

ECONOMIC DEVELOPMENT FACT BOOK

CITY OF WEST ALLIS MILWAUKEE COUNTY WISCONSIN

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Special acknowledgement is due Mr. John R. Meland, SEWRPC
Principal Planner, for his contribution to the preparation of this report.

**MEMORANDUM REPORT
NUMBER 47**

**CITY OF WEST ALLIS ECONOMIC
DEVELOPMENT FACT BOOK
MILWAUKEE COUNTY, WISCONSIN**

Prepared by the
Southeastern Wisconsin Regional Planning Commission
P. O. Box 1607
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Waukesha, Wisconsin 53187-1607

October 1989

Inside Region \$2.50
Outside Region \$5.00

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SECTION I

NATURAL RESOURCE AND PHYSICAL CHARACTERISTICS

INTRODUCTION

The conservation and wise use of the natural resource base is vital to the physical, social, and economic development of any area and to the continued ability of the area to provide a pleasant and habitable environment for life. The following information identifies those elements of the natural resource base which affect, or are affected by, urban development within the City.

LOCATION

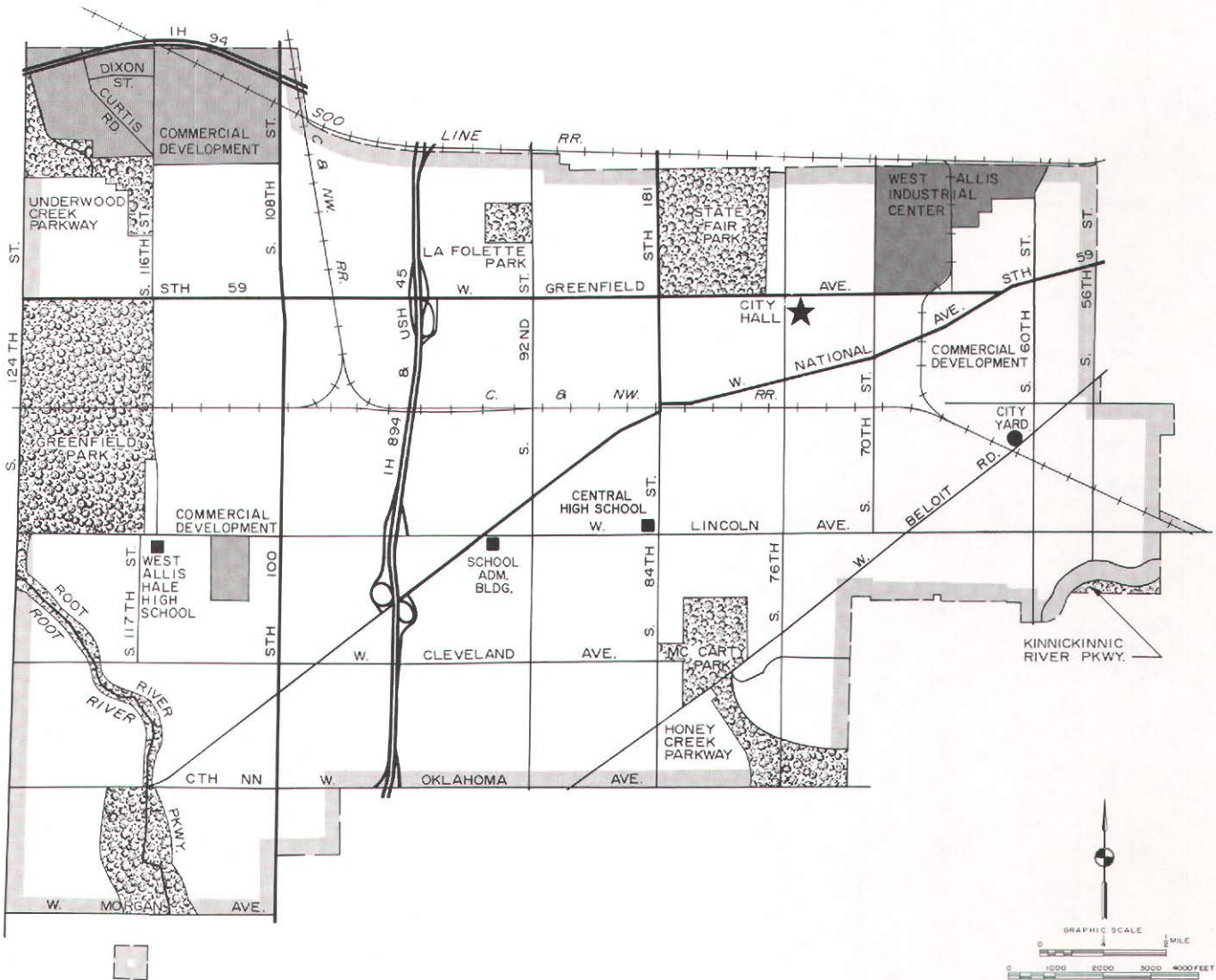
The City of West Allis (see Map 1) is located in west central Milwaukee County in the Southeastern Wisconsin Region (see Map 2) and encompasses a total area of 11.43 square miles. Geographically, the City is in a good position for continued growth and development. The City's location within the Milwaukee Metropolitan Area with good access to the area's excellent transportation systems, enables the City to offer good locations for economic enterprises and enables residents to enjoy all of the facilities and services of a large metropolitan area set within one of the most attractive regions of the country. In addition, as shown on Map 3, many of the most important industrial areas and heaviest population concentrations in the Midwest are located within 350 miles of the City. The City is served by excellent sewerage and water supply systems, and an outstanding areawide public transit system, and provides a full range of high quality urban facilities and services.

NATURAL RESOURCES

Climate

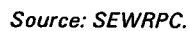
The City of West Allis exhibits weather typical of a continental-type climate, characterized by a continuous progression of markedly different seasons and a large range in annual temperature. Summers are relatively warm with occasional periods of hot, humid weather and sporadic periods of cool weather. Winters tend to be cool and, at times, snowy, and accentuated by prevailing northwesterly winds. Table 1 provides general climatic data for the City of West Allis area.

Map 1
CITY OF WEST ALLIS



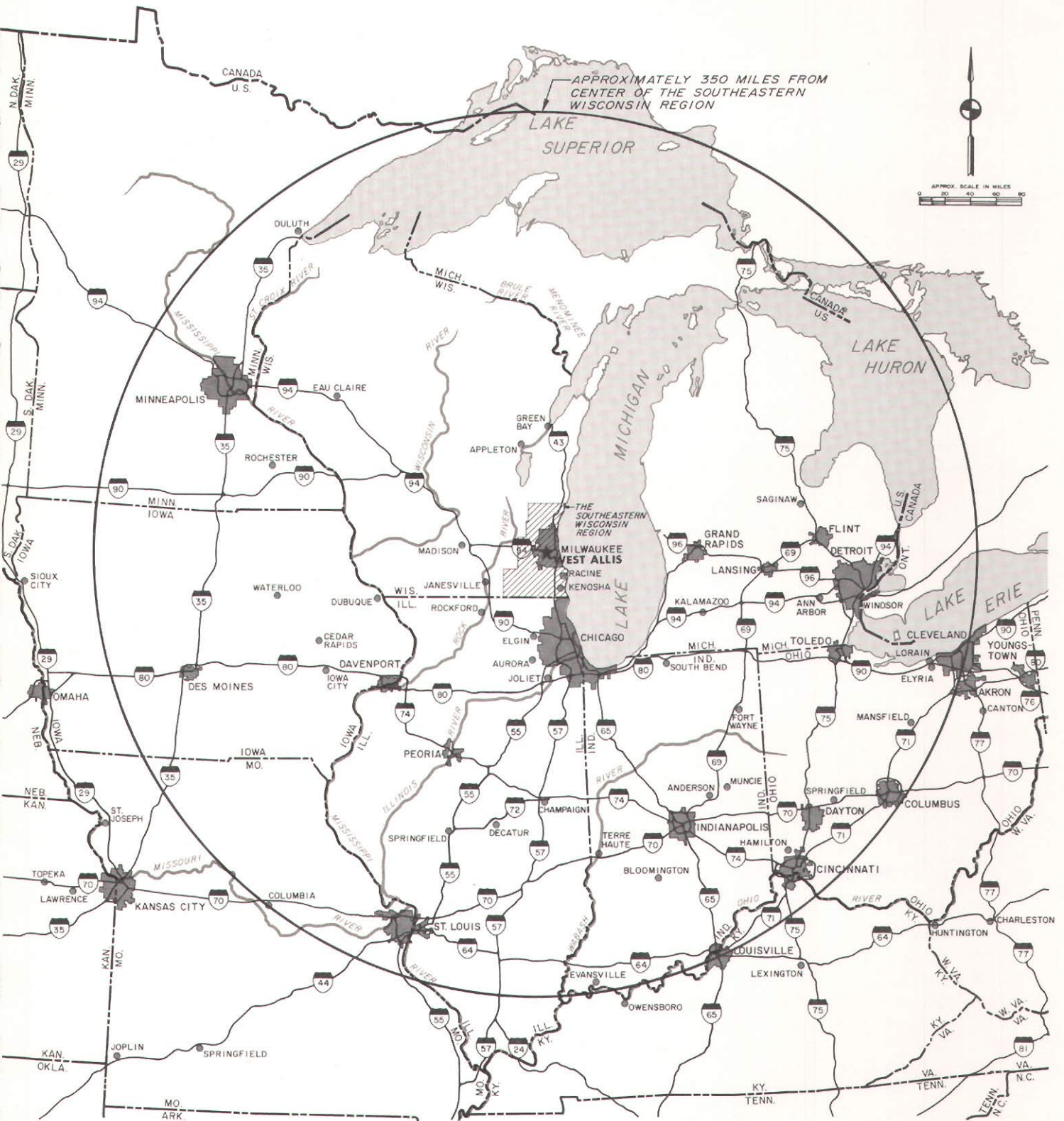
Source: SEWRPC.

TO GREEN BAY
WISCONSIN



Map 3

REGIONAL SETTING IN THE MIDWEST



Source: SEWRPC.

Table 1

GENERAL CLIMATIC DATA FOR THE WEST ALLIS AREA

=====						
Temperature (F) Degree Day Normals				Humidity	Precipitation	

Month	Mean*	Heating	Cooling	Average Daily	Precipitation	Mean
		Day Normals**	Day Normals**	Relative Humidity (%)***	Normals **** (average inches)	Snowfall (inches) ****

January	20.5	1,435	0	68.0	1.64	13.1
February	23.3	1,176	0	67.0	1.33	9.3
March	32.8	1,020	0	65.0	2.58	8.9
April	44.4	612	0	61.0	3.37	1.8
May	54.5	334	18	60.0	2.66	Trace
June	64.6	84	81	61.0	3.59	0.0
July	70.8	11	182	61.0	3.54	0.0
August	69.7	25	158	63.0	3.09	0.0
September	62.5	117	24	64.0	2.88	Trace
October	51.3	444	7	63.0	2.25	0.1
November	37.6	831	0	67.0	1.98	2.8
December	25.9	1,237	0	71.0	2.03	10.7

Annual	46.5	7,326	470	64.3	30.94	46.7
=====						

Clear/Cloudy Days Sunrise to
Sunset (mean number of days)***

Month	Clear	Partly	Cloudy	Percent of Possible
		Cloudy		Sunshine ***

January	7	6	18	44
February	7	6	16	47
March	6	8	17	50
April	7	8	16	53
May	7	10	14	59
June	8	10	12	64
July	10	11	10	70
August	10	11	10	66
September	10	9	11	59
October	9	9	13	54
November	6	6	18	40
December	6	6	19	37

Annual	93	100	174	54

* 1871 through 1987.

**** Water equivalent.

** Base of 65 degrees fahrenheit.

***** 1941 through 1987.

*** Recorded at 12 noon.

Source: U. S. Department of Commerce; National Oceanic and Atmospheric Administration,
Environmental Data Service; and SEWRPC.

Environmental Corridors and Natural Areas

Studies conducted by the Southeastern Wisconsin Regional Planning Commission have shown that the best remaining elements of the natural resource base in southeastern Wisconsin occur in elongated, linear patterns which the Commission has termed "environmental corridors." There are several elements of the natural resource base which are considered to be basic elements of the environmental corridors. These are: 1) lakes and streams and their associated shorelands and floodlands; 2) wetlands; 3) woodlands; 4) prairies; 5) wildlife habitat areas; 6) wet, poorly drained, and organic soils; and 7) rugged terrain and high-relief topography. In addition, there are five natural resource base-related elements which are not a part of the natural resource base per se, but which are so closely linked to that base as to warrant consideration in delineating environmental corridors. These are: 1) existing park sites; 2) potential park sites; 3) historic sites and structures; 4) areas having natural and scientific value; and 5) scenic vistas and viewpoints. Of all of these basic elements, the woodlands, wetlands, and wildlife habitat areas tend to be the most physically dominant, and most significant. In West Allis, environmental corridors have been carefully preserved as parks and isolated natural areas through local land use planning and, therefore, add significantly to the quality of life in the City.

PHYSICAL CHARACTERISTICS

Land Use

The various elements of the built environment in the City of West Allis and environs form a vital base for the City's continued economic development. Information on land use patterns, the physical characteristics of existing development, the spatial relationships between land uses, and the amount of land utilized and readily available for urban development can assist in the identification of characteristics that can have an impact on the local economy. Table 2 and Map 4 provides information on the land use in the City of West Allis.

Table 2
HISTORIC AND EXISTING LAND USE IN THE CITY OF WEST ALLIS^a

Land Use Category	1975			1985			1975-1985	
	Acres	Percent of Subtotal	Percent of Total	Acres	Percent of Subtotal	Percent of Total	Acres	Percent
Urban								
Residential.....	3,007	39.3	38.2	3,037	39.7	38.6	30	1.0
Commercial.....	293	3.8	3.7	325	4.2	4.1	32	10.9
Industrial.....	643	8.4	8.2	673	8.8	8.6	30	4.7
Transportation, Communication, and Utilities.....	2,233	29.2	28.4	2,321	30.3	29.5	88	3.9
Governmental and Institutional.....	349	4.6	4.4	347	4.6	4.4	-2	-0.6
Recreational.....	490	6.4	6.2	496	6.5	6.3	6	1.2
Other Open Land ^b ...	634	8.3	8.0	453	5.9	5.8	-181	-28.5
Subtotal	7,649	100.0	97.2	7,652	100.0	97.3	3	0.0
Rural								
Surface Water.....	22	10.1	0.3	24	11.2	0.3	2	9.1
Wetlands.....	78	36.0	1.0	75	35.0	0.9	-3	-3.8
Woodlands.....	117	53.9	1.5	115	53.8	1.5	-2	-1.7
Subtotal	217	100.0	2.8	214	100.0	2.7	-3	-1.4
Total	7,866	--	100.0	7,866	--	100.0	0	0.0

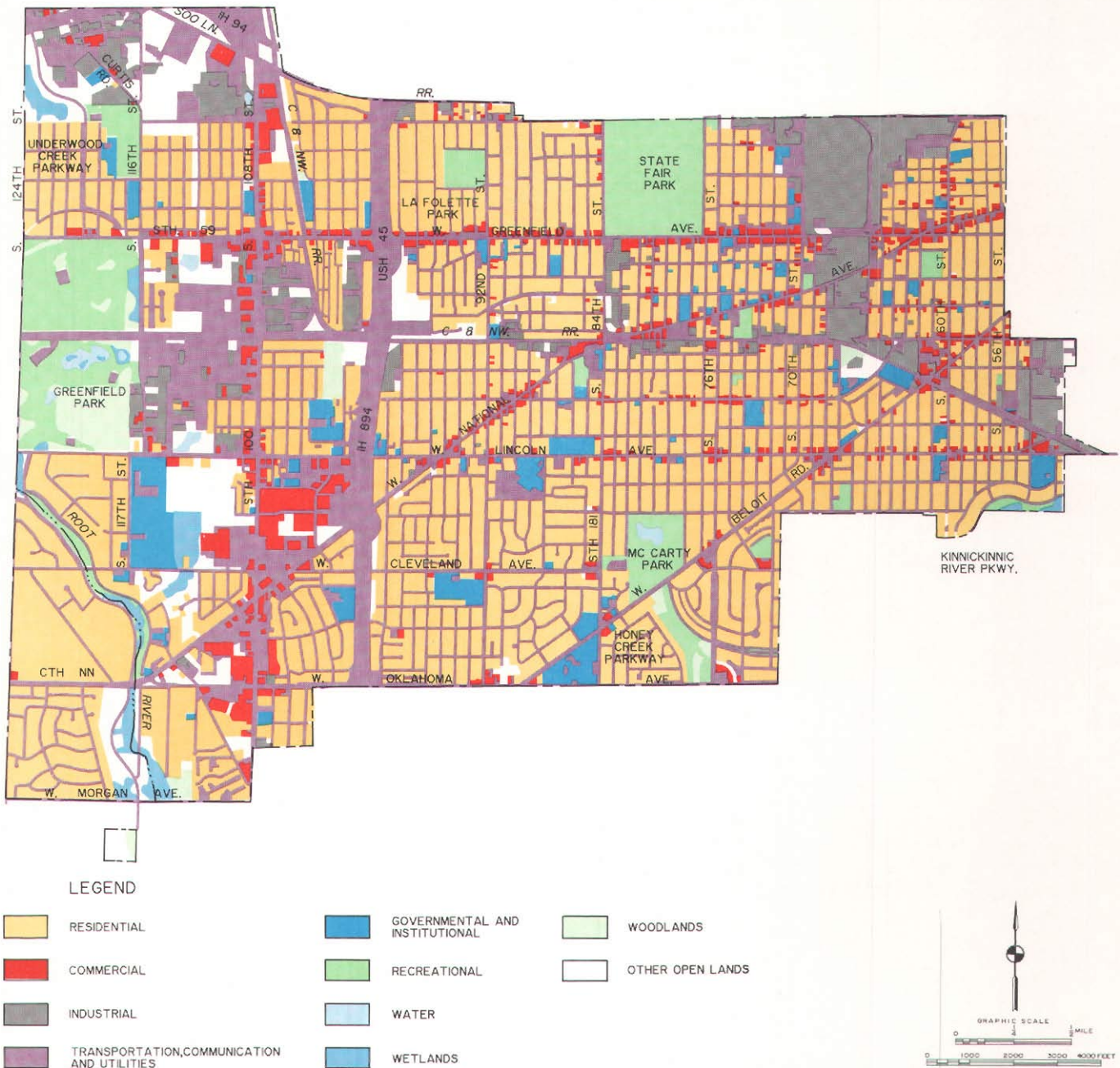
^aThe area of the City of West Allis has been approximated by summing whole U. S. Public Land Survey quarter-sections.

