Mis Suenos
- * Model Empire
- * Record Head
- * Teresa's Interior Designs
- * Patti Concha

- * B & K Bar Supplies
- * BMO Harris Bank
- * Diane's Designs
- * MKE Cowork
- * Old National Bank
- * Steakhouse 100
- * WA Cigarette Depot
- * Lynda Kempen



Public Art is popping up in West Allis Downtown

I am sure by now most of you have had the opportunity to appreciate all the time and effort that went into these pieces.

Currently we have the pieces on Lamplight Inn of West Allis, the Gartzke building, the alleyway entrance to Camino West Allis and of course our park benches. As we move into next year we will be looking at different ways to incorporate public art in our streetscape.



Camino West Allis
7211 W. Greenfield

Gartzke Building
7506/08 W. Greenfield



Lamplight Inn
7400 W. Greenfield



Is your business storefront a welcoming sight?

Why is curb appeal important for your store? An enormous 95% of customers say that the external appearance of a store is one of the main influences on their decision on where to shop.

Sweep the Sidewalk Out Front Every Day

This simple task, which should be part of every store owners' daily routine, is so often forgotten about. It takes just a moment, but instantly makes your store more appealing. Also trash and weeds around your building detracts from the appeal and message of your store front. Please take the time to stand outside your business and take a look at what others are seeing.

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



Avant-Garde has expanded their operations and moved a few doors away. Now located at 7201 W. Greenfield, owner Brent Holmes will offer the same quality service to more customers due to this expansion. For more information visit www.agpiercing.com



Aggie's Bakery & Cake Shop has brought back a Sunday Tradition. Hot ham & rolls can now be purchased via drive-thru Sundays from 7am to 1pm.



Peoples State Bank has joined our organization through our "Friends of" program.

If you would like more information regarding Peoples State Bank, visit www.bankpeoples.com or contact Barbara Jones Branch Manager at 414.485.6404



ORGANIZATION
DOWNTOWN WEST ALLIS INC.

Coffee With Friends

Our organization has been discussing a new networking opportunity for many months. With some restrictions we were able to host our first **"Coffee with Friends."**

Approximately 25 people attended with social distancing and safety measures in place. Our sponsor for this event was Peoples State Bank. Barbara Jones, branch manager, at the West Allis location started the presentation highlighting Peoples State Bank.

The topic was West Allis' new sign ordinance. Erin Scharf, Zoning Inspector, for the City of West Allis, presented the "dos" and "don'ts" regarding the sign ordinance in West Allis. Business owners walked away with knowledge of what is and is not allowed for their properties.

Afterwards a tour of MKE Cowork was provided by owner, Matt Maurice. Participants were made aware of a new way for businesses to be prominent without the overhead.

We are looking at scheduling our next "Coffee With Friends" mid-January 2021. We are looking for a sponsor with the topic being "Social Media Marketing."

If you are interested in either sponsoring or would like to be part of the presentation, please call 414.774.2676.



Small Business Saturday—Shop Local

SPEND YOUR MONEY CLOSER SO YOUR COMMUNITY CAN GO FURTHER

Here in West Allis Downtown, we celebrate Small Business Saturday the entire month of November. From Sunday, November 1st through Saturday, November 28th, shoppers save their receipts from small West Allis businesses and get a chance to win some great prizes.

On Saturday, November 28th, between 1 and 3pm, staff will collect and tally these receipts. For every \$10 a shopper spends they get an entry to win a basket valued over \$200.

This year, we will be adding DIY and Behind the Scenes videos for Facebook live. We will be taping 5 to 10 minute videos for our followers to learn something new about local businesses.

If your business would like to donate something to a door prize or you have an idea for a video, please notify our office at 414.774.2676 or email Emily at promotions@downtownwestallis.org.

BRING YOUR COMMUNITY TOGETHER WITH SHOP SMALL® VIRTUAL WORKSHOPS

LET'S TAKE THIS ONLINE

Hosting Shop Small Virtual Workshops is a great opportunity to stay connected while being apart. The goal is to help businesses offer new ways to serve their community. This could take many forms, including...



Hairstylists showing a blowout tutorial and selling kits to achieve the look at home.



A local wine shop hosting an online wine tasting with a discount on featured bottles.



Small business owners providing insights on how they're navigating this difficult time.



PROMOTION
DOWNTOWN WEST ALLIS INC.

Fair Food Crawl

"Community is not Cancelled" was the tagline for our Fair Food Crawl on Wednesday, August 5th. We sold 200 tickets for this event and received many positive comments on the overall service, friendliness and delicious food that was offered.



First we would like to thank our ten participating businesses/restaurants.

They went over and above giving our visitors a taste of the Wisconsin State Fair.

- B & K Bar Supplies
 - (Popcorn)
- Braun's Power House
 - (Salt Water Taffy)
- Steakhouse 100
 - (Corn on the cob, sausage and pulled-pork sliders)
- Freese's Candy Shoppe
 - (Chocolate covered pretzel sticks)
- Aggie's Bakery & Cake Shop
 - (Cream puff cupcakes)
- Diane's Designs/Dicken's Pub
 - (Bacon wrapped water chestnuts)
- Benno's Genuine Bar & Grill
 - (Buffalo chicken street tacos topped with cheese curds)
- Mis Suenos Restaurant
 - (Spicy green pork tacos)
- Cook's Cake & Candy
 - (Assorted chocolate covered items)
- Wisconsin Fried Cheese
 - (Grilled cheese sandwiches)

Next we would like to thank the following for donating an item for our 200 goody bags.

- Old National Bank
- Diane's Designs
- Blue on Greenfield
- Mis Suenos Restaurant
- B & K Bar Supplies
- Eden Garden & Pets
- Cream City Clay
- Upper Iowa University
- Metro Realty
- Travel Wisconsin

Lastly, we would like to thank our volunteers. Whether it was set-up, take-down or greeting our visitors we could not have done it without their help: Renee Lindner, Judie Hoppe, Jill Wessel, Emily Gould, Jeff Gebhardt, Roger & Jeremy Eineichner.



Saturday, October 31st
10am - 12noon
Nathan Hale High School



Typically, the last Saturday in October has always been our Halloween Hunt. This year, we will be collaborating with the WAWM Rec. Dept to put on a safe "Trunk or Treats" experience.

In order to maintain CDC guidelines and ensure a healthy, safe atmosphere we will set up a tent in the Nathan Hall parking lot. Volunteers will monitor the number of participants to ensure social distancing and mask mandates are followed.

If you are interested in being a part of this event, please contact Amanda Schwichtenberg at 414.604.4900. It is free to any business or organization.

Downtown West Allis' staff will be there distributing candy and promotional materials to the 500 participants. If you are unable to attend and would like to participate there are two options:

- Purchase 500 candy/items and we will distribute them for you or
- Donate \$50 and our staff will purchase your items for you.

All businesses will receive recognition for their participation. Call us at 414.774.2676 for more information.

COMMUNITY NEWS

KIVA West Allis 1 year Anniversary

Our organization would like to congratulate Renee Lindner and KIVA West Allis. During this past year, KIVA has helped a few of our Downtown West Allis businesses achieve their goals in expanding their businesses or helping during trying times. Congrats!!

kiva

Loans that change lives

Domestic Abuse Awareness Month

The West Allis Women's Club will once again be placing purple ribbons on all of the trees in West Allis Downtown. Their goal is to bring awareness to the West Allis WISH (Women. Initiate Self-healing and Hope) program. It is a domestic violence support group that provides a safe place to learn about the cycle of violence, gain self-awareness and heal.

