

## INSIDE:

Happy Holidays

From :

All of Us

Meetings Schedule 4

## 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*  
North Shore 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

**Andrea Rowe**

Wisconsin State Fair

**Robyn Krimke**

Barbie's 2nd Time  
Around

**Kurt Potochich**

AutoZone

**Jim Mejchar**

Legacy Member

**Patrick Schloss**

*Ex-Officio*  
City of West Allis

# The Downtowner

January \* February \* March \* April 2022

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 F: (414) 774-7728



**ORGANIZATION**  
DOWNTOWN WEST ALLIS INC.

November was a busy month for this sub-committee. From November 1st thru Small Business Saturday (November 27th), our committee supported shopping small. Residents were encouraged to save their receipts from small West Allis businesses to receive tickets to win door prizes. On Saturday, November 27th, our staff collected a total of over \$28,000 in receipts and had over 50 people participate. Thanks to the following businesses that donated items for our nine door prize baskets:

Su Plus 2 Bar & Restaurant  
City of West Allis  
Hawkins Clock Center  
B & K Bar Supplies  
Amy Renee's Kreative Touch  
Locker's Floral  
Cook's Cake & Candy Supply  
Eden Garden & Pets  
Transaction Skate Shop  
Diane's Designs  
Inkwell Tattoo Company  
Double B's Restaurant  
Benno's Genuine Bar & Grill  
Mis Suenos Mexican Restaurant  
Freese's Candy Shoppe  
Barbie's 2nd Time Around  
Aggie's Bakery and Cake Shop  
Steakhouse 100  
Model Empire  
AutoZone

Binary  
Chef Paz  
West Allis Fire Dept.  
Cream City Clay  
Hampton Inn & Suites



**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



Halloween Hunt returned to West Allis Downtown on Saturday, October 30th.



Phyllis Walters, from Old National Bank, celebrated 20 years as an employee in Downtown West Allis. Congrats Phyllis!!



Su Plus Two Restaurant and Bar celebrated their Grand Opening!



Downtown West Allis received the "Destination/Marketing Organization Grant" from the State of Wisconsin. Funds will be used for marketing our downtown.



**PROMOTION**  
DOWNTOWN WEST ALLIS INC.

## WE'RE BACK!!!



After a one-year hiatus Downtown West Allis brought back the ever popular Downtown West Allis Classic Car Show on Sunday, October 3, 2021. Participants, sponsors, vendors, volunteers and visitors battled the early morning rain, but in the end the

weather cooperated and fun was had by all. We would like to thank the following

sponsors:

Benesys, Inc.  
WaterStone Bank  
Model Empire  
Window Select  
West Allis Masonic Lodge  
Higgins Tower Service  
Fleet Auto Sales & Services  
Renewal By Anderson  
Together with CCHP

Bark N' Scratch  
Gruber Law Offices  
Leaf Guard  
B & K Bar Supplies



CLASSIC CAR SHOW

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

## DINE AROUND THE WORLD

A WEST ALLIS DOWNTOWN FOOD CRAWL  
WEDNESDAY, NOVEMBER 17

## Dine Around The World!!

250 visitors participated in our Fall Crawl or what we called this year "Dine Around The World."

They enjoyed everything from Italian to Mexican to Serbian food samples.

Thanks to the following businesses that participated:

- Barbie's 2nd Time Around (served Mostaccioli from Rupena's)
- B & K Bar Supplies (Fortune & Almond Cookies)

- Diane's Designs (served Ginger Naan from Tandoor)
- Benno's Genuine Bar & Grill (Bohemian pretzel bites)
- Steakhouse 100 (Serbian sausage)
- Su Plus Two (Chai tea)
- Aggie's Bakery and Cake Shop (German Bee Sting cake)
- Freese's Candy Shoppe (Irish cream bark)
- Camino West Allis (Pierogi)
- Mis Suenos (Pork Posel)
- Hawkins Clock Center (Danish Kringle)
- MKE Co-Work (served Dolmades from Parthenon Foods)

Special thanks to Higgins Tower Service for sponsoring our VIP hour and volunteers who helped serve food and did check in.

## West Allis Downtown Soup Crawl!

On Wednesday, January 19th, 2022, West Allis Downtown, will once again host their Soup Crawl. This event is becoming 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 16th through January 21st the following organizations will have activities for all to enjoy:

West Allis Historical Society, West Allis Rotary & Apostle Presbyterian Church, West Allis Library and West Allis Senior Center.