^bIncludes unused urban lands, extractive uses, landfills, and dumps.

Source: SEWRPC.

Map 4

GENERALIZED EXISTING LAND USE IN THE CITY OF WEST ALLIS: 1985



Source: SEWRPC.

Housing Units

Information on the housing stock in the City of West Allis is important in the determination of the adequacy of the existing housing stock and need for additional housing development. Tables 3, 4, 5, and 6 provide information regarding the total number of housing units; the 1980 tenure and vacancy status of existing housing units; the age of owner and renter-occupied housing units; and the 1980 median value, median monthly contract rent, and vacancy rates, respectively. Table 7 shows the number of residential building permits granted by the City during the 1980 through 1986 time period.

Table 3

TOTAL HOUSING UNITS IN THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION,
WISCONSIN, AND THE UNITED STATES: 1960, 1970, 1980 AND 1985

Area	Housing Units				Percent Change		
	1960	1970	1980	1985	1960-1970	1970-1980	1980-1985
City of							
West Allis.....	20,397	24,000	26,282	26,654	17.7%	9.5%	1.4%
Region.....	500,761	566,756	664,973	681,555	13.2%	17.3%	2.5%
Wisconsin.....	1,288,620	1,472,466	1,863,897	INA	14.3%	26.6%	INA
United States.....	58,326,357	68,679,030	88,411,263	INA	17.7%	28.7%	INA

Source: U.S. Bureau of the Census and SEWRPC

Table 4

TENURE STATUS OF THE EXISTING YEAR-ROUND HOUSING STOCK
IN CITY OF WEST ALLIS: 1980

Type of Housing Unit	City of West Allis		Region		Wisconsin		United States	
	Total	Percent	Total	Percent	Total	Percent	Total	Percent
Occupied Housing Units ..	25,668	97.7%	627,955	95.8%	1,652,261	94.3%	80,389,673	92.7%
Owner Occupied	15,835	61.7%	389,381	62.0%	1,127,367	68.2%	51,794,545	64.4%
Renter Occupied	9,833	38.3%	238,574	38.0%	524,894	31.8%	28,595,128	35.6%
Vacant Housing Units	607	2.3%	27,791	4.2%	100,708	5.7%	6,303,150	7.3%
Total Housing Units	26,275	100.0%	655,746	100.0%	1,752,969	100.0%	86,692,823	100.0%

Source: U.S. Bureau of the Census and SEWRPC.

Table 5

YEAR-ROUND OCCUPIED HOUSING UNITS BY TENURE AND OCCUPANCY STATUS BY YEAR STRUCTURE BUILT
FOR THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Housing Units								
Occupancy Status and Year Structure Built	City of West Allis		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Owner Occupied								
1979 to March 1980 ..	72	0.5%	6,231	1.6%	26,285	2.3%	1,674,251	3.2%
1975 to 1978	302	1.9%	28,218	7.2%	108,770	9.6%	5,485,082	10.6%
1970 to 1974	471	3.0%	31,660	8.1%	112,165	9.9%	6,573,138	12.7%
1960 to 1969	1,527	9.6%	67,129	17.2%	177,639	15.8%	10,294,974	19.9%
1950 to 1959	4,043	25.5%	94,836	24.4%	189,150	16.8%	9,889,450	19.1%
1940 to 1949	3,052	19.3%	44,778	11.5%	108,270	9.6%	5,322,811	10.3%
1939 or Earlier	6,368	40.2%	116,529	29.9%	405,088	35.9%	12,556,689	24.2%
Total	15,835	100.0%	389,381	100.0%	1,127,367	100.0%	51,796,395	100.0%
Renter Occupied								
1979 to March 1980 ..	122	1.2%	4,739	2.0%	13,506	2.6%	657,773	2.3%
1975 to 1978	693	7.0%	17,710	7.4%	49,637	9.5%	2,212,683	7.7%
1970 to 1974	996	10.1%	26,978	11.3%	64,920	12.4%	3,924,136	13.7%
1960 to 1969	2,335	23.7%	44,127	18.5%	85,792	16.3%	5,796,432	20.3%
1950 to 1959	1,347	13.7%	30,526	12.8%	54,685	10.4%	4,201,949	14.7%
1940 to 1949	1,433	14.6%	29,200	12.2%	57,730	11.0%	3,644,487	12.7%
1939 or Earlier	2,907	29.6%	85,294	35.8%	198,624	37.8%	8,155,818	28.5%
Total	9,833	100.0%	238,574	100.0%	524,894	100.0%	28,593,278	100.0%

Source: U.S. Bureau of the Census and SEWRPC.

Table 6

MEDIAN OWNER-OCCUPIED VALUE OF NONCONDOMINIUM HOUSING
UNITS AND MEDIAN RENT OF RENTER-OCCUPIED HOUSING UNITS FOR
THE CITY OF WEST ALLIS, THE REGION, WISCONSIN, AND
THE UNITED STATES: 1980

Area	Median Owner - Occupied Value	Median Monthly Contract Rent	Rental Vacancy Rate	Owner Occupied Vacancy Rate
City of West Allis	\$55,600	\$216	2.6%	0.6%
Region	\$59,604	\$204	4.5%	1.1%
Wisconsin	\$48,600	\$186	5.0%	1.3%
United States	\$47,300	\$199	2.5%	1.7%

Source: U.S. Bureau of the Census and SEWRPC.

Table 7

RESIDENTIAL BUILDING PERMITS ISSUED IN THE CITY OF WEST ALLIS
1980 - 1988

Type of Permit	Years								
	1980	1981	1982	1983	1984	1985	1986	1987	1988
Single Family	20	14	12	16	21	13	18	25	16
Two- Family	0	1	2	3	2	1	1	0	1
Multi- Family	22	5	0	4	2	7	6	12	11
Total	42	20	14	23	25	21	25	37	28

Source: City of West Allis and SEWRPC.

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Section II

LABOR FORCE CHARACTERISTICS

INTRODUCTION

The quality and size of the City of West Allis labor force are important factors influencing the economic development of the area in that productive labor is one of the factors in the locational decisions of businesses and industries. Accordingly, the quality and size of the labor force are important components of the City's economy. The tables in this section present pertinent information on the City's labor force, including information on historical trends in the size and composition of the labor force and characteristics of the unemployed segments of the labor force.

Table 8

COMPARATIVE CIVILIAN LABOR FORCE SIZE IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980, 1986-1988

Area	Labor Force*			Percentage Change		
	1960**	1970	1980	1960-1970	1970-1980	1960-1980
City of						
West Allis.....	28,197	31,799	33,276	12.8	4.6	18.0
Southeastern						
Wisconsin Region.....	636,901	736,078	876,152	15.6	19.0	37.6
Wisconsin.....	1,527,722	1,774,008	2,263,413	16.1	27.6	48.2
United States.....	68,144,079	80,051,046	104,449,817	17.5	30.5	53.3

Area	Labor Force*			Percentage Change		
	1986	1987	1988	1986-1987	1987-1988	1986-1988
City of						
West Allis.....	34,300	35,500	36,700	3.5	3.4	7.0
Southeastern						
Wisconsin Region.....	884,616	920,532	948,033	4.1	3.0	7.2
Wisconsin.....	2,403,000	2,494,008	2,575,000	3.8	3.2	7.2
United States.....	117,835,000	119,908,000	121,669,000	1.8	1.5	3.3

* Sixteen years of age and over unless otherwise noted.

** Fourteen years of age and over.

Source: U.S. Bureau of the Census; Wisconsin Department of Industry, Labor and Human Relations;
Wisconsin Department of Administration; and SEWRPC.

Table 9

AGE COMPOSITION OF THE TOTAL CIVILIAN LABOR FORCE IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Total Civilian Labor Force						
Age	City of West Allis		Southeastern Wisconsin Region		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Younger Workers						
16-19 years.....	3,074	9.2%	81,011	9.2%	212,775	9.4%
Mature Workers						
20-24 years.....	5,566	16.7%	132,643	15.1%	351,353	15.5%
25-29 years.....	4,735	14.2%	125,083	14.3%	325,984	14.4%
30-34 years.....	3,684	11.1%	109,011	12.4%	280,914	12.4%
35-44 years.....	5,035	15.1%	159,759	18.2%	412,255	18.2%
45-54 years.....	5,607	16.8%	144,006	16.4%	353,123	15.6%
55-59 years.....	2,931	8.8%	62,517	7.1%	157,818	7.0%
60-64 years.....	1,689	5.1%	38,636	4.4%	101,816	4.5%
Older Workers						
65 years and older.....	955	2.9%	23,486	2.7%	67,375	3.0%
Total	33,276	100.0%	876,152	100.0%	2,263,413	100.0%

Source: U.S. Bureau of the Census and SEWRPC.

Table 10

COMPARATIVE CIVILIAN LABOR FORCE COMPOSITION BY SEX FOR THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960, 1970, AND 1980

Area	Civilian Labor Force						Percentage Change		
	1960*		1970**		1980**		1960-1970	1970-1980	1960-1980
	Number	Percent	Number	Percent	Number	Percent			
City of West Allis									
Male.....	19,384	68.7	19,432	61.1	18,533	55.7	0.2	-4.6	-4.4
Female.....	8,813	31.3	12,367	38.9	14,743	44.3	40.3	19.2	67.3
Total	28,197	100.0	31,799	100.0	33,276	100.0	12.8	4.6	18.0
Southeastern Wisconsin Region									
Male.....	430,601	67.6	451,094	61.3	496,957	56.7	4.8	10.2	15.4
Female.....	206,300	32.4	284,984	38.7	379,195	43.3	38.1	33.1	83.8
Total	636,901	100.0	736,078	100.0	876,152	100.0	15.6	19.0	37.6
Wisconsin									
Male.....	1,056,747	68.9	1,108,584	62.5	1,299,739	57.4	4.9	17.2	23.0
Female.....	476,214	31.1	665,424	37.5	963,674	42.6	39.7	44.8	102.4
Total	1,532,961	100.0	1,774,008	100.0	2,263,413	100.0	15.7	27.6	47.6
United States									
Male.....	45,762,669	67.2	49,549,239	61.9	59,926,488	57.4	8.3	20.9	31.0
Female.....	22,381,410	32.8	30,501,807	38.1	44,523,329	42.6	36.3	46.0	98.9
Total	68,144,079	100.0	80,051,046	100.0	104,449,817	100.0	17.5	30.5	53.3

* Fourteen years of age and over.

**Sixteen years of age and over.

Source: U.S. Bureau of the Census and SEWRPC.

Table 11

LABOR FORCE PARTICIPATION RATES IN THE CITY
OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION,
WISCONSIN, AND THE UNITED STATES: 1970 AND 1980

Area	1970 Rate	1980 Rate	1970-1980
			Percentage Point Change
City of			
West Allis.....	61.8	64.5	4.4
Southeastern			
Wisconsin Region	61.5	65.9	7.2
Wisconsin	59.1	64.1	8.5
United States	56.7	61.0	7.6

NOTE: The participation rate compares the size of the
labor force to the size of the population of
labor force age (16 years and older).

Source: Wisconsin Department of Industry, Labor and Human
Relations and SEWRPC.

Table 12

COMPARATIVE AVERAGE WEEKLY WAGES BY INDUSTRY
FOR MILWAUKEE METROPOLITAN AREA COUNTIES
AND WISCONSIN: 1988*

Industry	Milwaukee County	Ozaukee County	Washington County	Waukesha County	Wisconsin
Agriculture, Forestry, and Fishing....	\$258.11	\$305.06	\$192.66	\$301.44	\$293.25
Construction.....	\$540.69	\$461.14	\$346.45	\$468.94	\$452.18
Manufacturing.....	\$564.54	\$461.88	\$439.61	\$523.81	\$499.10
Durable Goods.....	\$594.21	\$485.36	\$463.89	\$545.91	\$511.88
Nondurable Goods.....	\$493.89	\$414.70	\$376.77	\$478.57	\$478.82
Transportation					
Communication, and Utilities.....	\$524.89	\$374.03	\$297.44	\$589.93	\$467.32
Wholesale Trade.....	\$502.96	\$459.02	\$395.67	\$561.36	\$459.30
Retail Trade.....	\$196.18	\$179.70	\$175.22	\$187.22	\$177.21
Finance, Insurance, and Real Estate...	\$538.99	\$463.83	\$421.29	\$436.83	\$443.68
Services.....	\$337.43	\$229.79	\$248.04	\$325.62	\$294.27
Government.....	\$479.59	\$411.27	\$386.65	\$406.97	\$407.31
All Industries.....	\$419.73	\$358.51	\$341.63	\$415.87	\$373.15

* Data reflects average weekly wages for the first quarter of 1988.

Source: Wisconsin Department of Industry, Labor and Human Relations, 1988; and SEWRPC.

Table 13

MEDIAN HOURLY WAGES FOR SELECTED OCCUPATIONS: 1988

All Industries	Milwaukee County
Executive, Admin., and Managerial	\$14.40
Professional	12.53
Technical	9.78
Sales	5.00
Admin. Support, Incl. Clerical	7.39
Service	5.50
Farming, Forestry, and Fishing	4.64
Mechanics and Repairers	10.36
Construction	15.28
Precision Production	11.39
Production Working	9.00
Transportation & Material Moving	12.21
Handlers, Cleaners, Laborers	7.00
ALL CATEGORIES	8.53

Source: Wisconsin Department of Industry, Labor,
and Human Relations; and SEWRPC.

Table 14

PLACE OF WORK FOR THE LABOR FORCE IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area and Place of Work	1980	
	Number	Percent
City of West Allis*		
All Workers**.....	31,442	100.0
Worked in Place of Residence	8,764	27.9
Worked Outside Place of Residence	20,339	64.7
Place of Work Not Reported.....	2,339	7.4
Region		
All Workers**.....	667,099	100.0
Worked in Place of Residence	321,872	48.2
Worked Outside Place of Residence	294,030	44.1
Place of Work Not Reported.....	51,197	7.7
Wisconsin		
All Workers**.....	1,302,536	100.0
Worked in Place of Residence	734,307	56.4
Worked Outside Place of Residence	469,062	36.0
Place of Work Not Reported.....	99,167	7.6
United States		
All Workers**.....	66,594,552	100.0
Worked in Place of Residence	31,862,055	47.8
Worked Outside Place of Residence	28,848,055	43.3
Place of Work Not Reported.....	5,884,442	8.8

* A distribution of employed persons living in the City of West Allis by place of work is indicated in Table 22.

**Excludes workers working outside of their state of residence.

Source: U.S. Bureau of the Census and SEWRPC.

Table 15

DISTRIBUTION OF EMPLOYED PERSONS LIVING
IN THE CITY OF WEST ALLIS BY PLACE OF WORK: 1980

Place of Work	Number	Percent
City of West Allis.....	8,764	27.9
City of Milwaukee.....	11,507	36.6
Remainder of Milwaukee County....	5,423	17.2
Ozaukee County.....	140	0.4
Remainder of Washington County...	19	0.1
City of Waukesha.....	392	1.2
City of Brookfield.....	784	2.5
Remainder of Waukesha County.....	1,757	5.6
City of Racine, SMSA.....	117	0.4
Walworth County.....	21	0.1
Worked Elsewhere.....	179	0.6
Place of Work Not Reported.....	2,339	7.4
Total Labor Force	31,442	100.0

Source: U.S. Bureau of the Census; Wisconsin Department
of Administration; and SEWRPC.

Table 16

TOTAL RESIDENT EMPLOYMENT BY INDUSTRY AGE 16 YEARS AND OLDER IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Industry	Employment							
	City of West Allis		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fisheries, and Mining	128	0.4%	10,112	1.2%	121,071	5.7%	3,941,767	4.0%
Construction	1,195	3.7%	30,562	3.7%	94,496	4.5%	5,739,598	5.9%
Manufacturing *	10,810	33.8%	273,882	33.1%	602,507	28.5%	21,914,754	22.4%
Durable Goods	2,231	20.6%	210,530	76.9%	402,862	66.9%	13,479,211	61.5%
Nondurable Goods	8,579	79.4%	63,352	23.1%	199,645	33.1%	8,435,543	38.5%
Transportation, Communication, and Other Public Utilities	2,206	6.9%	50,482	6.1%	121,035	5.7%	7,087,455	7.3%
Wholesale Trade	1,517	4.7%	32,750	4.0%	79,267	3.7%	4,217,232	4.3%
Retail Trade	5,353	16.7%	134,293	16.2%	348,156	16.5%	15,716,694	16.1%
Finance, Insurance, and Real Estate	1,818	5.7%	45,844	5.5%	105,040	5.0%	5,898,059	6.0%
Services **	7,781	24.3%	223,183	27.0%	566,874	26.8%	27,976,330	28.7%
Business and Repair Services ..	1,138	14.6%	29,302	13.1%	62,262	11.0%	4,081,677	14.6%
Personal Entertainment and Recreation Services	1,025	13.2%	26,992	12.1%	69,003	12.2%	4,082,834	14.6%
Health Services	3,058	39.3%	70,220	31.5%	175,176	30.9%	7,250,465	25.9%
Educational Services	1,472	18.9%	63,465	28.4%	184,082	32.5%	8,377,213	29.9%
Other Professional and Related Services	1,088	14.0%	33,204	14.9%	76,351	13.5%	4,184,141	15.0%
Public Administration	1,213	3.8%	25,348	3.1%	76,027	3.6%	5,147,466	5.3%
Total Employment	32,021	100%	826,456	100%	2,114,473	100%	97,639,355	100%

* Nondurable and durable goods are shown as a percentage of total manufacturing employment.

** Individual service industries are shown as a percentage of total service employment.

Source: U.S. Bureau of the Census and SEWRPC.

