

## INSIDE:

Promotions	2
Design	3
Economic	3
Detour Through DWA	4

## BOARD OF DIRECTORS

**Doug Persich**  
*Inc. President*

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

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

**Jeff Gebhardt**  
*BID Vice President*  
Old National Bank

**Tim Klare**  
*Inc. Treasurer*  
North Shore Bank

**Barbara Jones**  
*BID Treasurer*  
Peoples State Bank

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

**Gloria Hawkins**  
Hawkins Clock Center

**Jackie Ellington**  
DC Ellington Company

**Robyn Krimke**  
Citizen

**Jim Mejchar**  
Legacy Member

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

**DOWNTOWN**  
**BID**  
*at Work*

# The Downtowner

January \* February \* March \* April 2023

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  
Dianne M. Eineichner, Executive Director  
P: (414) 774-2676



**ORGANIZATION**  
DOWNTOWN WEST ALLIS INC.



November brings to mind one thing to us here in West Allis Downtown --- "Shop Small." From November 1st thru Small Business Saturday (November 26th), our organizational committee encouraged residents and visitors to shop small in West Allis. We reminded them to save their receipts from small West Allis businesses for a chance to win door prizes. On Saturday, November 26th, our staff collected a total of over \$30,400 in receipts and had approximately 60 people participate in this project. Thanks to the following businesses that donated items for our ten door prize baskets:

Aggie's Bakery & Cake Shop  
All Goods MKE  
Alphonso's the Original  
Amy Renee's Kreative Touch  
Auto Zone West Allis  
B & K Bar Supplies  
Barbie's 2nd Time Around  
Blue on Greenfield  
Camino - West Allis  
Chef Paz  
City of West Allis  
Cook's Cake & Candy Shoppe  
Cream City Clay  
Diane's Designs Jewelry Shop  
Dopp's Bar & Grill  
E-5 Sports  
Eden Garden & Pets  
Fleet Auto Sales & Services  
Flour Girl and Flame  
Freese's Candy Shoppe  
Half Nuts  
Hampton Inn & Suites - Milwaukee West  
Hawkins Clock Center  
Inkwell Tattoo Company  
Kegal's Inn

Lash Out, LLC  
McCoco's Restaurant  
Mis Suenos Mexican Restaurant  
Model Empire  
Oniomania  
Peak Physique  
Perspective Brewing Co.  
Record Head, Inc.  
Su Plus Two Restaurant & Bar  
The Bread Pedalers  
The Candle Company  
Tiger Lily Permanent Makeup  
Transaction Skate Shop  
West Allis Farmer's Market  
West Allis Fire Department



**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**



Cream City Clay is growing! Owner, Colleen Volland, expanded her space. Friends and family were there to help celebrate!



Follow West Allis Downtown on Tiktok @dwabid



Crime Prevention Meetings are back!! Join us on Thursday, January 12th for a one-to-one discussion with West Allis Police Dept. 8:30am DWA Inc. Office 7231 W. Greenfield (Upstairs from George Webbs)



PROMOTION DOWNTOWN WEST ALLIS INC.

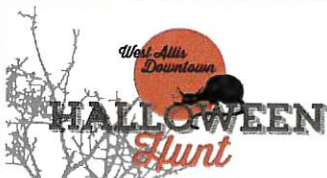
**31st Annual Downtown West Allis Classic Car Show**



2022 Best in Show Winner!!

On Sunday, October 2nd, Greenfield Avenue was packed with classic cars, car enthusiasts and families just enjoying the great weather. It was estimated that we approximately 8,000 people in West Allis Downtown that day.

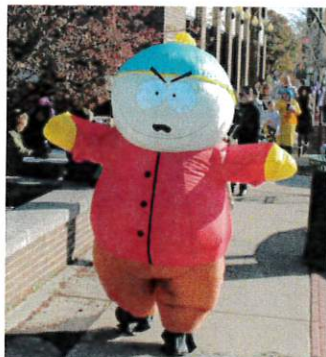
Thanks to family, old friends and new friends for stepping up and volunteering once again. Your time and support is greatly appreciated.



