

# BUSINESS

# FIRST

News from THE CITY OF WEST ALLIS

Spring 2015

## FROM THE MAYOR'S DESK West Allis: We've Got What You're Looking For - BUY LOCAL!

Throughout the nation, there is a strong movement that promotes buying local, and West Allis is a great city where the "buying local" movement is strong and growing. Over the past few weeks, I met with a number of exciting and energetic local entrepreneurs who believe strongly in a West Allis location. These entrepreneurs offer a variety of products ranging from homemade soaps, bath and beauty products to a young couple with the vision to start a craft brewery with a brew pub. A previously City-assisted start-up business received approval to expand their homemade jams and pickles operations, while creating an opportunity for more local businesses to start-up, through the creation of a shared kitchen.



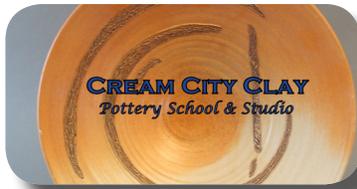
When we decide to shop for gifts, food or household items, we have choices, and buying local offers many communitywide benefits. According to an Andersonville Study of Retail Economics by Civic Economics, local business generates 70% more local economic activity per square foot than big box retail. The same study suggests that for every "\$100 spent at an independent neighborhood business, \$68 in additional local economic activity was created, while spending \$100 at a chain produced only \$43 worth of local impact."

West Allis is fortunate to have so many unique, locally-owned businesses and restaurants. Our local, independent business scene has always been strong with longstanding, community-minded businesses like Rupena's Fine Foods, Freese's Candy Shoppe, West Allis Heating and Cooling, Kegel's, Catorina's and Mama Mia's, and the list goes on! West Allis continues to see growth in local independent operators, and people who live and work here may now start their day by grabbing a cup of coffee at Urban Joe Café or Coffeeworks or a pastry from Aggie's Bakery. The lunch hour is now even more interesting with options like Twisted Bistro, Fusion Café or the expanded deli at the West Allis Cheese and Sausage Shoppe. And, dinner options in the evening now include Italian at Capri du Nuovo, Vietnamese at Pho King Restaurant, or burgers and steaks at Butch's Pub and Eatery.

West Allis also has an increasing arts and retail scene for local businesses. You can now enjoy the new arts studio and performance venue at Inspiration Studios where you can see and display art or take-in live theater. Our diverse, retail landscape includes the wide variety of items at Oniomania or the Chalk Studio in the Downtown, and soon the pottery studio Cream City Clay.

As consumers and patrons, we do have choices that help promote a West Allis location. When you shop, dine or entertain, I encourage you to "think local" and take a moment to explore our great city. With each dollar spent, we can grow our economy and attract new businesses to our community.

West Allis  
**DOWN  
TOWN**



### West Allis Downtown Welcomes "Cream City Clay"

The Downtown West Allis Business Improvement District is excited to welcome another art-centric shop to our area. Cream City Clay, owned and operated by ceramics instructor Colleen Volland, will be a community art center for professional ceramics artists, as well as first-time pottery enthusiasts. In addition to offering classes and a space for artists to work, Cream City Clay will also host gallery nights and have a retail area where patrons can purchase pottery created by local artists. The new studio will be located at 7105 W Greenfield Avenue and is expected to be open by early spring.

Cream City Clay will be an excellent addition to the other hobby related shops in the Downtown, such as Model Empire, The Chalk Studio and Cooks Cake & Candy.

**W**est Allis  
West Milwaukee  
**Chamber of Commerce**

### SHOP TO CARRIE ON & Clothing Boutique Opens in West Allis

SHOP TO CARRIE ON & Clothing Boutique has moved and is reopening at 11045 W. National Ave. in West Allis! It is truly a unique shopping destination with 15 local artisans and professional florals by the 38 year design team of FLOWERS TO CARRIE ON.

Carrie has been an exhibitor in finer Craft & Art shows for 24 years. This shop is the largest seller of the Gingersnap line of interchangeable jewelry, and also sells boutique clothing sizes SM-3XL. Go to [www.shoptocarrieon.com](http://www.shoptocarrieon.com) for more information and hours.

SHOP LOCAL and buy something locally hand made!



# LET THE CITY OF WEST ALLIS CONNECT YOU TO HOUSING RESOURCES

## HOME OWNERSHIP

### LOW-INTEREST HOME IMPROVEMENT LOANS

#### Home Repair Program

Don't pass up this great opportunity to improve your home! The City of West Allis has several options for low-interest home improvement loans for owner-occupied properties. Loan amounts of up to \$20,000. Payments as low as \$30 a month with interest rates between 0% and 6% based on household size and income. Eligible properties are owner-occupied single-family homes or duplex units.



#### Eligible Improvements

- Roofing
- Siding and trim
- Gutters and downspouts
- Windows and doors
- Furnaces
- Porch repairs
- Weatherization
- Plumbing
- Electrical
- Foundation repairs
- Landscaping
- Exterior painting  
... and more!

## MAINTENANCE

Before



After



Before



After



## REPAIRS

Before



After



Before



After



### HOME BUYERS LOAN PROGRAM

Down Payment and Closing Cost Assistance

The City of West Allis Home Buyers Program provides low-interest loans to assist low-to-moderate income households with down payment and closing costs for single-family

homes or owner-occupied duplexes located in the City of West Allis. The loan assists with up to 1/2 of the down payment and closing costs up to \$4,000 with an interest rate of 3%. Check with your lender to see if you are eligible.

Additional information for these programs available at:

[www.westalliswi.gov/housing](http://www.westalliswi.gov/housing) or call (414)302-8428