Table 17

OCCUPATION OF RESIDENT EMPLOYED PERSONS 16 YEARS OF AGE AND OLDER
IN THE CITY OF WEST ALLIS AND THE UNITED STATES: 1980

Occupation	Employment				Location Quotient
	City of West Allis		United States		
	Number	Percent	Number	Percent	
Managerial and Professional.....	5,367	16.8	22,151,648	22.7	0.739
Executive, Administrative and Managerial.....	2,457	45.8	10,133,551	45.7	1.001
Professional Specialty.....	2,910	54.2	12,018,097	54.3	0.999
Engineers and Scientists.....	661	22.7	2,150,707	17.9	1.269
Health Diagnostic Occupations.....	174	6.0	643,716	5.4	1.116
Health Assessment and Treatment.....	586	20.1	1,695,436	14.1	1.427
Teachers, Librarians, and Counselors.....	866	29.8	4,675,632	38.9	0.765
Miscellaneous.....	623	21.4	2,852,606	23.7	0.902
Technical, Sales, and Administrative Support.....	10,106	31.6	29,593,506	30.3	1.041
Technicians and Related Support.....	1,172	11.6	2,981,951	10.1	1.151
Sales.....	2,770	27.4	9,760,157	33.0	0.831
Administrative Support, Including Clerical.....	6,164	61.0	16,851,398	56.9	1.071
Service Occupations.....	4,614	14.4	12,629,425	12.9	1.114
Private Household Occupations.....	78	1.7	589,352	4.7	0.362
Protective Services.....	579	12.5	1,475,315	11.7	1.074
Other Service Occupations.....	3,957	85.8	10,564,758	83.7	1.025
Food Service.....	1,643	41.5	4,384,936	41.5	1.000
Cleaning and Building Service.....	1,084	27.4	2,745,403	26.0	1.054
Miscellaneous Service.....	1,230	31.1	3,434,419	32.5	0.956
Farming, Forestry, and Fishing.....	127	0.4	2,811,258	2.9	0.138
Precision Production, Craft, and Repair.....	4,243	13.3	12,594,175	12.9	1.027
Operators, Fabricators, and Laborers.....	7,564	23.6	17,859,343	18.3	1.291
Machine Operators, Assemblers, and Inspectors.....	4,510	59.6	9,084,988	50.9	1.172
Transportation and Material Moving.....	1,665	22.0	4,389,412	24.6	0.896
Handlers, Equipment Cleaners, Helpers, and Laborers..	1,389	18.4	4,384,943	24.6	0.748
Construction-Laborers.....	133	9.6	661,411	15.1	0.635
Freight, Stock and Material Handlers.....	442	31.8	1,259,182	28.7	1.108
Miscellaneous.....	814	58.6	2,464,350	56.2	1.043
Total	32,021	100.0	97,639,355	100.0	--

Note: All sub-occupational categories are shown as a percentage of the respective occupational category.

Source: U.S. Bureau of the Census and SEWRPC.

Table 18

NUMBER OF UNEMPLOYED IN THE CITY OF WEST ALLIS, THE SOUTHEASTERN
WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980, 1986-1988

Area	1960**		Unemployed*		1980		Percent Change		1960- 1980
	Number	Percent	Number	Percent	Number	Percent	1960- 1970	1970- 1980	
City of									
West Allis.....	910	3.2%	1,212	3.8%	1,255	3.8%	33.2%	3.5%	37.9%
Southeastern									
Wisconsin Region..	24,174	3.8%	27,278	3.7%	49,696	5.7%	12.8%	82.2%	105.6%
Wisconsin.....	59,091	3.9%	70,379	4.0%	148,940	6.6%	19.1%	111.6%	152.1%
United States.....	3,504,827	5.1%	3,497,447	4.4%	6,810,462	6.5%	-0.2%	94.7%	94.3%

Area	1986		Unemployed 1987		1988		Percent Change		
	Number	Percent	Number	Percent	Number	Percent	1986-	1987-	1986-
							1987	1988	1988
City of									
West Allis.....	1,400	4.1%	1,260	4.1%	1,150	3.1%	-10.0%	-8.7%	-17.9%
Southeastern									
Wisconsin Region..	59,091	6.7%	51,424	5.6%	38,960	4.1%	-13.0%	-24.2%	-34.1%
Wisconsin.....	169,000	7.0%	152,008	6.0%	116,700	4.6%	-10.1%	-23.2%	-30.9%
United States.....	8,237,000	7.0%	7,462,000	6.2%	6,700,000	5.5%	-9.4%	-10.2%	-18.7%

* Sixteen years and older unless otherwise noted.

** Fourteen years and older.

Note: Percent unemployed refers to the unemployment rate which equals the number of unemployed divided by the total civilian labor force.

Source: U.S. Bureau of the Census; Wisconsin Department of Industry, Labor and Human Relations; Wisconsin Department of Administration; and SEWRPC.

Table 19

AGE COMPOSITION OF THE UNEMPLOYED CIVILIAN LABOR FORCE IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Unemployed Civilian Labor Force						
Age	City of West Allis		Southeastern Wisconsin Region		Wisconsin	
	Number	Unemployment Rate	Number	Unemployment Rate	Number	Unemployment Rate
Younger Workers						
16-19 years.....	238	7.7%	9,529	19.2%	25,680	17.2%
Mature Workers						
20-24 years.....	312	5.6%	12,353	24.9%	35,971	24.2%
25-29 years.....	174	3.7%	7,801	15.7%	23,188	15.6%
30-34 years.....	96	2.6%	5,061	10.2%	15,646	10.5%
35-44 years.....	104	2.1%	6,234	12.5%	19,833	13.3%
45-54 years.....	122	2.2%	4,712	9.5%	15,004	10.1%
55-59 years.....	104	3.5%	1,839	3.7%	6,359	4.3%
60-64 years.....	54	3.2%	1,225	2.5%	4,046	2.7%
Older Workers						
65 years and older.....	51	5.3%	942	1.9%	3,213	2.2%
Total	1,255	3.8%	49,696	5.7%	148,940	6.6%

Note: The unemployment rate equals the number of unemployed divided by the total civilian labor force.

Source: U.S. Bureau of the Census and SEWRPC.

Table 20

NUMBER OF UNEMPLOYED BY SEX FOR THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980

Area	Unemployed						Percentage Change		
	1960*		1970**		1980**		1960-	1970-	1960-
	Number	Percent	Number	Percent	Number	Percent	1970	1980	1980
City of									
West Allis'									
Male.....	580	3.0	631	3.2	774	4.2	8.8	22.7	33.4
Female.....	330	3.7	581	4.7	481	3.3	76.1	-17.2	45.8
Total	910	3.2	1,212	3.8	1,255	3.8	33.2	3.5	37.9
Southeastern									
Wisconsin Region									
Male.....	15,477	3.6	14,998	3.3	30,773	6.2	-3.1	105.2	98.8
Female.....	8,697	4.2	12,280	4.3	18,923	5.0	41.2	54.1	117.6
Total	24,174	3.8	27,278	3.7	49,696	5.7	12.8	82.2	105.6
Wisconsin									
Male.....	40,204	3.8	39,379	3.6	94,417	7.3	-2.1	139.8	134.8
Female.....	18,887	4.0	31,000	4.7	54,523	5.7	64.1	75.9	188.7
Total	59,091	3.9	70,379	4.0	148,940	6.6	19.1	111.6	152.1
United States									
Male.....	2,295,718	5.0	1,925,485	3.9	3,921,798	6.5	-16.1	103.7	70.8
Female.....	1,209,109	5.4	1,571,962	5.2	2,888,664	6.5	30.0	83.8	138.9
Total	3,504,827	5.1	3,497,447	4.4	6,810,462	6.5	-0.2	94.7	94.3

*Fourteen years of age and over.

**Sixteen years of age and over.

Note: Percent unemployed refers to the unemployment rate which equals the number of unemployed divided by the the civilian labor force.

Source: U.S. Bureau of the Census and SEWRPC.

Table 21

OCCUPATIONAL DISTRIBUTION OF MILWAUKEE COUNTY JOB SERVICE APPLICANTS AND
JOB OPENINGS RECEIVED: 1ST QUARTER, 1988

Occupational Area	Milwaukee County			Wisconsin		
	Applicants	Openings	Ratio	Applicants	Openings	Ratio
Executive, Administrative, and Managerial....	1,510	40	37.8 /1	7,986	801	10.0 /1
Professional.....	1,335	122	10.9 /1	6,537	1,211	5.4 /1
Technical.....	565	35	16.1 /1	2,943	769	3.8 /1
Sales Occupations.....	2,660	172	15.5 /1	12,763	3,221	4.0 /1
Administrative Support.....	5,078	507	10.0 /1	23,264	4,591	5.1 /1
Service Occupations.....	8,109	340	23.9 /1	24,186	8,991	2.7 /1
Farming, Forestry, and Fishing.....	220	39	5.6 /1	2,273	1,732	1.3 /1
Mechanics and Repair Workers.....	1,015	55	18.5 /1	7,189	1,482	4.9 /1
Construction Workers.....	621	51	12.2 /1	6,374	1,111	5.7 /1
Precision Production.....	754	35	21.5 /1	3,965	1,305	3.0 /1
Production Work.....	5,529	160	34.6 /1	27,519	5,637	4.9 /1
Transportation and Material Holding.....	1,421	77	18.5 /1	9,264	1,613	5.7 /1
Handlers and Material Workers.....	3,204	80	40.1 /1	26,850	3,748	7.2 /1
Unclassified.....	8,954	61	146.8 /1	319	71	4.5 /1
Total	40,975	1,774	23.1 /1	161,432	36,283	4.4 /1

Source: Wisconsin Department of Industry, Labor and Human Relations; and SEWRPC.

Section III

ECONOMIC CHARACTERISTICS

INTRODUCTION

The economic base of the City of West Allis consists of a variety of activities, including the manufacture of products to be exported to regional, national and international markets; and the performance of certain service activities. The following tables present information on the structure of the City's economy and on recent changes in that structure, discusses forecast industry employment, and identifies the major employers in the City of West Allis.

Table 22

INDUSTRY EMPLOYMENT BY PLACE OF WORK AND PERCENTAGE CHANGE IN
MILWAUKEE COUNTY, WISCONSIN, AND THE UNITED STATES: APRIL 1975 AND 1987

Major Employment Category	Employment by Place of Work: April 1975					
	Milwaukee County		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent
Construction and Mining	10,879	2.4%	53,445	3.4%	4,173,000	5.4%
Manufacturing	156,252	34.6%	497,417	31.7%	18,155,000	23.5%
Durable Goods	120,179	76.9%	328,551	66.1%	10,637,000	58.6%
Lumber & Wood Products	374	0.2%	16,902	3.4%	536,000	3.0%
Furniture & Fixtures	1,318	0.8%	8,157	1.6%	436,000	2.4%
Stone, Clay, & Glass Products	979	0.6%	7,422	1.5%	608,000	3.3%
Primary Metal Industries	9,568	6.1%	26,411	5.3%	1,189,000	6.5%
Fabricated Metal Products	19,924	12.8%	51,020	10.3%	1,332,000	7.3%
Machinery, Except Electrical	45,819	29.3%	114,691	23.1%	2,098,000	11.6%
Electrical & Electronic Equipment ..	23,899	15.3%	44,980	9.0%	1,746,000	9.6%
Transportation Equipment	13,964	8.9%	39,941	8.0%	1,631,000	9.0%
Instruments & Related Products	2,225	1.4%	9,371	1.9%	488,000	2.7%
Misc. Manufacturing	2,109	1.3%	9,656	1.9%	573,000	3.2%
Nondurable Goods	36,073	23.1%	168,866	33.9%	7,518,000	41.4%
Food & Kindred Products	14,342	9.2%	55,732	11.2%	1,664,000	9.2%
Textile Mill Products	804	0.5%	5,494	1.1%	865,000	4.8%
Apparel & Other Textile Products ...	1,904	1.2%	6,314	1.3%	1,191,000	6.6%
Paper & Allied Products	2,856	1.8%	39,878	8.0%	629,000	3.5%
Printing & Publishing	8,726	5.6%	27,287	5.5%	1,084,000	6.0%
Chemicals & Allied Products	2,990	1.9%	9,450	1.9%	1,003,000	5.5%
Petroleum & Coal Products	25	0.0%	351	0.1%	193,000	1.1%
Rubber & Misc. Plastics Products ...	1,584	1.0%	13,099	2.6%	568,000	3.1%
Leather & Leather Products	2,839	1.8%	11,253	2.3%	246,000	1.4%
Other Nondurable Products	3	0.0%	8	0.0%	75,000	0.4%
Transportation & Public Utilities	22,526	5.0%	70,147	4.5%	4,508,000	5.8%
Wholesale Trade	24,384	5.4%	82,572	5.3%	4,176,000	5.4%
Retail Trade	73,940	16.4%	281,917	18.0%	12,671,000	16.4%
Finance, Insurance, & Real Estate	27,842	6.2%	73,258	4.7%	4,209,000	5.5%
Services	81,720	18.1%	248,221	15.8%	13,878,000	18.0%
Government	53,977	12.0%	257,599	16.4%	14,692,000	19.0%
Miscellaneous*	23	0.0%	2,400	0.2%	732,000	0.9%
Total Jobs	451,543	100.0%	1,566,976	100.0%	77,194,000	100.0%

Table 22 (Continued)

Major Employment Category	Percentage Change 1975 - 1987		
	Milwaukee County	Wisconsin	United States
Construction and Mining	11.3%	27.9%	37.7%
Manufacturing	-29.5%	3.9%	4.7%
Durable Goods	-34.8%	-3.3%	5.1%
Lumber & Wood Products	74.9%	50.4%	37.3%
Furniture & Fixtures	-19.5%	31.5%	15.6%
Stone, Clay, & Glass Products	-1.4%	15.9%	-3.6%
Primary Metal Industries	-56.1%	-31.5%	-37.5%
Fabricated Metal Products	-36.8%	1.4%	6.8%
Machinery, Except Electrical	-41.5%	-10.0%	-3.6%
Electrical & Electronic Equipment ...	-27.6%	3.6%	19.8%
Transportation Equipment	-38.8%	-16.7%	23.3%
Instruments & Related Products	63.6%	20.3%	42.2%
Misc. Manufacturing	22.3%	-9.6%	-36.5%
Nondurable Goods	-11.8%	18.1%	4.2%
Food & Kindred Products	-27.9%	3.6%	-1.3%
Textile Mill Products	-4.5%	-25.6%	-16.3%
Apparel & Other Textile Products	-21.4%	10.6%	-7.3%
Paper & Allied Products	1.2%	20.2%	7.6%
Printing & Publishing	8.5%	48.4%	37.7%
Chemicals & Allied Products	-0.5%	7.7%	1.5%
Petroleum & Coal Products	64.0%	-10.0%	-15.0%
Rubber & Misc. Plastics Products	20.8%	90.6%	42.4%
Leather & Leather Products	-32.7%	-40.7%	-39.4%
Other Nondurable Products	-100.0%	-100.0%	-25.3%
Transportation & Public Utilities	-4.9%	27.5%	18.6%
Wholesale Trade	4.8%	25.9%	38.2%
Retail Trade	3.5%	34.5%	43.6%
Finance, Insurance, & Real Estate	37.7%	47.5%	55.8%
Services	61.2%	64.1%	72.4%
Government	4.6%	20.3%	16.0%
Miscellaneous*	---	---	---
Total Jobs	4.6%	26.6%	31.6%

Source: U.S. Bureau of Labor Statistics, Wisconsin Department of Industry,
Labor and Human Relations, and SEWRPC.

Table 22 (Continued)

Major Employment Category	Employment by Place of Work: April 1987					
	Milwaukee		County		Wisconsin	
	Number	Percent	Number	Percent	Number	Percent
Construction and Mining	12,113	2.6%	68,368	3.4%	5,748,000	5.7%
Manufacturing	110,160	23.3%	517,019	26.1%	19,011,000	18.7%
Durable Goods	78,361	71.1%	317,669	61.4%	11,175,000	58.8%
Lumber & Wood Products	654	0.8%	25,413	8.0%	736,000	6.6%
Furniture & Fixtures	1,061	1.4%	10,726	3.4%	504,000	4.5%
Stone, Clay, & Glass Products	965	1.2%	8,602	2.7%	586,000	5.2%
Primary Metal Industries	4,197	5.4%	18,084	5.7%	743,000	6.6%
Fabricated Metal Products	12,583	16.1%	51,730	16.3%	1,423,000	12.7%
Machinery, Except Electrical	26,827	34.2%	103,263	32.5%	2,022,000	18.1%
Electrical & Electronic Equipment ..	17,304	22.1%	46,585	14.7%	2,092,000	18.7%
Transportation Equipment	8,550	10.9%	33,264	10.5%	2,011,000	18.0%
Instruments & Related Products	3,640	4.6%	11,273	3.5%	694,000	6.2%
Misc. Manufacturing	2,580	3.3%	8,729	2.7%	364,000	3.3%
Nondurable Goods	31,799	28.9%	199,350	38.6%	7,836,000	41.2%
Food & Kindred Products	10,338	32.5%	57,726	29.0%	1,642,000	21.0%
Textile Mill Products	768	2.4%	4,088	2.1%	724,000	9.2%
Apparel & Other Textile Products ...	1,496	4.7%	6,981	3.5%	1,104,000	14.1%
Paper & Allied Products	2,889	9.1%	47,933	24.0%	677,000	8.6%
Printing & Publishing	9,468	29.8%	40,491	20.3%	1,493,000	19.1%
Chemicals & Allied Products	2,974	9.4%	10,176	5.1%	1,018,000	13.0%
Petroleum & Coal Products	41	0.1%	316	0.2%	164,000	2.1%
Rubber & Misc. Plastics Products ...	1,914	6.0%	24,968	12.5%	809,000	10.3%
Leather & Leather Products	1,911	6.0%	6,671	3.3%	149,000	1.9%
Other Nondurable Goods	---	---	---	---	56,000	0.7%
Transportation & Public Utilities	21,427	4.5%	89,409	4.5%	5,348,000	5.3%
Wholesale Trade	25,558	5.4%	103,950	5.2%	5,772,000	5.7%
Retail Trade	76,518	16.2%	379,039	19.1%	18,197,000	17.9%
Finance, Insurance, & Real Estate	38,342	8.1%	108,089	5.5%	6,558,000	6.5%
Services	131,720	27.9%	407,411	20.5%	23,926,000	23.5%
Government	56,466	12.0%	309,836	15.6%	17,038,000	16.8%
Nonclassified	---	---	47	0.0%	-----	---
Total Jobs	472,304	100.0%	1,983,168	100.0%	101,598,000	100.0%

Table 23

INDUSTRY LOCATION QUOTIENTS FOR MILWAUKEE COUNTY IN
COMPARISON TO WISCONSIN AND THE UNITED STATES: APRIL, 1987

Major Employment Category	Location Quotients	
	Wisconsin	United States
Construction	0.74	0.45
Manufacturing	0.89	1.25
Durable Goods	1.16	1.21
Lumber and Wood Products.....	0.10	0.13
Furniture and Fixtures	0.40	0.30
Stone, Clay, & Glass Products	0.45	0.23
Primary Metal Industries	0.94	0.81
Fabricated Metal Products	0.99	1.26
Machinery, Except Electrical	1.05	1.89
Electrical & Electronic Equipment	1.51	0.61
Transportation Equipment	1.04	0.75
Instruments & Related Products	1.31	1.01
Misc. Manufacturing	1.20	0.70
Nondurable Goods	0.75	1.55
Food & Kindred Products	1.12	0.26
Textile Mill Products	1.18	0.33
Apparel & Other Textile Products	1.34	1.05
Paper & Allied Products	0.38	1.56
Printing & Publishing	1.47	0.72
Chemicals & Allied Products	1.83	0.06
Petroleum & Coal Products	0.81	0.58
Rubber & Misc. Plastics Products	0.48	3.16
Leather & Leather Products	1.80	0.00
Other Nondurable Products	---	---
Wholesale Trade	1.01	0.95
Retail Trade	1.03	0.90
Finance, Insurance, & Real Estate	0.85	1.26
Services	1.49	1.18
Government	1.36	0.71

Source: U.S. Bureau of Labor Statistics, Wisconsin Department
of Industry, Labor and Human Relations, and SEWRPC.