Halloween Hunt is always a HUGE HIT in West Allis Downtown. On Saturday,

October 29th, we had approximately 550 children and their families join us for trick and treating.

A special thanks to Thomas and Brad from Supplement Warehouse. They converted their lower level into a "Haunted Basement" for any guest who wanted to visit.



We would also like to give a BIG THANKS to the volunteers who help us each year to make this event a big success.

Finally, a big thanks to Officer Scott Poklasny for helping our tricksters safely cross Greenfield Avenue.

**West Allis Downtown Soup Crawl!**

On Wednesday, January 18th, 2023, West Allis Downtown, will once again host their Soup Crawl.



This event has become a favorite for many visitors to our area.

This event is in conjunction with the Citywide event called "West Allis Winter Week." Throughout the week of January 15th through January 20th, the following organizations will have activities for all to enjoy:

- West Allis Historical Society (Scavenger Hunt)
- WA Rotary & Apostle Presbyterian Church (Collection of winter clothing item)
- West Allis Library (Alice in Winter Wonderland)
- West Allis Senior Center (Blankets and Bingo)
- Aurora Hospital (Luminary Walk)
- Liberty Heights Neighborhood Assoc. (Ice Skating and Family fun activities)

For a complete list of activities and times log onto [WestAllisDowntown.com](http://WestAllisDowntown.com).

A special thanks to our sponsors:

- North Shore Bank - West Allis
- City of West Allis
- Granite Hills Hospital
- Tiger Lily Permanent Makeup
- West Allis Historical Society
- Cindy Sobczak - Realty Executives
- Steakhouse 100
- Higgins Tower Services
- Hawkins Clock Center
- Old National Bank
- Melissa Lenz - Shorewest Realty





**Behind the Scene in West Allis Downtown!**

Our Design Committee and staff have been working on two big projects:



- improving the sound system that we use for events
- starting a new program for security cameras.

As of today, our sound system is functioning as best it can for the events that we hold each year, but we will continue to look into improvements as they become available.

We are also looking into expanding our security cameras in our downtown. If you currently have security cameras in your business and are interested in helping us capture the alleys, parking lots and/or the sidewalks in Downtown West Allis, please contact our office. We have started a program that will help fund these additional cameras.

Call 414.774.2676 or email us at [director@downtownwestallis.org](mailto:director@downtownwestallis.org).

**Snow Is On The Way!**

Our Design Committee and staff are in constant communication with our contractor to determine the best course of action while still keeping costs within our budget. Most times, these decisions need to be made at the 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.
- Clearing snow by 7am when accumulation of 2" or more occurs overnight.

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

- Shovel full width of sidewalk and walkouts surrounding your building.
- Apply sand, salt or other abrasive materials 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.

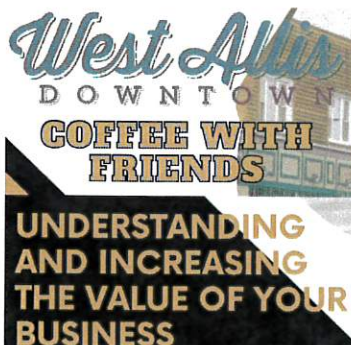


**Coffee With Friends!**

The Economic Restructuring Committee and Wisconsin Main Street are teaming up to provide a valuable workshop for all business and property owners in our Downtown.

On Thursday, January 26th from 9am to 11am at City Hall (lower level), Cathy Durham from Capitol Valuation Group will offer a succession planning workshop geared towards small business.

For more information or how to register for this workshop see the newsletter insert.



**COMMUNITY NEWS**

**\$30 Over \$300 Value** Stop At Any One Of These Businesses To Buy Your Tin Today!

- The Bake Sale
- Half Nuts
- Locker's Florist
- Onismania
- Peanut Butter & Jelly Deli
- Peak Physique Fitness
- Renew Sport and Fitness Supply
- The Weathered Shed
- West Allis Cheese & Sausage Shoppe

**35 Businesses Included** More Locations Coming Soon!

Masterminds of West Allis are promoting the area with their Tiny Tins. Cost = \$30 Over 35 businesses included. For more information visit Facebook/com/WAM414 or contact the businesses above.

