



THE DOWNTOWNER

Official Downtown West Allis Member Newsletter

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35TH ANNUAL DOWNTOWN WEST ALLIS
CLASSIC CAR SHOW RETURNS
SUNDAY, OCTOBER 4 FROM 10 AM—3 PM



Thank you to our generous sponsors!
Their support is what makes this event happen!!

ALL KIND SMILES

GRUBER LAW OFFICES

WATERSTONE BANK

TSUNAMI CAR WASH

ADOBE ACROBAT

PKSD PERSONAL INJURY LAWERS

As you can see, it takes a great number of unique and local businesses and organizations to put on this show year after year. Thank you!

Besides having over 450 Classic Cars on the Avenue, you will also find

- ⇒ Food Vendors
- ⇒ Car-centric Vendors
- ⇒ Hot wheel races presented by the West Allis Auto Club
- ⇒ And more!



For more information, visit westallisdowntown.com/classic-car-show.

GET INVOLVED WITH DOWNTOWN WEST ALLIS

As we begin the next steps in our strategic plan, we are looking for individuals to fill spots on our sub-committees, committees and board of directors. Your input can help make our organization grow and become a destination spot within our City!

Join us Tuesday, September 29th from 11 AM—1 PM at Talia's Event Venue (7423 W Greenfield Avenue) for a lunch and learn more about West Allis Downtown and help shape the direction of our organization for the future! RSVP with Emily Eineichner at (414)774-2676 or

DOWNTOWN WEST ALLIS BID MISSION STATEMENT

"TO BUILD A POSITIVE IMAGE THAT ENCOURAGES CUSTOMER GROWTH AND WELCOMES COMMUNITY INVOLVEMENT"

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"



7231 W Greenfield Avenue
Suite 201
West Allis, WI 53214

SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
7: Labor Day 9: Economic— 8 am 9: Design— 8:30 am 29: Lunch & Learn-11 am 30: Board Mtg - 8am	1: Organization— 8:30 am 4: DWA Classic Car Show— 10 am to 3 pm 13: Promotions— 12noon 28: Board Mtg - 8am 31: Halloween Hunt— 10am-12noon	1-28: Shop Small West Allis 7: Fall Soup Crawl 11: Veteran's Day 11: Economic— 8 am 11: Design— 8:30 am 18: Board Mtg - 8am 26: Thanksgiving 28: Small Business Saturday	5: West Allis Christmas Parade 25: Christmas 31: New Year's Eve

COMMUNITY NEWS

The City of West Allis would like to thank the following businesses and organizations for their participation in the West Allis Independence Day Festivities!

- Downtown West Allis BID
- Iron Workers Local Union No. 8
- QuadGraphics
- VMP Healthcare & Senior Living
- Women's Club of West Allis



If you are interested in being a part of the West Allis Christmas Parade, contact committee chair Don Falk at dfalk50@yahoo.com or at B&K Bar Supplies at (414) 259-9161.

KEEP IN TOUCH

Emily Eineichner, Executive Director
Dianne Eineichner, Office Manager
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director@downtownwestallis.org

OLD FASHIONED TOURS



Our Fall Old Fashioned Tours are picking up again September 12th. We would like to thank those businesses that have made this event very popular on social media and with our visitors:

- B & K Bar Supplies

Su Plus Two Fusion Cuisine

Aggie’s Bakery and Cake Shop
- Camino - West Allis

Double B’s BBQ

Perspective Brewing



Special thanks to Devan Gracyalny, and Elizabeth Havican for giving up their Saturdays and helping our guests Rediscover West Allis Downtown!.

Our October tours are sold out, but there are still tickets available for September 12th. Sign up today to get your tickets at www.westallisdowntown.org/old-fashioned-walking-tours

FRIENDS OF WEST ALLIS DOWNTOWN

We are happy to welcome our newest member to the “Friends of West Allis Downtown” Program:

- Ruta’s Fresh Indian Fare**
7629 W Greenfield Avenue | rutasmke.com

Ruta's Indian-inspired Café & Chai Bar is “gourmet” fast-casual Indian food—NaanMelts, Fresh Indian Bowls, Curries, Soups and Salads, even a Chai Bar!



Connect with Entrepreneurs:
Meet women who are starting and growing businesses, share ideas, and build meaningful relationships.

Learn from Local Leaders:
Hear practical insights from experienced women business owners about navigating challenges and managing day to day operations.

Be Inspired: Listen to stories from innovative women leaders who will motivate you to pursue your entrepreneurial dreams.

\$10 To Attend
Breakfast Provided
Scan QR Code to RSVP

Save the Date

Sept. 9 | 7 a.m.- Noon | The Gage (1139 S. 70th St., West Allis)

West Allis Business Conference

Empower & Accelerate:

Driving Momentum for Women Entrepreneurs



Keynote Speaker:
Lucy Torres
Owner of Aroma Cafe



FALL SOUP CRAWL RAISES FUND FOR PUBLIC ART

Soup Lovers-The first Saturday in November is your time to shine!

Once again, we will be hosting the Fall Soup Crawl in West Allis Downtown! From 2-5 PM on Saturday, November 7th, 300 attendees will take over Greenfield Avenue and taste soup from some of West Allis’ favorite restaurants!

Last year’s crawl raised over \$3,000 and helped get two of our art benches get a fresh looks, as well as the installation of the secret art gallery on 73rd street!

If you are interested in sponsoring the crawl, providing soup or hosting an outside restaurant, contact Emily Eineichner at promotions@downtownwestallis.org.



HALLOWEEN HUNT HAUNTS
WEST ALLIS DOWNTOWN
SATURDAY, OCTOBER 31

It’s all treats and no tricks on Greenfield Avenue the last Saturday in October! 500 trick or treaters visit the Downtown from 10 AM—12 Noon for some sweet treats from our businesses! If you would like to participate by handing our candy, contact

Emily Eineichner at (414)774-2676 or at promotions@downtownwestallis.org



SHOP SMALL WEST ALLIS-ALL NOVEMBER LONG

Once again, our organization will be rewarding shoppers for keeping their dollars in West Allis by offering entries to our West Allis-centric door prize give away! For every \$10 they spend at a small, local business in November, shoppers will receive one entry. Our staff and volunteers will be turning receipts into tickets on Saturday, November 28th from 1-3 PM, location TBD.

If you would like to donate an item or gift card to our baskets, please contact Emily Eineichner at (414)774-2676 or at promotions@downtownwestallis.org



WELCOME HAI HAI ANIME!

We are excited to welcome Hai Hai Anime to West Allis Downtown!

This will be their second location, opening at 7326 W Greenfield Avenue (right next to Aggie’s Bakery). Owner Navin will stock the store with Japanese and Anime apparel, accessories, home goods, snacks, and more! Stop in and welcome them to the Avenue.



Taste of Stallis is a celebration of the local food scene—from cafes and sweet shops, to fast-casual and fine dining. Support your local community and explore all the fresh, fun flavors that West Allis has to offer!

Check out as many restaurants, bars, cafes, and shops on visitstallis.com. Taste of Stallis will run during the week of Nov1-7, 2026. Each location will be offering a special Taste of Stallis deal all week long.



COMING SOON:

This fall, the team behind Camino opens El Impostor Tacos & Tequila in West Allis Downtown, where one rustic tortilla might hold jerk chicken, butter chicken or Korean-inspired beef — all guided by a globe-trotting luchador and a bar stocked with tequila and mezcal. El Impostor will be located at 7413 W Greenfield Avenue in the former Caulfield’s space.