Table 24

INDUSTRY EMPLOYMENT PROJECTIONS FOR MILWAUKEE COUNTY AREA:
1985 - 1995

Major Employment Category	Employment by Place of Work					
	1985		1995		Change 1985 - 1995	
	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, and Fishing.....	990	0.2%	1,090	0.2%	100	10.1%
Mining.....	60	0.0%	40	0.0%	(20)	-33.3%
Construction	11,610	2.5%	10,840	2.1%	(770)	-6.6%
Manufacturing	115,480	25.1%	110,020	21.8%	(5,460)	-4.7%
Durable Goods	83,620	72.4%	80,990	73.6%	(2,630)	-3.1%
Lumber & Wood Products	660	0.8%	730	0.9%	70	10.6%
Furniture & Fixtures	840	1.0%	740	0.9%	(100)	-11.9%
Stone, Clay, & Glass Products	830	1.0%	740	0.9%	(90)	-10.8%
Primary Metal Industries	4,850	5.8%	2,540	3.1%	(2,310)	-47.6%
Fabricated Metal Products	14,050	16.8%	15,840	19.6%	1,790	12.7%
Machinery, Except Electrical.....	27,040	32.3%	26,740	33.0%	(300)	-1.1%
Electrical Machinery and Equipment..	19,900	23.8%	19,690	24.3%	(210)	-1.1%
Transportation Equipment	8,980	10.7%	7,500	9.3%	(1,480)	-16.5%
Instruments & Related Products	3,750	4.5%	4,160	5.1%	410	10.9%
Misc. Manufacturing	2,720	3.3%	2,310	2.9%	(410)	-15.1%
Nondurable Goods	31,860	27.6%	29,030	26.4%	(2,830)	-8.9%
Food & Kindred Products	10,780	33.8%	9,590	33.0%	(1,190)	-11.0%
Textile Mill Products	790	2.5%	560	1.9%	(230)	-29.1%
Apparel & Other Textile Products ...	1,430	4.5%	1,040	3.6%	(390)	-27.3%
Paper & Allied Products	2,870	9.0%	2,450	8.4%	(420)	-14.6%
Printing & Publishing	9,030	28.3%	9,040	31.1%	10	0.1%
Chemicals & Allied Products	2,870	9.0%	2,450	8.4%	(420)	-14.6%
Petroleum & Coal Products	50	0.2%	40	0.1%	(10)	-20.0%
Rubber & Misc. Plastics Products ...	1,940	6.1%	2,110	7.3%	170	8.8%
Leather & Leather Products	2,040	6.4%	1,290	4.4%	(750)	-36.8%
Transportation and Public Utilities.....	21,500	4.7%	22,140	4.4%	640	3.0%
Wholesale and Retail Trade	100,360	21.8%	107,590	21.3%	7,230	7.2%
Finance, Insurance, & Real Estate	36,490	7.9%	43,660	8.6%	7,170	19.6%
Services	119,640	26.0%	154,190	30.5%	34,550	28.9%
Government	53,540	11.6%	55,870	11.1%	2,330	4.4%
Total Jobs	459,670	100.0%	505,440	100.0%	45,770	10.0%

Source: Wisconsin Department of Industry, Labor, and Human Relations; and SEWRPC.

Table 25

MAJOR MANUFACTURING EMPLOYERS IN THE CITY OF WEST ALLIS

Machinery, Except Electrical

CasTech, Inc.

The Kempsmith Machine Company

National Manufacturing Company, Inc.

Service Tool & Die Company, Inc.

Wisconsin Drill Head Company

Allis-Chalmers Corporation

Lumber and Wood Products

Style-Line Manufacturing Company, Inc.

Primary Metal Industries

Unit Drop Forge Company, Inc.

Rubber and Misc. Plastics Products

The Amalga Corporation

D & H Composites, Inc.

Printing and Publishing

The Fox Company

HM Graphics, Inc.

Pro Graphics, Inc.

Sells Printing Company

All American Graphics, Ltd.

Fabricated Metal Products

Arco Wheel, Inc.

Duwe Metal Products, Inc.

Wisconsin Nipple & Fabricating Corporation

Kearney & Trecker Corporation

Briggs & Stratton Corporation

Teledyne Wisconsin Motors

Motor Castings Company

Pressed Steel Tank Company, Inc.

Consolidated Aluminum Corporation

Chemical and Allied Products

AmeriGas, Inc., Industrial Gases Division

Food and Kindred Products

Borden, Inc.

Transportation Equipment

Excalibur Automobile Corporation

Misc. Manufacturing Industries

C. D. Baird & Company, Inc.

Note: This list of major manufacturing employers is a representative sample of the larger manufacturing firms in the City of West Allis.

Source: 1987 Classified Directory of Wisconsin Manufacturers and SEWRPC.

Section IV

POPULATION AND HOUSEHOLD CHARACTERISTICS

INTRODUCTION

Historical population trends and the characteristics of the resident population are important considerations in any development effort. The following tables provide information relative to the historical change in resident population and in various population characteristics, including age composition, sex composition, income characteristics, population in poverty, residential mobility of the population, population income characteristics, and projected population levels.

This section also provides selected household characteristics for the City. A household is composed of all persons who occupy a group of rooms or a single room which constitutes a housing unit, i.e., separate living quarters. The household is a useful unit of analysis when comparing various market studies and for public utility and transportation system planning. This section includes information relative to household income, to the number of households and persons per household, and to the number of inadequately housed low- and moderate-income households.

Table 26

TOTAL POPULATION IN THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1900-1988

Population				
City of West Allis*			Southeastern Wisconsin Region**	
Year	Population	Percent Change from Preceding Time Period	Population	Percent Change from Preceding Time Period
1900	N/A	--	501,800	--
1910	6,645	--	631,200	25.8
1920	13,745	106.8	783,700	24.2
1930	34,671	152.2	1,006,100	28.4
1940	36,364	4.9	1,067,700	6.1
1950	42,959	18.1	1,240,600	16.2
1960	68,157	58.7	1,573,600	26.8
1970	71,649	5.1	1,756,100	11.6
1980	63,982	-10.7	1,764,800 ***	0.5
1988	63,998 ****	0.0	1,750,919 ****	-0.8

Population				
Wisconsin			United States	
Year	Population	Percent Change from Preceding Time Period	Population	Percent Change from Preceding Time Period
1900	2,069,000	--	75,994,600	--
1910	2,333,900	12.8	91,972,300	21.0
1920	2,632,100	12.8	105,710,600	14.9
1930	2,939,000	11.7	122,775,000	16.1
1940	3,137,600	6.8	131,669,300	7.2
1950	3,434,600	9.5	151,325,800	14.9
1960	3,952,800	15.1	179,323,200	18.5
1970	4,417,900	11.8	203,184,800	13.3
1980	4,705,800	6.5	226,545,800	11.5
1988	4,815,502 ****	2.3	244,712,000 ****	8.0

- * The City of West Allis was originally incorporated as the Village of West Allis in 1902. In 1906, the Village was incorporated as a City.
- ** The Southeastern Wisconsin Region is comprised of the Counties of Kenosha, Milwaukee, Ozaukee, Racine, Walworth, Washington, and Waukesha.
- *** This number reflects a revision to the 1980 Census.
- **** Wisconsin Department of Administration 1988 estimates.

Source: U.S. Bureau of the Census and SEWRPC.

Table 27

AGE COMPOSITION OF THE POPULATION OF THE CITY OF WEST ALLIS, THE
SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Population								
Age Group	City of West Allis		Southeastern Wisconsin Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Under 5	3,958	6.2	128,085	7.3	346,940	7.4	16,348,254	7.2
5-9	3,416	5.3	127,834	7.2	344,804	7.3	16,699,956	7.4
10-14	4,011	6.3	146,252	8.3	392,247	8.3	18,242,129	8.1
15-19	5,354	8.4	168,897	9.6	466,612	9.9	21,168,124	9.3
20-24	6,406	10.0	166,934	9.5	450,026	9.6	21,318,704	9.4
25-29	5,663	8.9	153,984	8.7	401,915	8.5	19,520,919	8.6
30-34	4,489	7.0	134,573	7.6	348,115	7.4	17,560,920	7.8
35-44	5,861	9.2	194,058	11.0	501,973	10.7	25,634,710	11.3
45-54	6,951	10.9	182,119	10.3	452,945	9.6	22,799,787	10.1
55-59	4,257	6.7	90,688	5.1	229,046	4.9	11,615,254	5.1
60-64	3,658	5.7	76,201	4.3	206,947	4.4	10,087,621	4.5
65 and Over ...	9,958	15.6	195,294	11.1	564,197	12.0	25,549,427	11.3
Total	63,982	100.0	1,764,919	100.0	4,705,767	100.0	226,545,805	100.0
Median Age	33.5	--	29.7	--	29.4	--	30.0	--

Source: U.S. Bureau of the Census and SEWRPC.

Table 28

SEX COMPOSITION OF THE TOTAL POPULATION IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area	Male		Female		Total	
	Number	Percent	Number	Percent	Number	Percent
City of West Allis.....	30,194	50.1	33,788	49.9	63,982	100.0
Southeastern Wisconsin Region	854,125	48.4	910,794	51.6	1,764,919	100.0
Wisconsin	2,305,427	49.0	2,400,340	51.0	4,705,767	100.0
United States	110,053,161	48.6	116,492,644	51.4	226,545,805	100.0

Source: U.S. Bureau of the Census and SEWRPC.

Table 29

RACIAL COMPOSITION OF THE POPULATION IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Area	Nonwhite							
	Black		American Indian Eskimo, Aleutian		Asian and Pacific Islanders		Other Race*	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City of West Allis.....	43	0.1%	197	0.3%	278	0.4%	223	0.3%
Southeastern Wisconsin Region....	167,876	9.5%	7,416	0.4%	8,919	0.5%	22,632	1.3%
Wisconsin.....	182,592	3.9%	29,499	0.6%	18,164	0.4%	32,477	0.7%
United States.....	26,495,025	11.7%	1,420,400	0.6%	3,500,439	1.5%	6,758,319	3.0%

Area	Total Nonwhite		Total White		Total		Spanish Origin**	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
City of West Allis.....	741	1.2%	63,241	98.8%	63,982	100.0%	534	0.8%
Southeastern Wisconsin Region....	206,843	11.7%	1,558,076	88.3%	1,764,919	100.0%	46,452	2.6%
Wisconsin.....	262,732	5.6%	4,443,035	94.4%	4,705,767	100.0%	62,972	1.3%
United States.....	38,174,183	16.9%	188,371,622	83.1%	226,545,805	100.0%	14,608,673	6.5%

* Includes other race no where else coded in the census.

**The 1980 Census did not count persons of Spanish origin as a separate race category. Therefore, the Spanish origin category shown above includes persons of Spanish origin who are also included in other race categories. The Spanish origin category includes those who are Mexican, Puerto Rican, Cuban, and other Spanish.

Source: U.S. Bureau of the Census and SEWRPC.

Table 30

ETHNIC COMPOSITION OF THE POPULATION IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1980

Ancestry Group	City of West Allis		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Single Ancestry Group								
Dutch	168	0.26%	7,182	0.41%	43,703	0.93%	1,404,794	0.62%
English	1,206	1.88%	45,797	2.59%	146,111	3.10%	23,748,772	10.48%
French	493	0.77%	11,097	0.63%	39,363	0.84%	3,068,907	1.35%
German	14,172	22.15%	369,177	20.92%	1,111,413	23.62%	17,943,485	7.92%
Greek	79	0.12%	4,113	0.23%	5,901	0.13%	615,882	0.27%
Hungarian	369	0.58%	6,471	0.37%	9,781	0.21%	727,223	0.32%
Irish	1,264	1.98%	37,885	2.15%	103,228	2.19%	10,337,353	4.56%
Italian	1,152	1.80%	31,473	1.78%	46,588	0.99%	6,883,320	3.04%
Norwegian	940	1.47%	18,389	1.04%	138,538	2.94%	1,260,997	0.56%
Polish	5,549	8.67%	104,849	5.94%	189,694	4.03%	3,805,740	1.68%
Portuguese	15	0.02%	273	0.02%	662	0.01%	616,362	0.27%
Russian	80	0.13%	7,751	0.44%	11,813	0.25%	1,378,446	0.61%
Scottish	138	0.22%	3,943	0.22%	10,733	0.23%	1,172,904	0.52%
Swedish	383	0.60%	9,723	0.55%	42,494	0.90%	1,288,341	0.57%
Ukrainian	55	0.09%	1,668	0.09%	3,043	0.06%	381,084	0.17%
Other	4,941	7.72%	260,849	14.78%	429,676	9.13%	43,931,128	19.39%
Multiple Ancestry Group	28,425	44.43%	698,169	39.56%	1,960,403	41.66%	69,737,700	30.78%
Ancestry Not Specified								
Other	1,205	1.88%	44,599	2.53%	135,662	2.88%	15,061,348	6.65%
Not Reported	3,348	5.23%	101,511	5.75%	276,961	5.89%	23,182,019	10.23%
Total	63,982	100.00%	1,764,919	100.00%	4,705,767	100.00%	226,545,805	100.00%

Source: U.S. Bureau of the Census and SEWRPC.

Table 31

RESIDENTIAL MOBILITY OF THE POPULATION FIVE YEARS OF AGE AND OLDER
IN THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION,
WISCONSIN, AND THE UNITED STATES: 1975-1980

Movers							
Time Period	Persons Previously Living in the Same County		Persons Previously Living in a Different County		Persons Previously Living Abroad		
	Number	Percent	Number	Percent	Number	Percent	
West Allis							
1975-1980	16,973	29.1	3,720	6.4	283	0.5	
Region							
1975-1980	458,044	28.0	253,045	15.5	13,449	0.8	
Wisconsin							
1975-1980	1,111,150	25.5	767,649	17.6	29,401	0.7	
United States							
1975-1980	52,749,574	25.1	40,946,465	19.5	3,931,836	1.9	
Totals							
Time Period	Total Movers		Total Nonmovers		Total		
	Number	Percent	Number	Percent	Number	Percent	
West Allis							
1975-1980	20,976	36.0	37,363	64.0	58,339	100.0	
Region							
1975-1980	724,538	44.2	913,195	55.8	1,637,733	100.0	
Wisconsin							
1975-1980	1,908,200	43.8	2,451,424	56.2	4,359,624	100.0	
United States							
1975-1980	97,627,875	46.4	112,695,416	53.6	210,323,291	100.0	

Source: U.S. Bureau of the Census and SEWRPC.

Table 32

ACTUAL AND PROJECTED POPULATION LEVELS IN THE
REGION BY COUNTY: 1980, 1990, 2000, AND 2010

Projected Population Levels							
1990							
County	Actual 1980 Population Level	Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	109,900	-10.7%	117,300	-4.7%	135,700	10.2%
Milwaukee.....	964,988	861,700	-10.7%	924,300	-4.2%	964,900	a
Ozaukee.....	66,981	60,500	-9.7%	69,700	4.1%	84,000	25.4%
Racine.....	173,132	152,900	-11.7%	165,200	-4.6%	188,400	8.8%
Walworth.....	71,507	66,900	-6.4%	78,200	9.4%	85,600	19.7%
Washington.....	84,848	78,000	-8.1%	97,500	14.9%	114,600	35.1%
Waukesha.....	280,326	267,700	-4.5%	302,000	7.7%	353,800	26.2%
Region	1,764,919	1,597,600	-9.5%	1,754,200	-0.6%	1,927,000	9.2%

Projected Population Levels							
2000							
County	Actual 1980 Population Level	Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	105,200	-14.6%	118,000	-4.2%	152,900	24.2%
Milwaukee.....	964,988	831,800	-13.8%	892,200	-7.5%	991,900	2.8%
Ozaukee.....	66,981	58,800	-12.2%	75,000	12.0%	106,200	58.6%
Racine.....	173,132	146,800	-15.2%	166,000	-4.1%	206,000	19.0%
Walworth.....	71,507	65,000	-9.1%	85,600	19.7%	106,200	48.5%
Washington.....	84,848	75,800	-10.7%	104,500	23.2%	135,900	60.2%
Waukesha.....	280,326	264,400	-5.7%	336,000	19.9%	424,800	51.5%
Region	1,764,919	1,547,800	-12.3%	1,777,300	0.7%	2,123,900	20.3%

Projected Population Levels							
2010							
County	Actual 1980 Population Level	Pessimistic		Intermediate		Optimistic	
		Number	Percent	Number	Percent	Number	Percent
Kenosha.....	123,137	101,800	-17.3%	123,300	0.1%	166,800	35.5%
Milwaukee.....	964,988	818,100	-15.2%	911,300	-5.6%	1,009,800	4.6%
Ozaukee.....	66,981	57,700	-13.9%	81,900	22.3%	139,000	107.5%
Racine.....	173,132	139,600	-19.4%	171,800	-0.8%	224,700	29.8%
Walworth.....	71,507	63,700	-10.9%	89,900	25.7%	129,700	81.4%
Washington.....	84,848	74,400	-12.3%	116,000	36.7%	164,400	93.8%
Waukesha.....	280,326	261,800	-6.6%	378,000	34.8%	481,700	71.8%
Region	1,764,919	1,517,100	-14.0%	1,872,200	6.1%	2,316,100	31.2%

a Less than one-half of 1 percent.

Source: SEWRPC.