**LIFEGUARDS WANTED**

Positions available at Koshland Hall Training Provided!

Must Have Current Lifeguard and CPR Certification or Ability to Attend Training. CALL TODAY! (414) 604-4938 or Apply Online WAWMREC.COM

West Allis Rec. Dept is looking for Lifeguards. For more information call 414.604.4938 or apply online WAWMREC.com



For a list of City events and activities log onto [westalliswi.gov](http://westalliswi.gov)



7231 W. Greenfield Ave., Suite 201  
West Allis, WI 53214

## SCHEDULE

January:	February:	March:	April:
1: Happy New Year 10: Promotions* 11: Economic Dev. 11: Design 12: Crime Prevention Mtg 18: DWA Soup Crawl 25: Board of Directors 26: Coffee w/Friends	8: Economic Dev. 8: Design 14: Promotions* 21: Town Hall Luncheon 22: Board of Directors	8: Economic Dev. 8: Design 14: Promotions* 29: Board of Directors	11: Promotions* 12: Economic Dev. 12: Design 26: Board of Directors

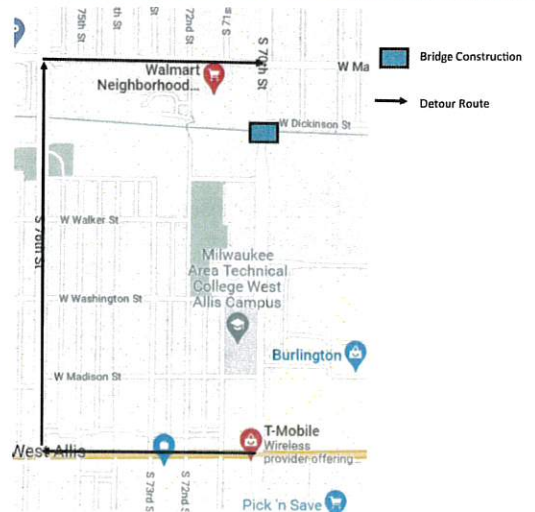
All meetings will be held in the DWA—BID office, located at 7231 W. Greenfield Avenue Suite 201

\*Venue TBD

***(All gatherings are subject to COVID-19 guidelines)***

### Detour Proposal through West Allis Downtown

- Due to the Bridge reconstruction over the Hank Aaron State Trail (HAST), traffic on 70th Street will be rerouted through Downtown West Allis.
- Anticipated Dates that the Detour will be in Effect are from March 2023 to November 2023
- Traffic will be detoured west to 76th Street on W. Main Street, if approaching from the North and along W. Greenfield Avenue, if approaching from the South.



## 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*

# West Allis

D O W N T O W N

## COFFEE WITH FRIENDS



## UNDERSTANDING AND INCREASING THE VALUE OF YOUR BUSINESS

### Understanding and Increasing the Value of Your Business

Cathy Durham of Capital Valuation Group will be joining us to help business owners understand how small, privately owned businesses are valued (and it is not a multiple of earnings) and how to increase value. Most business owners know the value of their home and their car but have little to no idea what the value of their business is, yet it is almost always a business owners most valuable asset. Content will help business owners understand how to determine if their business is saleable, why every business has more than one value, how the business, including goodwill is valued, and the different approaches used to arrive at the value of a business. This course also delves into strategies business owners can employ today for increasing the future value of their business.



**THURSDAY,  
JAN 26, 2023  
9AM-11AM**

**WEST ALLIS CITY HALL  
ART GALLERY  
7525 W GREENFIELD AVE**

REGISTRATION:

**CALL 414-774-2676  
OR SCAN THE QR  
CODE TO REGISTER  
ONLINE**

