

BUSINESS

FIRST

News from THE CITY OF WEST ALLIS

Summer 2015

SHOP HWY 100 : WEST ALLIS' HOME IMPROVEMENT CLUSTER

Looking for new home furnishings? Need to update the flooring in your house? How about new windows or a modern concept for your kitchen or bathroom? From the northern city limit along the Hwy 100 corridor to the south, West Allis is home to a spectrum of home improvement businesses and services that are perfect to meet your project needs. From the wide range of furniture and appliance options at **Colder's** to the variety of flooring options available at stores like **Carpetland USA**, **Carpet Town** and **Hunt's Flooring**, the opportunities to find that unique look for your home are endless. Looking for a palette of color, texture or style of tiles for that flooring or wall covering project? Hwy 100 offers **The Tile Shop** or **Lexco Tile and Stone**. Considering updating a patio, a new shade of paint for the living room or need that special tool to finish a project? **Ace Hardware**, **Home Depot**, **HOBO**, **Menards**, and many more stores offer everything for your home, inside and out.



In 2015, the cluster of home improvement businesses along Hwy 100 is growing. At 1650 S. 108 St., a 10,000 sq. ft. **Kohler** retail showroom is planned along with the relocation of **Able Distributing**, a plumbing supplies distributor, which will occupy 50,000 sq. ft. of space. Opening in the summer of 2015, **Ferguson Enterprises Inc.**, the area's largest distributor of residential and commercial plumbing projects, is expanding their West Allis presence with a new 72,000 sq. ft. facility at 11406 W. Rogers St. This facility will serve as their regional headquarters, featuring offices and showroom of plumbing products and warehousing.

WELCOME TO WEST ALLIS!

www.eatwestallis.com

A new consortium of unique restaurants and specialty businesses on West Allis' east side have started a website to promote the dining and product offerings at their destinations. The website is subscriber-based and will inform followers of promotions, unique events, or showcase cuisine options in this area through a newsletter. The creator of the website is Mark Lutz, owner of West Allis Cheese and Sausage Shoppe, who has the goal to attract more patrons to the entire area. He is also focused on recruiting new entrepreneurs to the area to discover the opportunity in West Allis.



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From science-fiction themes to classic arcade games, **Binary: Games, Food and Spirits**, which recently joined the West Allis entertainment scene, has everything for your inner-gamer. Binary is located at 9105 W. Lincoln Ave. and offers classic American comfort foods, including daily lunch specials. The bar features coin-operated amusement games such as pinball, pool, and darts, as well as a variety of tabletop gaming options. The business is owned by entrepreneur Kelly Hansburg who is striving for a unique entertainment destination for everyone, but with a "geek" theme.

West Allis also welcomed several new businesses this Spring, including **Aggie's Bakery and Cake Shop** at 7328 W. Greenfield Ave. The bakery is a welcomed destination to compliment our other Downtown offerings. Also, **For Mom and Me**, which specializes in children's and maternity clothes, recently re-opened at their new location at 1530 S. 84 St.



West Allis DOWNTOWN TOWN

West Allis Downtown is excited to grow our social media presence and expand the social media knowledge of the businesses in our area. Our organization has teamed up with a West Allis Downtown business, **DealTech**, to teach free social media and marketing courses to interested businesses. If you would like more information on these courses, please contact Liz Deal at lizethdeal@gmail.com or Emily Eineichner at promotions@downtownwestallis.com.

Keep an eye out for our “BID Business of the Day” and other Downtown happenings on Twitter (@DWABID) and Facebook (facebook.com/westallisdowntown).



The Wisconsin Main Street Program conducted a Progress Visit for the Downtown West Allis, Inc. organization on March 24, 2015. The visit was conducted by Darrin Wasniewski, Downtown Development Program Manager, Wisconsin Main Street Program, WEDC; and Jay Schlinsog, CMSM, Principal, Downtown Professionals Network. Their visit provided a constructive guide for ideas, suggestions and direction for current and future Downtown West Allis initiatives.

Strengths and Accomplishments

The following list of strengths and accomplishments undoubtedly highlights and represents just a small sample of more recent activities and progress made by the community and the Downtown West Allis, Inc. (DWA) organization:

- A new branding system is helping to enhance the identity of Downtown West Allis organizations and the downtown area.
- The current ground level vacancy rate, estimated at just 3% for Greenfield Avenue and 4% for the district overall, demonstrates increasing levels of investment and business development in the district. Moreover, the type and quality of certain new downtown business ventures are contributing significantly to the specialty-oriented nature of the district and an evolving food & dining niche.
- DWA efforts and partnerships with the City of West Allis and other groups are important contributors to an impressive list of design-oriented programs and improvements that include:
 - o Construction and maintenance of planters and landscaped areas
 - o Snow removal program
 - o New street banners
 - o Façade and signage grant programs
 - o The introduction of Pedlets, which expand the useable sidewalk area

These, along with other assets, strengths and accomplishments, have positioned the organization well and provide a foundation upon which DWA and community partners will continue to build and move forward to seize on existing, new and emerging opportunities.

For more information on Downtown West Allis, log onto www.WestAllisDowntown.com or call us at 414-774-2676.

West Allis West Milwaukee Chamber of Commerce

The Blue-Ribbon Committee convened by the West Allis/West Milwaukee Chamber of Commerce announced the 2014 Annual Award recipients for Business, Citizen and Young Professional of the Year.

West Allis Business of the Year - **Heiser Chevrolet West Allis**, 10200 W. Arthur Ave., was selected based on a number of criteria including longevity in West Allis, growth, community aid, involvement in community projects and development. The West Allis Citizen of the Year, Pat Hladilek, was chosen based on her contribution to aid West Allis through community projects, providing professional expertise and personal talents to improve our community and engage in civic and community activities. Ed Lisinski was chosen as Young Professional of the Year because of his contribution to aid West Allis through community-oriented projects, his track record of continued community service, and his support and widespread professional leadership. These people and businesses are outstanding leaders in our community and deserve to be recognized for their efforts. They clearly are amazing people who really care about helping others and have made a huge impact in our community.