Table 33

MEAN AND MEDIAN HOUSEHOLD INCOME AND PER CAPITA INCOME OF PERSONS 15 YEARS AND OVER IN
THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1979

Households								
Income	City of West Allis		Region		Wisconsin		United States	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
\$0-\$4,999....	2,209	8.6	59,308	9.4	181,943	11.0	10,663,441	13.3
\$5,000-\$9,999....	3,680	14.3	83,645	13.3	259,020	15.7	12,772,409	15.9
\$10,000-\$14,999...	3,883	15.1	82,607	13.1	248,555	15.0	12,342,073	15.3
\$15,000-\$19,999...	4,220	16.4	87,216	13.9	249,541	15.1	11,379,049	14.1
\$20,000-\$29,999...	6,902	26.8	161,400	25.7	401,832	24.3	17,441,615	21.7
\$30,000-\$39,999...	3,030	11.8	87,240	13.9	182,148	11.0	8,582,674	10.7
\$40,000-\$49,999...	1,172	4.5	35,701	5.7	68,236	4.1	3,594,101	4.5
\$50,000 and Over..	678	2.6	32,100	5.1	63,502	3.8	3,692,065	4.6
Median.....	\$18,686	--	\$20,096	--	\$17,680	--	\$16,841	--
Mean.....	\$20,548	--	\$22,756	--	\$20,382	--	\$20,306	--
Per Capita.....	\$8,311	--	\$8,154	--	\$7,243	--	\$7,298	--
Total Households*	25,774	100.0	629,217	100.0	1,654,777	100.0	80,467,427	100.0

*Number reflects those individuals responding to household income question in 1980 U.S. Census.

Source: U.S. Bureau of the Census and SEWRPC.

Table 34

PER CAPITA INCOME ESTIMATES IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN
AND THE UNITED STATES: 1979 AND 1985

Area	Per Capital Income		Percent Change
	1979	1985	
City of			
West Allis.....	8,311	11,268	35.6%
Milwaukee County.....	7,952	11,194	40.8%
Southeastern			
Wisconsin Region*.....	8,153	11,504	41.1%
Wisconsin.....	7,241	10,298	42.2%
United States.....	7,299	10,797	47.9%

*Per capita income estimates for the region are based
upon weighted averages for the Region's Counties.

Source: U.S. Bureau of the Census and SEWRPC.

Table 35

NONINSTITUTIONALIZED PERSONS BELOW THE POVERTY LEVEL IN THE CITY OF WEST ALLIS,
THE SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1979

Area				
Poverty Status	City of West Allis		Southeastern Wisconsin Region	
	Number	Percent	Number	Percent
Persons Below the Poverty Level.....	2870	4.5	136,732	7.9
Total Persons Above and Below the Poverty Level...	63,177	100.0	1,727,257	100.0

Area				
Poverty Status	Wisconsin		United States	
	Number	Percent	Number	Percent
Persons Below the Poverty Level.....	397,813	8.7	27,392,580	12.4
Total Persons Above and Below the Poverty Level...	4,582,005	100.0	220,845,766	100.0

Source: U.S. Bureau of the Census and SEWRPC.

Table 36

NUMBER OF HOUSEHOLDS AND PERSONS PER HOUSEHOLD IN THE CITY OF WEST ALLIS, THE
SOUTHEASTERN WISCONSIN REGION, WISCONSIN, AND THE UNITED STATES: 1960-1980

Area	Household			Percent Change		
	1960	1970	1980	1960-1970	1970-1980	1960-1980
City of						
West Allis.....	20,397	24,000	25,668	17.7	7.0	25.8
Southeastern						
Wisconsin Region.....	465,913	536,486	627,955	15.1	17.0	34.8
Wisconsin.....	1,146,040	1,328,804	1,652,261	15.9	24.3	44.2
United States.....	53,023,875	62,874,000	80,389,673	18.6	27.9	51.6

Area	Number of Persons Per Household		
	1960	1970	1980
City of			
West Allis.....	3.32	3.00	2.45
Southeastern			
Wisconsin Region.....	3.30	3.27	2.75
Wisconsin.....	3.36	3.22	2.77
United States.....	3.33	3.14	2.75

Source: U.S. Bureau of the Census and SEWRPC.

Table 37

INADEQUATELY HOUSED LOW- AND MODERATE-INCOME HOUSEHOLDS IN
THE CITY OF WEST ALLIS, THE SOUTHEASTERN WISCONSIN REGION,
AND WISCONSIN: 1980

Inadequately Housed Low- and Moderate-Income Households				
Area and Type of Housing Unit	Number	Percent	Percent of Total Households	Total All Households
City of West Allis				
Owner	186	7.1%	0.7%	15,835
Renter	2,437	92.9%	9.5%	9,833
Total	2,623	100.0%	10.2%	25,668
Southeastern Wisconsin Region				
Owner	9,150	11.0%	1.5%	389,381
Renter	74,300	89.0%	11.8%	238,574
Total	83,450	100.0%	13.3%	627,955
Wisconsin				
Owner	43,424	21.3%	2.6%	1,127,367
Renter	160,506	78.7%	9.7%	524,894
Total	203,930	100.0%	12.3%	1,652,261

Source: Wisconsin Department of Development, Housing Information System;
and SEWRPC.

Section V

COMMUNITY FACILITIES AND SERVICES

INTRODUCTION

Information on a community's utilities, facilities, and services are particularly useful in any consideration of economic development. The tables in this section present information relative to the electric power and natural gas service, telephone service, solid waste collection, and municipal water supply and sanitary sewer services for the City. In addition, information is provided on commercial and industrial sites that are available for sale, police and fire protection, educational facilities, and various other services available to the City of West Allis businesses and residents.

COMMUNITY UTILITIES

Electric Power Service

An adequate, reliable, yet low cost supply of electric power is provided within the City of West Allis. Generally, electric power is available on demand at various voltages to serve residential, commercial, and industrial users in the City. The Wisconsin Electric Power Company (WEPCo), noted for providing electric power at some of the lowest rates in the United States, provides electric power service to the City of West Allis. Table 38 provides base residential electric power rate information for City users. Table 39 provides base commercial electric power rates; and Table 40 provides base industrial electric power rates in the City of West Allis as of January 1, 1988. For more information contact:

Wisconsin Electric Power Company
231 W. Michigan Street
Milwaukee, Wisconsin 53201
Telephone: (414) 221-3333

Gas Service

Natural gas service is provided within the City by the Wisconsin Natural Gas Company. Natural gas is supplied to that utility by the ANR Pipeline Company. An adequate and reliable supply is available throughout the City. Table 41 provides base residential gas rates for the City of West Allis. Table 42

Table 38

BASE ELECTRICAL UTILITY RESIDENTIAL RATES FOR
THE CITY OF WEST ALLIS: JANUARY 1988

Residential Base Rates Per Month		
Wisconsin Electric Power Company		
Rate Classification	Cost	Rate Schedule
Facilities Charge (minimum bill)	\$3.50	RG1 ^a
100 Kilowatt Hours Per Month	9.97	RG1
250 Kilowatt Hours Per Month	19.68	RG1
500 Kilowatt Hours Per Month	35.85	RG1
750 Kilowatt Hours Per Month	52.03	RG1
1,000 Kilowatt Hours Per Month	68.20	RG1
1,500 Kilowatt Hours Per Month	100.55	RG1
2,000 Kilowatt Hours Per Month	132.90	RG1

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

Table 39

BASE ELECTRICAL UTILITY COMMERCIAL RATES FOR
THE CITY OF WEST ALLIS: JANUARY 1988

Commercial Base Rates Per Month		
Wisconsin Electric Power Company		
Rate Classification	Cost	Rate Schedule
3 Kilowatts, 375 Kilowatt Hours Per Month	\$34.17	CG1
6 Kilowatts, 750 Kilowatt Hours Per Month	59.33	CG1
12 Kilowatts, 1,500 Kilowatt Hours Per Month ...	109.65	CG1
30 Kilowatts, 6,000 Kilowatt Hours Per Month ...	411.60	CG1
40 Kilowatts, 10,000 Kilowatt Hours Per Month ..	680.00	CG1

NOTE: This table shows rates for electrical service rendered commercial establishments, such as stores, shops, restaurants, offices, theaters, and small industrial businesses where electricity is used primarily for lighting and other nonmanufacturing purposes.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

Table 40

BASE ELECTRICAL UTILITY INDUSTRIAL RATES FOR
THE CITY OF WEST ALLIS: JANUARY 1988

Rate Classification	Commercial Base Rates Per Month	
	Wisconsin Electric Power Company	
	Cost	Rate Schedule
75 Kilowatts, 15,000 Kilowatt Hours Per Month ...	\$ 1,028.50	CG1
75 Kilowatts, 30,000 Kilowatt Hours Per Month ...	1,728.43	CG3
150 Kilowatts, 30,000 Kilowatt Hours Per Month ..	2,486.68	CG3
150 Kilowatts, 60,000 Kilowatt Hours Per Month ..	3,356.85	CG3
300 Kilowatts, 60,000 Kilowatt Hours Per Month ..	4,335.18	CP1
300 Kilowatts, 120,000 Kilowatt Hours Per Month .	5,869.99	CP1
500 Kilowatts, 100,000 Kilowatt Hours Per Month .	6,908.64	CP1
500 Kilowatts, 200,000 Kilowatt Hours Per Month .	9,466.65	CP1
1,000 Kilowatts 200,000 Kilowatt Hours Per Month .	13,342.27	CP1
1,000 Kilowatts 400,000 Kilowatt Hours Per Month .	18,458.29	

NOTE: This table shows rates for industrial electric service.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 9, "Comparison of Net Monthly Bills of Wisconsin Electric Utilities, January 1, 1988."

Table 41

BASE RESIDENTIAL GAS UTILITY RATES FOR THE
CITY OF WEST ALLIS: JANUARY 1988

			Wisconsin Gas Company ^a		
	Base Rate	P.G.A. ^b	Surcharge	Total	Rate Schedule
Regular Service					
Minimum Bill ...	\$ 3.50	\$ 0.00	\$ 0.00	\$ 3.50	GS-1
10 Therms	9.33	-0.03	0.00	9.30	GS-1
25 Therms	18.08	-0.08	0.00	18.00	GS-1
40 Therms	26.82	-0.13	0.00	26.69	GS-1
100 Therms	61.80	-0.32	0.00	61.48	GS-1
200 Therms	120.10	-0.64	0.00	119.46	GS-1
300 Therms	178.40	-0.96	0.00	177.44	GS-1

^aThe Wisconsin Gas Company is served by rate area 1--ANR Pipeline Company, Midwestern Gas Transmission Company, and the Northern Natural Gas Company.

^bP.G.A. refers to the portion of the utility bill resulting from the purchased gas adjustment as reported by the utility.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 10, "Comparison of Net Monthly Bills of Wisconsin Gas Utilities, January 1, 1988."

Table 42

BASE COMMERCIAL AND INDUSTRIAL GAS UTILITY RATES
FOR THE CITY OF WEST ALLIS: JANUARY 1988

Commercial and Industrial Service ^a						
	Base Rate	P.G.A. ^b	Surcharge	Total	Rate Schedule	
<u>Regular Service</u>						
Minimum Bill	\$ 6.50	\$- 0.00	\$ 0.00	\$ 6.50	CGS1	
500 Therms	258.25	- 1.60	0.00	256.65	CGS1	
1,000 Therms	510.00	- 3.20	0.00	506.80	CGS2	
10,000 Therms	4,780.00	- 32.00	0.00	4,748.00	CGS1	
100,000 Therms	44,350.00	- 320.00	0.00	47,030.00	LUF1	
500,000 Therms	236,550.00	-1,600.00	0.00	234,950.00	LUF1	
<u>Commercial and Industrial Interruptible Service</u>						
	Base Rate	P.G.A. ^b	Surcharge	Total	Schedule	
<u>Regular Service</u>						
Minimum Bill	\$ 750.00	\$ 0.00	\$ 0.00	\$ 750.00	I4	
500 Therms	933.60	4.35	0.00	937.95	I4	
1,000 Therms	1,117.20	8.70	0.00	1,125.90	I4	
10,000 Therms	4,422.00	87.00	0.00	4,509.00	I4	
100,000 Therms	36,470.00	870.00	0.00	37,340.00	I3	
500,000 Therms	174,350.00	4,350.00	0.00	178,700.00	I2	

^aThe Wisconsin Gas Company is served by rate area 1--ANR Pipeline Company, Midwestern Gas Transmission Company, and the Northern Natural Gas Company.

^bP.G.A. refers to the portion of the utility bill resulting from the purchased gas adjustment as reported by the utility.

Source: Public Service Commission of Wisconsin, Accounts and Finance Division, Bulletin No. 10, "Comparison of Net Monthly Bills of Wisconsin Gas Utilities, January 1, 1988."

provides base commercial and industrial gas rates for the City as of January 1, 1988. For more information contact:

Wisconsin Natural Gas Company
950 W. Rawson Avenue
Oak Creek, Wisconsin 53154
Telephone: (414) 764-2220

Sanitary Sewer Service

The City of West Allis is a member of the Milwaukee Metropolitan Sewerage District. Effluent from the City's local collection system is discharged into large interceptors owned and maintained by the District from which point it flows to either the District's Jones Island Treatment Plant or the South Shore Treatment Plant. The average annual hydraulic loading of the Jones Island Plant is 120 million gallons per day and the design capacity is 200 million gallons per day. The average annual hydraulic loading of the South Shore Plant is 73 million gallons per day and the design capacity is 120 million gallons per day. Sewer utility rates are based upon the District's operating and maintenance costs as well as the City's cost for operating, maintaining and rebuilding its local collection system. (Note: The Metro District is also a separate taxing authority and pays for its capital expenditures through a property tax levy.) All billing for sewer use is handled by the City. Sewer/water bills are issued quarterly by the City and contain an itemized breakdown of Metro District charges and local collection system charges. Customers remit all payment to the City, who in turn settles with the Metro District for its portion of the sewer charges. Sanitary sewer service rate information is available from:

City of West Allis
Public Works Department
7515 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 476-4340

Water Utility

The City of West Allis purchases Lake Michigan water from the City of Milwaukee at a wholesale rate and provides the water to the community through a series of locally owned reservoirs and a distribution system. Charges to water customers are based upon the wholesale rate charged by the City of Milwaukee, as well as the cost of operating and maintaining the local storage and distribution system. Specific service and consumption charges vary and are illustrated on Table 43.

The City has the capacity to pump 25 million gallons of water per day; average daily consumption is 9 million gallons per day. The fact that the City's water source is Lake Michigan means an abundant source of high quality water. Specific information related to the water supply system is available from:

City of West Allis
Public Works Department
7515 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 476-4340

Table 43

COMPARISON OF NET QUARTERLY WATER UTILITY BILLS,
WEST ALLIS MUNICIPAL WATER UTILITY: DECEMBER 1988

Residential and Small Commercial Service					
Minimum	500 CF	1,000 CF	2,500 CF	6,000 CF	10,000 CF
Bill	3,750 gal.	7,500 gal.	18,750 gal.	45,000 gal.	75,000 gal.
	\$7.85	\$10.60	\$1.35	\$21.60	\$40.85
	\$62.85				
Large Commercial and Industrial User					
Minimum	40,000 CF	66,667 CF	100,000 CF	133,333 CF	266,667 CF
Bill	300,000 gal.	500,000 gal.	750,000 gal.	1,000,000 gal.	2,000,000 gal.
	\$91.80	\$290.80	\$418.80	\$578.80	\$738.80
	\$1,378.80				

Source: Public Service Commission of Wisconsin, Accounts and Finance Division,
"Comparison of Net Quarterly Bills of Wisconsin Water Utilities,
January 1, 1988."

TRANSPORTATION FACILITIES

Arterial Street and Highway System

The City of West Allis is served by a well-developed and well-maintained, all-weather arterial street and highway system. Interstate Highways (IH) 94 and 43 and U. S. Highway 45 serve the City, providing direct access to the populous northeastern Illinois region to the south and the surrounding metropolitan Milwaukee area, as well as the State and nation as a whole. Major east-west arterial routes include STH 59 (Greenfield Avenue) and CTH NN (Oklahoma Avenue).

Public Transit

The City of West Allis is served by several local bus routes and two freeway flyer routes of the Milwaukee County Transit System, a system owned and operated by Milwaukee County. The City is also served by two specialized transportation services within the County--a user-side subsidy program for handicapped residents administered by the Milwaukee County Department of Public Works, and door-to-door transportation for elderly persons provided by the Milwaukee County Commission on Aging.

Specific information on these providers of public transportation services is available by contacting the following agencies:

Local and Freeway Flyer Routers
Milwaukee County Transit System
1942 N. 17th Street
Milwaukee, Wisconsin 53205
Telephone: (414) 344-4550

Elderly Transportation
Milwaukee County
235 W. Galena Street
Milwaukee, Wisconsin 53212
Telephone: (414) 289-6771

Handicapped Transportation
Milwaukee County Department
of Public Works
907 N. 10th Street
Milwaukee, Wisconsin 53233
Telephone: (414) 278-4091

Railway Service

Railway Freight service is provided by the Chicago & North Western Transportation Company over its Chicago-to-Minneapolis-St. Paul main line and by the Soo Line Railroad Company. Intercity rail passenger service--provided by Amtrak--is available in the City of Milwaukee to all parts of the United States and Canada.

For general information contact:

AMTRAK

433 W. St. Paul Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 933-3081

Chicago and North Western
Transportation Company
Customer Service Center
4823 N. 119th Street
Milwaukee, Wisconsin 53225
Telephone: (414) 535-4268

Soo Line Railroad Company
General Offices
433 W. St. Paul Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 274-8200

Trucking and Warehousing Service

There are over 300 trucking and warehousing establishments in Milwaukee County. The truck line carriers provide comprehensive and diversified highway transport, including local cartage, intrastate service, interstate service, and specialized hauling. In addition, there are motor freight lines, local cartage lines, heavylift haulers, liquid or dry bulk haulers, air cargo services, and sand and gravel haulers.

Air Service

The City of West Allis is served by three public-use general aviation airports: General Mitchell International Airport, located eight miles southeast of the City and Lawrence J. Timmerman Field, located seven miles north of the City, both owned by Milwaukee County; and Crites Field, located nine miles west of the City, owned by Waukesha County. General Mitchell International

Airport and Timmerman Field are capable of handling a wide variety of business aircraft, up to and including corporate jets, and have airfield lighting and navigation aids that permit all-weather operation. General Mitchell International Airport is served by 18 scheduled commercial airlines, with 170 departure flights on a typical weekday. Chicago's O'Hare International Airport is located 85 miles to the south. Addition information is provided in Table 44.