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

A special thanks to our sponsors:

- Higgins Tower Service
- Upper Iowa University
- Steakhouse 100
- Hawkins Clock Center
- City of West Allis
- Old National Bank
- Friends of the West Allis Public Library
- West Allis Rotary
- B & K Bar Supplies
- Aggie's Bakery & Cake
- Granite Hills Hospital

WOOP WOOP!  
GET SOME SOUP



WEST ALLIS DOWNTOWN SOUP-ER WEDNESDAY SOUP CRAWL  
JANUARY 2022 | WEST ALLIS, WISCONSIN





**DESIGN**  
DOWNTOWN WEST ALLIS INC.

As West Allis Downtown gets ready for the holiday season, we would first like to give a BIG thanks to the following volunteers and businesses for keeping our **flower planters** looking extra special this year:

- Su Plus Two Bar & Restaurant
- All State Insurance
- B & K Bar Supplies
- Model Empire
- West Allis Liquor
- Milwaukee Sewing Machine
- The Diamond Collection
- Van's Shoe Shop
- Aggie's Bakery & Cake Shop
- Diane's Designs
- Benno's Genuine Bar & Grill
- Snelling Staffing Milwaukee
- Greater Milwaukee Offices
- Old National Bank
- Mis Suenos Mexican Restaurant
- Quick Cuts
- Blue on Greenfield
- Camino West Allis
- Influence Fitness
- Teresa's Interior Designs
- Cream City Clay
- Record Head
- WA Cigarette Depot
- T-Mobile
- Lynda Kempen

### ***Snow is on the way!***

Our Design Committee and staff are in constant communications 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 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 over night.

**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 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.



**ECONOMIC  
RESTRUCTURING**  
DOWNTOWN WEST ALLIS INC.

Welcome to **Amy Renee's Kreative Touch**. Owner Amy Craig has created a unique shopping experience. Her one-of-a-kind items are great gifts for that one-of-a-kind person in your life. Stop by today and welcome Amy to the neighborhood.

**Amy Renee's Kreative Touch**  
**7211 W. Greenfield Avenue**  
**www.amyreneecraig.com**



## **COMMUNITY NEWS**



Masterminds of West Allis are promoting the area with their Tiny Tins. For more information contact any of the above businesses.

## **2022 West Allis Community Improvement Foundation Charity Gala**

The Community Improvement Foundation has scheduled their gala for Saturday, April 24, 2022

For more information log onto:  
[WestAllisFoundation.org](http://WestAllisFoundation.org)

### **Help the Honey Creek Cemetery**

West Allis Historical Society is raising funds to improve the cemetery's deterioration issues.

Help by donating at [gofundme.com/f/help-our-cemetery](https://gofundme.com/f/help-our-cemetery)

**DOWNTOWN  
BID**  
*at Work*



## SCHEDULE

January:	February:	March:	April:
1: Happy New Year 11: Promotions* 12: Economic Dev. 12: Design 13: <b>Coffee w/Friends*</b> 19: <b>DWA Soup Crawl</b> 26: Board of Directors	8: Promotions* 9: Economic Dev. 9: Design 23: Board of Directors	8: Promotions* 9: Economic Dev. 9: Design 30: Board of Directors	12: Promotions* 13: Economic Dev. 13: Design 27: 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)**

## 2021 West Allis Christmas Parade

Downtown West Allis would like to thank the following unsung heroes that volunteered behind the scenes making the annual parade a fun and festive event for all who attended:

- Don Falk and JoAnn Weid (B & K Bar Supplies) helping to promote and fund-raise the entire year round.
- Emilie Piper and Phyllis Walters (Old National Bank) collecting Letters to Santa along the parade route
- Roger Eineichner, Robyn Krimke and her daughter Kiera (Barbies' 2nd Time Around) and Gale Jender (City of West Allis) collecting signage, banners and costumes at the end of the parade.
- Students from Nathan Hall and Central High Schools for volunteering by carrying banners in the parade.
- Troop 580 for lifting our spirits by dressing up in costumes to entertain children young and old.
- Village Playhouse members and Barbara Hart who portrayed the Nativity characters in the parade.
- Athlos Academy volunteers who walked the parade route after the parade cleaning our sidewalks and storefronts.



## 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*