Water Transportation Facilities

The City of West Allis is located approximately seven miles from the Port of Milwaukee. The Port plays a major role as a strategic shipping and receiving point of international trade. Principal inbound cargoes include: cement, coal, plywood, motor vehicles, steel, salt, twine, limestone, petroleum, sand, gravel, crushed rock and miscellaneous general cargo. Major harbor facilities, dockage and heavy cargo-handling equipment are available at the Port to handle both bulk and containerized shipments.

The Port of Milwaukee offers an operational flexibility unique to the Western Great Lakes. Terminals designed for the efficient handling of containers, general cargo, dry and liquid bulk, and heavy machinery, plus intermodal connections to all Midwest cities, make the Port of Milwaukee the economic choice for routing all types of cargo. Specific information relative to the Port of Milwaukee is too numerous to mention herein; however, information is available from:

Port of Milwaukee, Traffic Division
Board of Harbor Commissioners
500 N. Harbor Drive
Milwaukee, Wisconsin 53202
Telephone: (414) 278-3511

Table 44

AIRPORTS SERVING THE CITY OF WEST ALLIS

General Mitchell International
Airport

Scheduled Air Carrier Airport owned and
operated by Milwaukee County

Elevation: 723 feet above sea level

Location: 8 miles southeast of West Allis

Runways: 2 jet runways--1L-19R 9,690 feet x 200 feet

Attended: All hours, year round

Navigation Aids: Air traffic control tower, ILS instrument
approaches on runways 1L, 7R and 19R,
rotating beacon, Airport Surveillance Radar,
and Approach Lighting on 3 runways.

Field Services: Fuel, major repairs, avionics service, and
other fixed base operator services furnish-
ing complete services for all types and
sizes of aircraft, air freight receiving and
dispatching.

Terminal Services: Restaurants; cocktail lounges; coffee shops;
newsstands; gift shops; banking services;
public parking for over 5,300 vehicles,
taxis, and limousines; car rental; first-aid
stations; and numerous services for public
conveniences.

Scheduled Air Carriers: American, Apex, Braniff, Comair, Continen-
tal, Delta, Eastern, Enterprise, Midway,
Midwest Express, Midwest Express Connection,
Northwest Airlink, Trans World, United, and
U. S. Air. Mitchell Field is a customs
landing rights airport.

Airport Manager: C. Barry Bateman
(414) 747-5300

Lawrence J. Timmerman Field

General Aviation Airport owned and operated
by Milwaukee County

Elevation: 745 feet above sea level

Location: 6.5 miles north of West Allis

(continued)

Table 44 (continued)

Lawrence J. Timmerman Field (continued)	
Runways:	Primary: 15L/33R 4,107 feet x 75 feet Crosswind: 7R/25L 8,010 feet x 150 feet
Attended:	6:00 A.M. to 10:00 P.M., year round
Navigation Aids:	Air traffic control tower, nonprecision instrument approaches on runways, 4L and 15L rotating beacon, and VASF lights
Field Services:	Fuel, major repairs, avionics service, and other fixed base operator services.
Terminal Services:	Restaurant, public parking, taxis, and car rentals
Telephone:	(414) 461-3222
<u>Waukesha County--Crites Field</u>	
General Aviation Airport owned and operated by Waukesha County	
Elevation:	931 feet above sea level
Location:	10 miles west of West Allis
Runways:	Primary: 10/28 5,850 feet x 100 feet Crosswind: 18R/36L 3,600 feet x 75 feet turf runway also available
Attended:	6:00 A.M. to 9:00 P.M. year round
Navigation Aids:	Air traffic control tower, ILS instrument approaches on runway 10, rotating beacon, and VASF lights on Runway 10 and 28
Field Services:	Fuel, major repairs, and other fixed base operator services.
Terminal Services:	Public parking, taxis, limousines, and car rental.
Airport Manager:	Peter Schoeninger (414) 549-6150

LAW ENFORCEMENT AND FIRE PROTECTION SERVICES

Police Protection

Police service is provided by a City Department consisting of 131 sworn officers plus 25 support staff. The Department is divided into a Patrol Division, a Detective Division, and Youth Guidance Bureau. Special programs operated or overseen by the Department include a Neighborhood Watch program, the "Officer Friendly" program, which teaches kindergarten through 6th graders crime prevention and good citizenship, a regular cable TV program on crime prevention called "People Behind the Badge" and a Community Relations program. The Department also recently instituted a "power shift" which supplements regular patrols during busy periods.

Questions or concerns regarding the Department's policies and procedures, or enforcement and services provided are available by contacting the Department at:

City of West Allis Police Department
7130 W. National Avenue
West Allis, Wisconsin 53214
Telephone: (414) 476-7531

Fire Protection

The City of West Allis is served by a full-time Fire Department consisting of 126 employees. The Department operates out of three stations, strategically located throughout the City. Daily, manned equipment includes three engine trucks, two aerial trucks, two fire rescue squads and one paramedic vehicle. Reserve equipment includes two additional engine trucks, one ladder truck, two additional fire rescue units and one special equipment unit. The West Allis Fire Department provides Fire Suppression, Emergency Medical Care, Fire Prevention, and Industrial and Training Services and is equipped to handle hazardous material incidents. The Department also has a reciprocal aid agreement with the City of Milwaukee and mutual aid agreement with several surrounding suburbs. Disaster planning is coordinated through the Milwaukee County Emergency Government Coordinator. Milwaukee County has a 911 emergency system.

The West Allis Fire Department also partakes in the SURVIVE ALIVE program. The main objective of this program is to teach children basic fire safety and ways to protect themselves and their families in the event of a fire emergency. After several classroom lessons, the children participate in a field trip to the SURVIVE ALIVE house where they experience a simulated house fire (using nontoxic smoke and strobe lights). During the simulation children are given the opportunity, under close supervision by Fire Department personnel, to put into practice what they had learned in the classroom about how to warn their families and proper means of escape.

The fire underwriter's rating for the City is 3, assigned by the Insurance Services of Wisconsin. Insurance Services of Wisconsin periodically surveys the fire protection systems of Wisconsin municipalities, evaluates the fire defenses by applying a grading schedule and, based upon the results, places municipalities in one of 10 classes of fire protection.

For additional information on the City's fire protection services, please contact:

City of West Allis Fire Department
2040 South 67th Place
West Allis, Wisconsin 53219
Telephone: (414) 476-7531

EDUCATIONAL FACILITIES AND SERVICES

Education Facilities

The City of West Allis is a part of the West Allis/West Milwaukee Public School District which operates twelve elementary schools, two middle schools and three high schools. District enrollment for the 1987-1988 school year is approximately 8,000 students.

The twelve elementary schools, with grade levels of kindergarten through sixth grade, offer learning experiences in language arts, mathematics, social studies, science and health. In addition, specialists in art, physical education, speech therapy and instrumental and vocal music provide programs in

every building. Students benefit from many enrichment activities, including field trips, guest speakers and special events.

The two middle schools serve seventh and eighth grade students through basic skill development, exploratory activities and programs to increase self-understanding. Each middle school is organized into teams of teachers and students that form "houses." Each house plans and provides instruction in language, arts, reading, mathematics, science and social studies within a flexible time block. Students are provided with exploratory courses in allied arts, practical arts, business, foreign language, general music, art and physical education.

The three comprehensive high schools offer a full range of college preparatory courses and a wide variety of vocational programs. The District has a tradition of strong programs in both academic and vocational preparation. For college-bound students, College Board Advanced Placement tests are given yearly. In the vocational area, arrangements are made with businesses and industries to provide a number of cooperative courses. All students are encouraged to participate in a host of extracurricular activities such as athletics, drama, music, special clubs and vocational youth groups.

At all levels, programs and classes exist for students with special learning needs ranging from exceptional education classes to additional opportunities for gifted, creative and talented students. The District has a strong commitment to provide educational opportunities for a wide range of students with different abilities, interests and goals.

For more information contact:

School District of West Allis/West Milwaukee
9333 West Lincoln Avenue
West Allis, Wisconsin 53227
Telephone: (414) 546-5550

There are also twelve private and parochial elementary schools in West Allis and one private academy which offers a kindergarten through twelfth grade education.

Higher Educational Facilities

A total of eight higher educational institutions serve Milwaukee County and, therefore, are readily accessible to West Allis residents. Table 45 lists these institutions and provides contact information.

Vocational and Technical Schools

The Milwaukee Area Technical College campuses in Milwaukee and Ozaukee Counties, and the Gateway Technical College campuses in Racine and Kenosha Counties are all readily accessible to West Allis residents. The campus locations are indicated in Table 46.

Library

The first public library in West Allis was formed by the Woman's Club in 1898. In 1906, the City took over its operation. Currently, the West Allis Library System operates out of two branches and one main library. Construction is underway for a new 47,000-square-foot facility that will consolidate the three current facilities. The West Allis Library is also a member of the Milwaukee County Federated Library System. As such, West Allis residents may use the facilities of any library in the federated system throughout Milwaukee County.

Table 45

HIGHER EDUCATIONAL FACILITIES IN MILWAUKEE COUNTY

In addition to the public and private primary and secondary educational system serving the City of West Allis, there are eight institutions of higher education serving the area. These institutions are:

Alverno College
3401 S. 39th Street
Milwaukee, Wisconsin 53221
(414) 647-3999

Milwaukee School of Engineering
1025 N. Milwaukee Avenue
P.O. Box 644
Milwaukee, Wisconsin 53201-0644
(414) 277-7300

Cardinal Stritch College
6801 Yates Road
Milwaukee, Wisconsin 53217
(414) 352-5400

Mount Mary College
2900 N. Menomonee River Parkway
Milwaukee, Wisconsin 53222
(414) 258-4810

Marquette University
1217 W. Wisconsin Avenue
Milwaukee, Wisconsin 53233
(414) 224-7250

University of Wisconsin-Milwaukee
P.O. Box 749
Milwaukee, Wisconsin 53201
(414) 229-3800

Medical College of Wisconsin
8701 Watertown Plank Road
Wauwatosa, Wisconsin 53226
(414) 257-8296

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages: 1988-1989; and SEWRPC.

Table 46

VOCATIONAL AND TECHNICAL COLLEGES
SERVING THE CITY OF WEST ALLIS

Milwaukee Area Technical College Milwaukee Campus 1015 N. 6th Street Milwaukee, Wisconsin 53203 (414) 278-6600	Milwaukee Area Technical College South Campus Center 6665 S. Howell Avenue Oak Creek, Wisconsin 53154 (414) 762-2500
Milwaukee Area Technical College North Campus Center 5555 W. Highland Road Mequon, Wisconsin 53092 (414) 242-6500	Milwaukee Area Technical College West Campus Center 1200 S. 71st Street West Allis, Wisconsin 53214 (414) 476-3040

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages
1988-1989; and SEWRPC.

HEALTH CARE FACILITIES AND SERVICES

West Allis Health Department

The West Allis Health Department was established in 1925 and currently consists of 34 full-time positions. It offers a full range of immunization, health screening, health education and environmental health programs. The Department is divided into a Public Health Nursing Division, an Interdisciplinary Division which administers laboratory services and a number of special health education programs, an Environmental health Division which administers inspections of eating establishments and milk products, as well as the Weights and Measures program, and an Administrative Division which maintains vital statistics on the City.

Programs offered by the Department include blood pressure screening and health risk appraisals, prenatal classes, child health assessment, dental hygiene, scoliosis (curvature of the spine) screening, vision and hearing screening, neo-natal screening, "Health Check" (a cardiovascular risk-reduction program) and emotional health screening. The Health Department also operates the City's Senior Center.

For additional information on City Health Department services, please contact:

West Allis Health Department
7120 West National Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8400

West Allis Memorial Hospital

West Allis Memorial Hospital is a City-owned facility which is leased to a nonprofit corporation for management and operation. The hospital is a 350-bed facility with a medical staff of approximately 400. All physicians are board-certified. Hospital services include a 24-hour emergency room, an intensive and coronary care unit, an outpatient surgery program, a comprehensive cancer treatment program, and a nationally-recognized industrial toxicology

laboratory. The hospital is also a major obstetrical center for the metropolitan Milwaukee area.

For additional information on West Allis Memorial Hospital's services, please contact:

West Allis Memorial Hospital
8901 West Lincoln Avenue
West Allis, Wisconsin 53227
Telephone: (414) 546-6271

Milwaukee County Health Facilities and Services

Milwaukee County communities, including the City of West Allis, are served by a complete range of health facilities and health professionals, including 25 area hospitals and 12 immediate care centers. Of special interest is the Milwaukee Regional Medical Center, a voluntary consortium of private, non-profit and governmental institutions dedicated to the delivery of health care, the education of health personnel, and the conduct of health-related research. Its membership includes seven major Milwaukee facilities; Blood Center of Southeastern Wisconsin, Curative Rehabilitation Center, Froedtert Memorial Lutheran Hospital, Medical College of Wisconsin, Milwaukee Children's Hospital, Milwaukee County Medical Complex, and Milwaukee County Mental Health Complex, with the University of Wisconsin-Milwaukee as an affiliate member. Table 47 provides a listing of the major hospitals located within Milwaukee County.

Further information regarding area hospitals and their facilities can be obtained from:

Hospital Council of Greater Milwaukee Area
2300 N. Mayfair Road
Milwaukee, Wisconsin 53226
Telephone: (414) 258-9610

Table 47

LISTING OF MAJOR HOSPITALS LOCATED WITHIN MILWAUKEE COUNTY

Facility	Address	Number of Beds
Children's Hospital of Wisconsin	1700 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 (414) 931-1010	157
Columbia Hospital	2025 E. Newport Avenue Milwaukee, Wisconsin 53211 (414) 961-4400	324
DePaul Rehabilitation Hospital	4143 W. 13th Street Milwaukee, Wisconsin 53221 (414) 281-4400	104
Family Practice Center of Good Samaritan Medical Center	1834 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 (414) 933-3600	156
First Hospital-Milwaukee	3330 W. Wells Street Milwaukee, Wisconsin 53208 (414) 342-1200	64
Froedtert Memorial Lutheran Hospital	9200 W. Wisconsin Avenue Milwaukee, Wisconsin 53226 (414) 259-3000	236
Good Samaritan Medical Center (Lutheran Hospital)	2000 W. Kilbourn Avenue Milwaukee, Wisconsin 53233 (414) 344-8800	385
Ivanhoe Treatment, Inc.	2203 E. Ivanhoe Place Milwaukee, Wisconsin 53202 (414) 271-4030	10
Lakeview Hospital	10010 W. Bluemound Road Milwaukee, Wisconsin 53226 (414) 259-7200	118
Milwaukee County Medical Complex	8700 W. Wisconsin Avenue Milwaukee, Wisconsin 53226 (414) 257-7900	120

-continued-

Table 47 (continued)

Facility	Address	Number of Beds
Milwaukee Psychiatric Hospital	1220 Dewey Avenue Wauwatosa, Wisconsin 53213 (414) 258-2600	120
Mount Sinai Medical Center	950 N. 12th Street Milwaukee, Wisconsin 53233 (414) 289-8200	355
Northwest General Hospital	5310 W. Capitol Drive Milwaukee, Wisconsin 53216 (414) 447-8543	130
Sacred Heart Rehabilitation Hospital	1545 S. Layton Boulevard Milwaukee, Wisconsin 53216 (414) 383-4490	96
St. Anthony Family Medical Center	2711 W. Wells Street (West Facility) Milwaukee, Wisconsin 53208 (414) 937-2100 1004 N. 10th Street (East Facility) Milwaukee, Wisconsin 53233 (414) 271-1965	100 ^a
St. Francis Hospital	3237 S. 16th Street Milwaukee, Wisconsin 53215 (414) 647-5000	260
St. Joseph's Hospital	5000 W. Chambers Street Milwaukee, Wisconsin 53210 (414) 447-2000	526
St. Luke's Hospital	2900 W. Oklahoma Avenue Milwaukee, Wisconsin 53215 (414) 649-6000	467
St. Mary's Hill Hospital	2323 N. Lake Drive Milwaukee, Wisconsin 53211 (414) 271-5555	100
St. Michael's Hospital	2400 W. Villard Avenue Milwaukee, Wisconsin 53209 (414) 527-8000	347

-continued-

Table 47 (continued)

Facility	Address	Number of Beds
Trinity Memorial Hospital	5900 S. Lake Drive Cudahy, Wisconsin 53110 (414) 769-4105	185
West Allis Memorial Hospital	8901 W. Lincoln Avenue West Allis, Wisconsin 53227 (414) 546-6000	270
Clement J. Zablocki V.A. Medical Center	5100 W. National Avenue Wood, Wisconsin 53193 (414) 384-2000	649

^aThe number of beds in the East and West facilities total 100.

Source: American Hospital Association, "Guide to the Health Care Field," 1982; Planning Council for Health and Human Services, 1987--Hospital Bed Utilization Report; Wisconsin Bell, an Ameritech Company; Milwaukee Consumer Yellow Pages, 1988-1989; and SEWRPC.

Planning Council for Health and Human Services
1442 N. Farwell Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 224-0404

For information regarding various types of nursing homes and their facilities contact:

Wisconsin Association of Nursing Homes
123 W. Washington Avenue
Madison, Wisconsin 53703
Telephone: (414) 257-0125

Flight for Life

Flight for Life is a 24-hour airborne emergency response and interhospital transfer system providing onsite diagnosis and enroute care to any critically injured citizen living, working, or traveling within 150 miles of the Milwaukee Regional Medical Complex (MRMC). Hospitals, emergency medical services, physicians, law enforcement agencies, fire departments and industrial safety personnel can bring Flight for Life into action whenever there is a critical emergency or need for a special patient transfer. Flight for Life operates at no cost to the referring professional or facility and is provided free of charge to any fire fighter or police officer injured in the line of duty.

The helicopter is equipped to carry up to two patients, pilot, and two medical crew members. Advanced aerodynamic design dampens noise and reduces vibration to minimal levels. On board, the aircraft is equipped with two stretchers, cardiac monitoring and defibrillating equipment, respirator, IVs, splinting and immobilization equipment, burn packs and emergency medications, endotracheal intubation supplies, oxygen, neonatal isolette, dopplers for blood pressure monitoring and fetal heart tone assessment, external pacemaker, pediatric and adult anti-shock trousers, and other advanced life-support instruments. A searchlight and loudspeakers are included and a rescue net is available.

Operating both day and night, 365 days a year, Flight for Life is the airborne extension of the Trauma Center of the Milwaukee County Medical Complex. Flight for Life is sponsored by members of the Milwaukee County Medical Complex, Froedtert Memorial Lutheran Hospital, and the Medical College of Wisconsin. For more information contact: Flight for Life, Telephone (414) 778-4577.

Table 48

LISTING OF NEWSPAPERS SERVING
THE CITY OF WEST ALLIS

Newspaper	Frequency	Circulation Day
West Allis Star 640 E. Ryan Road Oak Creek, Wisconsin 53154 Telephone: (414) 768-5800	Weekly	Thursday
West Allis Enterprise 1112 S. 60th Street West Allis, Wisconsin 53214 Telephone: (414) 778-1666	Weekly	Sunday, Monday, Tuesday
Milwaukee Journal-Sentinel .. 333 W. State Street Milwaukee, Wisconsin 53201 Telephone: (414) 224-2000	Daily	_____
U.S.A. Today 20900 Swenson Drive Waukesha, Wisconsin 53186 Telephone: (414) 786-4998	Daily	_____

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer
Yellow Pages, 1988-1989; and SEWRPC.

Table 49

MAJOR BROADCASTING STATIONS
SERVING THE CITY OF WEST ALLIS

WCGV-TV
Channel 24 (Independent)
5445 N. 27th Street
Milwaukee, Wisconsin 53209
Telephone: (414) 527-2424

WVCY-TV
Channel 30 (Independent)
3434 W. Kilbourn Avenue
Milwaukee, Wisconsin 53208
Telephone: (414) 935-3000

WISN-TV
Channel 12 (ABC)
759 N. 19th Street
Milwaukee, Wisconsin 53233
Telephone: (414) 342-8812

WVTV-TV
Channel 18 (Independent)
P. O. Box 1818
Milwaukee, Wisconsin 53201-1818
Telephone: (414) 874-1818

WITI-TV
Channel 6 (CBS)
9001 N. Green Bay Road
Milwaukee, Wisconsin 53209
Telephone: (414) 355-6666

WOBBY-TV
Channel 8 (Independent)
509 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
Telephone: (414) 226-4154

WMVS-TV
Channel 10 (PBS)
1015 N. 6th Street
Milwaukee, Wisconsin 53203
Telephone: (414) 271-1036

W65BT
Channel 65 (Independent)

WMTV-TV
Channel 36 (Educational)
1015 N. 6th Street
Milwaukee, Wisconsin 53203
Telephone: (414) 271-1036

WDJT-TV
Channel 58 (Independent)
Milwaukee, Wisconsin

WTMJ-TV
Channel 4 (NBC)
720 E. Capitol Drive
Milwaukee, Wisconsin 53212
Telephone: (414) 331-9611

Channel 55 (Independent)
777 E. Wisconsin Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 272-8668

Cable Television: Jones Intercable of West Allis, Inc.
1136 S. 108
West Allis, Wisconsin
Telephone: (414) 771-8400

Source: Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages, 1988-1989; and SEWRPC.

Table 50

LISTING OF RADIO STATIONS SERVING SOUTHEASTERN WISCONSIN

WAUK (AM) Light Music W224 S1460 Whitnall Avenue Waukesha, Wisconsin 53186 (414) 544-6800 (1510)	WGLB (AM/FM) Country Highway 33 Port Washington, Wisconsin 53074 (414) 377-4400 (1560/100.1)
WLUM (FM) Jazz, Rock, R&B 12800 W. Bluemound Road Elm Grove, Wisconsin 53122 (414)785-1021 (102.1)	WGTD (FM) Gateway Technical WLUM College (Educational) 3520 30th Avenue Kenosha, Wisconsin 53142
WMKE (AM) Contemporary Rock 5407 W. McKinley Milwaukee, Wisconsin 53209 (414) 799-1340 (3140)	WHAD (FM) 3319 W. Beltline Highway Madison, Wisconsin 53713 (608) 273-5500 (90.7)
WCCX (FM) Carroll College 221 N. East Avenue Waukesha, Wisconsin 53186 (414) 524-7355 (104.5)	WHBT (AM/FM) Rock 2200 N. Green Bay Road Racine, Wisconsin 53405 (414) 933-1460 (1460) (414) 342-8362 (100.7)
WBKV (AM/FM) Light Music 303 E. Decorah Road West Bend, Wisconsin 53095 1-800-472-8550 (1470/92.5)	WHKQ (FM) Adult Contemporary 4201 Victory Avenue Racine, Wisconsin 53405 (414) 634-3311 (92.1)
WZTR (FM) Easy Listening 520 E. Capitol Drive Milwaukee, Wisconsin 53212 (414) 964-8300 (95.7)	WISN (AM) Music, Personality WLTQ (FM) Light Rock P.O. Box 402 759 N. 19th Street Milwaukee, Wisconsin 53201 (414) 342-1111 (1130/97.3)
WEMP (AM) Adult Contemporary WMYX (FM) Music mix-contemporary 11800 W. Grange Avenue Hales Corners, Wisconsin 53130 (414) 529-1250 (1250/99.1)	WKLH (FM) Classic Rock 735 W. Wisconsin Avenue Milwaukee, Wisconsin 53203 (414) 271-5511(95.6)

-continued-

Table 50 (continued)

WEZW (FM) Light Music 735 W. Wisconsin Avenue Milwaukee, Wisconsin 53233 (414) 272-1040 (103.7)	WKSH (AM) Inspirational W223 N3251 Shady Lane Pewaukee, Wisconsin 53072 (414) 691-1036 (1370)
WFMR (FM) Classical W172 N7348 Shady Lane Road Menomonee Falls, Wisconsin 53051 (414) 255-3100 (98.3)	WSUW (FM) UW-Whitewater 137 N. Graham Avenue Whitewater, Wisconsin 53190 (414) 472-1312 (91.7)
WLIP (AM) Rock WJZQ (FM) Rock 8500 Green Bay Road Kenosha, Wisconsin 53142 (414) 694-7800 (1050/95.1)	WTTN (AM) 1940's/1950's Music 100 E. Main Street Watertown, Wisconsin 53094 (414) 261-1580 (1580)
WLZR (AM/FM) Light Rock 5407 W. McKinley Avenue Milwaukee, Wisconsin 53203 (414) 453-4130 (1340/103)	WTKM (AM/FM) Polkas, Country 27 N. Main Street Hartford, Wisconsin 53027 (414) 799-1105 (1540/104.9)
WMIR (FM) Adult Contemporary Highway 50 East Lake Geneva, Wisconsin 53147 (414) 248-1550 (1550)	WTMJ (AM) Music, Personality WKTI (FM) Top 40 Rock 720 E. Capitol Drive Milwaukee, Wisconsin 53212 (414) 332-9611 (620/94.5)
WMLW (FM) Contemporary 100 E. Main Street Watertown, Wisconsin 53094 (414) 261-1580 (94.1)	WUWM (FM) UW-Milwaukee 3223 N. Downer Avenue Milwaukee, Wisconsin 53211 (414) 229-4664 (89.7)
WMSE (FM) Educational 324 E. Juneau Avenue Milwaukee, Wisconsin 53202 (414) 277-7247 (91.7)	WVCY (FM) UW-Milwaukee 3223 N. Downer Avenue Milwaukee, Wisconsin 53211 (414) 935-3000 (107.7)
WNOV (AM) Soul 3815 N. Teutonia Avenue Milwaukee, Wisconsin 53206 (414) 449-9668 (860)	WYMS (FM) Educational 5225 W. Vliet Street Milwaukee, Wisconsin 53208 (414) 475-8389 (88.9)
WOKY (AM) Big Band WMIL (FM) Country 12100 W. Howard Avenue Milwaukee, Wisconsin 53228 (414) 545-5920 (920) (414) 545-8900 (106.1)	WMVP (AM) 1950's/1960's Music WZTR (FM) Adult Contemporary 520 W. Capitol Drive Milwaukee, Wisconsin 53212 (414) 964-8300 (1290/95.7)

-continued-

Table 50 (continued)

WQFM (FM) Adult Album Rock 606 W. Wisconsin Avenue Milwaukee, Wisconsin 53203 (414) 276-2040 (93.3)	WRJN (AM) Adult Contemporary 4201 Victory Avenue Racine, Wisconsin 53405 (414) 634-3311 (1400)
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NOTE: Radio call numbers are identified as (AM/FM), when station operates on both AM and FM bands.

Source: Wisconsin Blue Book, 1985-1986; Wisconsin Bell, an Ameritech Company, Milwaukee Consumer Yellow Pages, 1988-1989; and SEWRPC.

Table 51

WEST ALLIS SHOPPING AREAS
October 1988

Area	
Downtown Area: W. Greenfield Avenue from South 70th Street to South 76th Street	Assorted businesses: Financial institutions, jewelers clothing and shoe stores, pharmacy, specialty shops, restaurants, doctors, attorneys, insurance agencies, post office, print shops, gift stores, florists, bridal consultant, office supply, beauty salons, curtain shop, art galleries, lighting fixtures, clock shop, carpeting store and other retail shops.
Towne Centre: W. Greenfield Avenue South 67th Street to South	Assorted businesses: Department store, pharmacy, food store, building supply store, specialty shops, apparel stores, shoe store, gift and card store and other retail shops.
	70th Street
Six Points: W. Greenfield Avenue, W. National Avenue, South 60th Street to South 65th Street	Assorted businesses: Bank, apparel shops, car dealer, pharmacy, printers, insurance agencies, remodeling store, florist, photography studio, movie theatre, costume shop, dog trainer, electrical equipment supplier, cocktail lounges, restaurant, and other retail businesses.
W. Burnham Street W. Beloit Road Greenfield Avenue W. Lincoln Avenue W. National Avenue Highway 100: Main Thoroughfares	Assorted businesses: Pharmacies, department stores, W. sporting goods stores, barber and beauty shops, W. accountants, video rentals, gas stations, food stores, lithographic services medical supplies hardware, tool, lumber and paint stores, financial institutions, card and gift stores, jewelers, dry cleaners, restaurants, pet stores and clinics, hobby shop, travel agents, insurance agencies, real estate agencies hospital and home health suppliers, computer stores, doctors, dentists, attorneys, florists, funeral parlors, apparel stores, shoe stores, tailors, carpeting and drapery stores, fabric stores, furniture store, food specialty shops, driving schools, specialty shops, printers, contractors, cocktail lounges, movie theaters, roller skating and bowling alleys, auto repair and supply shops, machine shops, trucking companies, car dealers, and other retail businesses.

Table continued

Table 51 continued

-89-

Area	
Westwood Shopping Center: W. Beloit Road & S. 76th Street	Assorted businesses: Food store, bridal shop, carpet store, hair stylists, dry cleaners, photography studio, bakery, apparel store, gas station.
River Bend Shopping Center: Oklahoma Avenue at South 76th Street	Assorted businesses: Pharmacy, liquor mart, shoe store, florist, barber shop, video rental, pipe and tobacco shop, sporting goods, beauty shop, lending institutions, furniture store, electronic store, specialty shops.
W. Cleveland Avenue at South 84th Street	Physician's medical building, restaurant, beverage center, uniform company, grocery store, auto service.
State Fair Court: 1400 S. 84th Street	Window glass store, bowling supplies and awards, wholesale/retail travel office, photography studio, gift store, pet store, needlework and framing, real estate school, video store.
State Fair Court II: 1500 S. 84th Street	Pharmacy, bakery thrift store, coin and baseball card store, nail salon, toning salon, retail stained glass store, retail and candy kitchen, resale clothing, family hair care, import gift shop.

Source: City of West Allis and SEWRPC.

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Section VI

FINANCIAL RESOURCES AND BUSINESS SERVICES

INTRODUCTION

Information pertaining to the availability of public and private financial resources for public facility improvements and direct business loans are important to existing industries, as well as to industries that may be expected to locate in the City of West Allis in the future. This section presents information on sources of financial assistance for public facility improvements that are expected to result in new business development as well as sources of public and private financial assistance that can be utilized by an existing or new business in the City of West Allis for expansion projects.

PUBLIC AND PRIVATE FINANCIAL RESOURCE BASE

Resources Available for Public Facility Improvements

Information pertaining to the availability of financial resources for public facilities improvements in the City of West Allis is important to existing business, as well as businesses that may be expected to locate in the City in the future. Business establishments will consider the availability of public financial resources as they consider expansion and relocation decisions.

General Revenues, Bonding and Borrowing: Municipalities in Wisconsin have typically utilized general revenues, general obligation bonding, special assessments, and borrowing to finance improvements to municipal utilities and facilities. General revenues tend to be utilized by municipalities on a limited basis for major public facility improvements since the cost of such improvements tend to cause relatively large short-term property tax fluctuations. General obligation bonds are frequently used by municipalities in Wisconsin to finance community utilities and facility improvements. The amount of outstanding bonded indebtedness a municipality may incur is limited by Wisconsin Statutes to not more than 5 percent of the total equalized valuation of all property within the municipality.

When conventional methods of financing cannot be utilized to finance improvements to community utilities and facilities, certain federal and state programs may be available to finance such projects. The following paragraphs

summarize the various federal and state programs available for use in the City of West Allis. For additional information, contact:

Assistant Director of Development for Economic Development
City of West Allis
7525 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8203

U. S. Department of Housing and Urban Development, Community Development Block Grants (CDBG): A primary source of financing for community utilities and facilities is the Community Development Block Grant (CDBG) program. On an annual basis, the City of West Allis received an entitlement funding appropriation from the U. S. Department of Housing and Urban Development, the amount of which is determined by population, poverty levels, overcrowded housing, and the age of the housing stock. The objective of this program is to develop viable urban communities with decent housing and suitable living environments and to expand economic opportunities, principally in low- and moderate-income areas. Funds may be used for a wide range of activities directed toward neighborhood revitalization and economic development, including neighborhood conservation, urban planning, continuing urban renewal projects, and social services. Contact:

Director of Development
City Hall
7525 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8218

Tax Incremental Financing (TIF): Tax incremental financing (TIF) is a local financing program authorized by Section 66.46 of the Wisconsin Statutes that allows a city or village to designate a portion of its area as a tax incremental financing district. At least 50 percent of the property within the district must be blighted, in need of redevelopment, or suitable for industrial sites, and the district must be a continuous geographic area.

Creation of a TIF district allows the municipality to finance urban redevelopment and industrial development projects within the boundaries of a TIF district through the taxes collected on the increase in value of taxable property resulting from the proposed project. The taxes collected from the base value of the properties within the district at the time of its creation are distributed among all taxing jurisdictions, just as the taxes from property outside the district are distributed. However, the incremental tax revenues received from the increased values of properties within the district, as a result of completed development on them, are allocated to a special fund to be used by the city or village for the payment of costs associated with the completion of projects, as listed in the community district project plan. The initial creation or amendment to a TIF district plan must be approved by a joint review board. This board is made up of representatives from the city or village, the county, the affected school district, and the vocational, technical and adult education (VTAE) districts, in addition to one citizen representative. The TIF district terminate when all costs of all projects are paid, or 15 years following the last expenditure identified in the community's project plan. In recent years, TIF has been utilized extensively by municipalities in southeastern Wisconsin to finance sanitary sewerage system and water supply systems improvements. Contact:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Business Improvement Districts: Chapter 66.608 of the Wisconsin Statutes provides authorization to cities, villages, and towns to create one or more business improvement districts (BID's) to allow businesses within those districts to develop, manage, and promote the districts, and to establish an assessment method to fund these activities. A total of 60 percent of the property owners in the area must approve of the creation of the BID. Under the Statutes, an operation plan must be adopted which sets forth a plan for the redevelopment, maintenance, operation, and promotion of the business

improvement district. Specific projects can include management, marketing, advertising, and/or physical improvements. Contact:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Transportation Economic Assistance Program: The Transportation Economic Assistance and Development program is administered by the Wisconsin Department of Transportation (DOT). The DOT provides up to 50 percent of the cost of transportation improvements that will result in new jobs. Applicants can include businesses, a consortium group, or a governing body. Applications can be submitted to the DOT at any time during the year. Additional information is available from:

Wisconsin Department of Transportation
P. O. Box 7910
Madison, Wisconsin 53707
Telephone: (608) 266-1113

West Allis Business Development Center--A Small Business Incubator

In June 1987, the West Allis Economic Development Partnership, Inc., and the City of West Allis entered into an agreement to develop a business incubator--the Business Development Center--at 5317 W. Burnham Street. The Business Development Center, which has a total of 40,000 square feet of space, provides low rent, shared services and office equipment, and business counseling for start-up firms. In April 1987, the City of West Allis donated \$100,000 to the Economic Development Partnership for the operation and management of the Business Development Center, which employs a full-time manager to operate the Center.

Resources Available for Business Development Financial Assistance

A variety of business development assistance is available in West Allis. The assistance can be categorized into financing, technical assistance, and employment training assistance. The following provides a brief review of these assistance programs, as well as contact information for more specific program information. A more detailed publication on government financial assistance entitled, Wisconsin Financing Alternatives is available free of charge from:

Wisconsin Department of Development
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: 1-800-HELP BUS

U. S. Small Business Administration, Section 504--Certified Development Company Program: Certified development companies organized under provisions set forth by the U. S. Small Business Administration (SBA) provide long-term, fixed-asset financing for the acquisition of land; building construction, expansion, and renovation; and the purchase of equipment. Loans are usually available for up to 25 years at below market rates. The Milwaukee Economic Development Corporation (MEDC) and the Wisconsin Business Development Finance Corporation are both SBA Certified Development Companies serving Milwaukee County. Additional information is available from:

Milwaukee Economic Development Corporation
809 N. Broadway
Milwaukee, Wisconsin 53202
Telephone: (414) 223-5840

Wisconsin Business Development Finance Corporation
633 W. Wisconsin Avenue (Milwaukee Office)
Milwaukee, Wisconsin 53203
Telephone: (414) 278-7515

U. S. Department of Housing and Urban Development, Community Development Block Grant (CDGB) Program: The previously identified U. S. Department of Housing and Urban Development Community Development Block Grant (CDBG) program can also be utilized by local units of government for loans to business establishments for expansion projects. A local unit of government is permitted to lend money to a business for construction, renovation, or expansion of a building; purchase of lands; purchase of machinery and equipment; and working capital purposes. Historically, the City of West Allis has appropriated a portion of the City's entitlement CDBG funding for business loans. For information regarding the current availability of funds, as well as interest rates and other loan terms, contact:

Assistant Director of Development
for Economic Development
Department of Development
City Hall -- 7525 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8203

Small Business Investment Company (SBIC): The Small Business Investment Company (SBIC) is a privately owned and operated company which has been licensed by the U. S. Small Business Administration to provide equity capital and long-term loans to small businesses. Several licensed SBIC's are located in Wisconsin and are listed below.

Twin Port Capital Company
1228 Poplar Avenue
Superior, Wisconsin 54880
Telephone: (715) 392-8131

Future Value Ventures, Inc.
622 N. Water Street
Milwaukee, Wisconsin 53202
Telephone: (414) 278-0377

Marine Venture Capital, Inc.
c/o Marine Bank (N.A.)
111 E. Wisconsin Avenue
P. O. Box 2033
Milwaukee, Wisconsin 53201
Telephone: (414) 765-3000

Moramercia Capital Corporation
600 E. Mason Street
Milwaukee, Wisconsin 53202
Telephone: (414) 276-3829

Community Capital, Inc.
14 W. Mifflin Street
Suite 314
14 W. Mifflin Street
Madison, Wisconsin 53703
Telephone: (608) 256-3441

Capital Investments, Inc.
515 W. Wells Street Wisconsin
Milwaukee, Wisconsin 53203
Telephone: (414) 273-6560

Madison Capital Corporation
c/o Madison Development Corporation
102 State Street
Madison, Wisconsin 53703
Telephone: (608) 256-8185

Bando-McGlocklin
Investment Company, Inc.
13555 Bishops Court, Suite 205
Brookfield, Wisconsin 53005
Telephone: (414) 784-9010

Super Market Investors, Inc.
11300 W. Burleigh Street
P. O. Box 473
Wauwatosa, Wisconsin 53222
Telephone: (414) 453-6211

M&I Ventures Corporation
770 N. Water Street
Milwaukee, Wisconsin 53202
Telephone: (414) 765-7910

Wisconsin Housing and Economic Development Authority (WHEDA) Linked Deposit Loan Program: WHEDA's Linked Deposit Loan (LiDL) program is an economic development program designed to enable small businesses that are more than 50 percent owned or controlled by women or minorities to access low-cost capital to purchase land, buildings, or equipment. WHEDA places deposits in private financial institutions at concessionary rates, enabling participating lenders to make short-term, below-market-rate loans to eligible minority-and women-owned or controlled businesses to start up or expand their businesses and to increase local job opportunities. The LiDL program is funded with WHEDA surplus reserves. For additional information contact:

WHEDA

One South Pinckney Street, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Housing and Economic Development Authority, Business Energy Fund:

The Wisconsin Housing and Economic Development Authority (WHEDA) Energy Fund provides financing to small businesses and industries for energy conservation improvements. Funded with oil overcharge monies, the program uses both rebates and subsidies to make conservation loans more affordable.

For additional information, contact:

WHEDA

One South Pinckney, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Housing and Economic Development Authority Business Development Bond

Program: The Wisconsin Housing and Economic Development Authority (WHEDA), Business Development Bond Program issues tax-exempt bonds, the proceeds of which are loaned to eligible businesses for expansion projects. Eligible businesses include those with less than \$35.0 million in annual sales. The maximum bond proceeds of \$1.0 million must be used to purchase, develop, or improve buildings and land and/or to purchase new machinery and equipment. For additional information contact:

WHEDA

One South Pinckney, Suite 500

P. O. Box 1728

Madison, Wisconsin 53701

Telephone: (608) 266-1688

Wisconsin Department of Development, Export Loan Program: Business establishments can obtain loans of up to \$30,000 for the Wisconsin Department of Development to assist in entering foreign markets. The company must have annual sales of less than \$25.0 million, and match the loan with private funds on a dollar-for-dollar basis. The loan funds can be used for: obtaining technical information relative to exporting, foreign market research, preparing a detailed export development plan, producing foreign sales literature, establishing foreign sales agents, and hiring export consultants. For additional information contact:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Wisconsin Department of Development, Technology Development Fund: Funding, in the form of grants or loans, is provided by the Wisconsin Department of Development (DOD) Technology Development Fund, to a consortium composed of a company headquartered in Wisconsin and an institution that is part of the University of Wisconsin system or another Wisconsin institution of higher learning. Grants are made in support of research and development for new products. Priority is given to proposals that have the potential for follow-up federal or private sector support or for encouraging future federal or private sector support of related research. For additional information, contact:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Wisconsin Department of Development, Major Economic Development Grants or Loans: Funding, in the form of grants or loans, is provided by the Wisconsin Department of Development (DOD) for up to 75 percent of the project cost, to any business, consortium, or governing body. A project is defined as a business development that increases the productivity of a business or its employees in Wisconsin, leads to a significant capital investment in a Wisconsin business, leads to the retention of existing jobs, or creates new jobs. Program information is available from:

Wisconsin Department of Development
123 E. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

U. S. Small Business Administration: The U. S. Small Business Administration (SBA) 7(a) loan program provides up to a 90 percent guarantee of fixed asset and working capital loans provided by private financial institutions. The loan interest rates are usually 2.25 to 12.75 points above the current prime interest rate. For more information, contact:

Milwaukee SBA
310 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
Telephone: (414) 291-3941

Business Development Technical Assistance

Small Business Development Centers (SBDC's): The University of Wisconsin, through its Extension Service, has created a number of centers of business management and development assistance at campuses across the State. The centers provide information on sources of business financing, as well as on how to solve business management problems and problems related to new business start-ups. The Small Business Development Center at the University of Wisconsin-Extension in Milwaukee provides services to business establishments in Milwaukee County. For additional information, contact:

University of Wisconsin Extension
929 N. 6th Street
Milwaukee, Wisconsin 53203
Telephone: (414) 224-4758

Aspin Procurement Institute: The Aspin Procurement Institute, initiated by Congressman Less Aspin, provides workshops, educational seminars, and general problem-solving assistance to southeastern Wisconsin businesses seeking government contracts. For additional information, contact:

Aspin Procurement Institute
840 Lake Avenue
Racine, Wisconsin 53403
Telephone: (414) 632-6321

Midwest Trade Adjustment Assistance Center: The U. S. Department of Commerce, Midwest Trade Adjustment Assistance Center (TAAC), provides professional assistance to qualified companies in order to help them compete more effectively in world markets. For additional information, contact:

TAAC
150 N. Wacker Drive
Chicago, Illinois 60606
Telephone: (312) 368-4600

Employment Training Assistance Job Training Partnership Act (JTPA): The U. S. Department of Labor provides funding through the Job Training Partnership Act (JTPA) to local private industry councils (PIC's) that provide employment training services to eligible persons. Funding is available for work experience programs whereby a portion of the wages paid to employees by a business is reimbursed by the council. The PIC involved in JTPA activities in Milwaukee County is:

Milwaukee Private Industry Council
235 W. Galena Street
Milwaukee, Wisconsin 53212
Telephone: (414) 289-5872

Wisconsin Department of Development, Customized Labor Training Program:

Funding, in the form of grants or loans, may be provided by the Wisconsin Department of Development (DOD) for up to 50 percent of the cost of employee training. Funds cannot be provided for 1) costs incurred by a vocational, technical, and adult education district, or by a public secondary, or post-secondary institution; 2) costs incurred prior to the beginning of a labor training program; 3) the cost of developing a training program curriculum; 4) the cost of recruiting, screening, and counseling program trainees; 5) the cost of a financial audit; 6) the cost of renting instructional equipment and training facilities owned or leased by the district or institution, unless the equipment or facilities are rented only for the training program. Additional information is available from:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Wisconsin Department of Industry, Labor and Human Relations, Wisconsin Job Service: The Wisconsin Job Service provides employer assistance in locating qualified workers for area employers. In addition, the Job Service provides detailed employment and wage data to employers upon request. The Job Service serving the City of West Allis is:

Wisconsin Job Service
6817 W. Morgan Avenue
Milwaukee, Wisconsin 53220
Telephone: (414) 546-6800

Pipeline for Excellent Products: The Wisconsin Gas Company, Pipeline for Excellent Products program provides businesses with an opportunity to identify either a local supplier of product inputs necessary for production, as well as assisting companies that are seeking new purchasers for their finished products. The program can be accessed by modem by dialing (414) 291-6989. For additional information on the program contact:

Wisconsin Gas Company
626 E. Wisconsin Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 291-6980

Permit Information Center: The Wisconsin Department of Development, Permit Information Center, has been designed to effectively state resources to: 1) resolve delays, confusion, miscommunications, and other problems that might arise with permits and regulations; 2) to facilitate the identification of permits that are needed and establish deadlines for the permitting process that businesses can count on; 3) to expedite the issuance of permits, including monitoring progress made at each step; 4) to provide information on permits and improvements in the permit process; and 5) to marshal and coordinate state resources for economic development. For more information, contact:

Wisconsin Department of Development
Permit Information Center
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Small Business Innovative Resource Program: The Wisconsin Department of Development and U. S. Small Business Administration, Small Business Innovative Research program is a federal program with an annual budget of \$400 million in grants earmarked exclusively for research and development projects conducted by small businesses. The program includes Phase I awards for a six-month proof-of-concept project, and Phase II awards for a two-year period of project development. For more information, contact:

Wisconsin Department of Development
Wisconsin SBIR Coordinator
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Technology Development Fund: The Wisconsin Department of Development, Technology Development Fund (TDF) was established to provide funding for technical research that results in the development of a new, or the improvement of an existing, industrial product or process. Funding consists of a grant to a consortium of businesses and higher educational institutions that are undertaking research and product development that is expected to result in additional economic benefit to the State. For additional information contact:

Wisconsin Department of Development
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

HELP-BUS: In order to assist private businesses in solving problems related to doing businesses with the State of Wisconsin, the State has established a telephone "hot line" number where assistance is readily available. Businesses experiencing problems of any kind should contact the service at:

1-800-HELP-BUS

Private Financial Resource Base

The private financial resource base of Milwaukee County consists of banks, savings and loan institutions, and venture capital groups. Table 52 lists the private financial institutions in the City of West Allis, including the locations of full service banks, savings and loan institutions, and credit unions. It should be noted that businesses seeking to locate or expand in West Allis should consider financial institutions throughout the County, should local establishments not have the ability to meet their financial needs. In addition to banks and savings and loan institutions, a number of

Table 52

PRIVATE FINANCIAL INSTITUTIONS
IN THE CITY OF WEST ALLIS: 1987

Financial Institution	Address	Telephone Number
Bank		
Central Bank.....	10701 W. National Avenue West Allis, Wisconsin 53227	(414) 321-2000
First Interstate Bank.....	6130 W. National Avenue West Allis, Wisconsin 53214	(414) 453-2500
Marshall & Ilsley Bank.....	7000 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 476-0900
Tri City National Bank.....	10909 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 476-4500
Savings and Loan Associations		
Equitable Savings & Loan Association.....	7532 W. Oklahoma Avenue West Allis, Wisconsin 53219	(414) 327-6262
First Financial.....	7101 W. Greenfield Avenue 2825 S. 108th Street West Allis, Wisconsin 53214	(414) 453-6900 (414) 546-2510
First Savings of Wisconsin..	7101 W. National Avenue West Allis, Wisconsin 53214	(414) 453-6900
Great Midwest Savings and Loan Association.....	10269 W. National Avenue West Allis, Wisconsin 53214	(414) 546-0404
Mutual Savings & Loan Association of Wisconsin...	10296 W. National Avenue West Allis, Wisconsin 53227	(414) 545-8480
St. Francis Savings and Loan Association	9330 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 476-3883

(Table continued)

Table 52 continued

Financial Institution	Address	Telephone Number
Security Savings-Liberty Division.....	5812 W. Burnham West Allis, Wisconsin 53214	(414) 545-6800
West Allis Savings and Loan Association.....	7401 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 778-4600
Credit Unions		
Allco Credit Union.....	6512 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 778-1770
Appletree Credit Union.....	10840 W. Rogers West Allis, Wisconsin 53214	(414) 327-3030
Gasco Community Credit Union.....	11333 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 259-8160
State Central Credit Union..	10015 W. Greenfield Avenue West Allis, Wisconsin 53214	(414) 778-1000

Source: Wisconsin Telephone Book--Milwaukee Metroplan, 1986-1987; the City of West Allis; and SEWRPC.

venture capital groups have been formed to assist new businesses in projects that are of a high risk, but have the ability to provide long-term, above average growth potential. Existing venture capital groups serving Milwaukee businesses are also shown in Table 52. Each investment by a venture capital group is individually structured and could include subordinated debt with warrants and/or conversion rights, income participation debentures, preferred stock, and common stock options.

Section VII

ECONOMIC DEVELOPMENT ASSISTANCE ORGANIZATIONS

INTRODUCTION

This section provides the prospective business person with general information about local, state, and areawide agencies that are available to assist business in local expansion projects, new locations, and general problems that may be encountered while doing business in West Allis.

LOCAL ECONOMIC DEVELOPMENT ORGANIZATIONS

A number of local governmental agencies and private development organizations are available to assist businesses in expanding or locating in the City. The following list provides a brief description of these agencies and organizations, together with contact persons.

City of West Allis

The City of West Allis is the lead economic development organization in the City with public officials, local business persons, and City staff all actively involved in this effort. The Mayor and Common Council created the City of West Allis Economic Development Committee in February 1982 for the purpose of:

1. Encouraging job development and job retention.
2. Promoting business development, investment, and reinvestment;
3. Fostering the development and redevelopment of existing buildings, underutilized land, and vacant land;
4. Promoting a positive image of the City as a place to do business and live; and
5. Coordinating business area improvements throughout the City.

The Economic Development Committee is comprised of 11 voting members--eight representatives of the business community, the Mayor, and two alderman--and two nonvoting city staff members. The Committee has also been given the role of acting as the clearinghouse for all economic development activities in the City.

The City has two staff positions that have an economic development role--the Assistant Director of Development for Economic Development and the Director of Administration and Finance. These staff members serve as staff support to the Economic Development Committee, formulate and administer city development programs, assist in business retention and attraction, and coordinate federal and state grant-in-aid programs. The Assistance director of Development is also responsible for relating the City's activities to those of the West Allis Chamber of Commerce, and West Allis Economic Development Partnership, Inc., the Southeastern Wisconsin Regional Planning Commission, Milwaukee County, the Wisconsin Electric Power Company, the Wisconsin Department of Development, and Forward Wisconsin, Inc.

In addition, the City has supported local business development through the issuance of industrial revenue bonds, thereby providing lower cost financing for business expansion projects. For additional information contact:

Assistant Director of Development
for Economic Development
7515 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8203

West Allis Chamber of Commerce

The West Allis Chamber of Commerce (WACC) was formed in 1959 as a voluntary, nonprofit association whose principal source of operating income is the dues paid by member firms. It is wholly independent and serves as a central source of information and data on a wide variety of business problems and issues affecting its members. WACC has an experienced and knowledgeable staff equipped to assist its membership firms, small or large. WACC is the largest single vote representing the interests common to every small and large business, industry, profession and community organization in the West Allis area.

Chamber activities serve to:

1. Preserve and expand business and industry within West Allis.

2. Support and promote activities which increase economic traffic for the city.
3. Strengthen the working relationship between local institutions, businesses, residents and government.
4. Stimulate higher employment levels.
5. Promote West Allis to the metro area, state, region and nation.
6. Inform the local citizenry regarding private and public enterprise within the community.

In addition to the customary membership services, the WACC also provides the following:

WEST ALLIS EXPO: An annual community weekend trade show which serves as a showcase of area businesses, service organizations and government agencies.

ECONOMIC DEVELOPMENT: Acts as a liaison with the City.

WA-TIP: Assists the West Allis Police Department with the administration and funding of this crime-report hot line.

TORCH RUN: (Badger State Games) Supports and organizes this event for local student participation.

SBA RESOURCE CENTER: Offers liaison services and acts as a clearing house.

SPEAKERS INFORMATION CENTER: Provides a current list of speakers available on a variety of subjects.

CERTIFY IMPORT/EXPORT DOCUMENTS: Provides certification of documents needed by local companies to ship abroad.

BUSINESS WORLD: Provides a scholarship and coordinates efforts to provide additional scholarships.

SOLICITORS' I.D. PROGRAM: Reviews requests for local solicitation and recommends approval or disapproval to the business community.

BUSINESS AFTER FIVE: Highlights a member's firm for hosting the event and provides an opportunity for members to meet one another and conduct business in a social setting.

CITIZEN OF THE YEAR: Annually recognizes an outstanding citizen for commitment to the West Allis area, thereby increasing public awareness of the business atmosphere in West Allis.

For additional information contact:

West Allis Chamber of Commerce
7139 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 476-4800

West Allis Economic Development Partnership, Inc.

The West Allis Economic Development Partnership, Inc., was incorporated as a private, nonprofit development corporation in January 1985. The Partnership, as a private, nonprofit development corporation in January 1985. The Partnership, as stated in its mission statement, has been given "the responsibility of promoting and implementing economic growth, strengthening the City's position in the metropolitan area and improving the quality of life." The following six goals were adopted to guide the activities of the organization:

1. Seek recognition as a community-based public/private partnership for coordination of economic development activities;

2. Acquire professional leadership to ensure commercial and industrial growth;
3. Work cooperatively with all departments of city, county, and state governments;
4. Work with educational, religious, labor, and service organizations; business and industry; and professional associations;
5. Create a liaison between all financial, commercial, and retail organizations in cooperation with the West Allis Chamber of Commerce; and
6. Support existing business and industry and initiate new commercial and industrial development projects.

The Economic Development Partnership has a board of directors that consists of five members and meets on a monthly basis. The Partnership currently accepts donations from interested individuals and businesses, but has no dues or membership fees. At the present time, the Partnership is involved in operating and managing a business incubator discussed in Section VI of this report.

Areawide Economic Development Organizations

Local economic development organizations in the City of West Allis are supplemented by a number of areawide economic development agencies that provide additional economic development services. The name of these organizations, along with a brief description and contact information, is provided below.

Forward Wisconsin, Inc.: Forward Wisconsin, Inc., is Wisconsin's economic development marketing corporation. It is a unique public/private cooperative venture working to attract industry to Wisconsin. Forward Wisconsin assists businesses by providing detailed information on Wisconsin's business climate. Contact:

Forward Wisconsin, Inc.
633 W. Wisconsin Avenue
Milwaukee, Wisconsin 53203
Telephone: (414) 223-3999

Milwaukee County Department of Public Works and Development: The Department of Public Works and Development offers a wide selection of programs designed to assist business development, stimulate job creation, and revitalize Milwaukee County's neighborhoods. For information contact the divisions listed below.

Economic Development Division--Provides a number of business services to the community designed to stimulate, attract, promote, rehabilitate and revitalize commerce, industry and manufacturing. For more information call (414) 278-4905.

Ombudsman Program--Designed to help businesses deal with government rules and regulations and solve problems arising from business situations. Hot line number is (414) 278-4200.

Expansion/Retention Program--Provides the link to technology resources and assists in solving manufacturing related problems. For more information call (414) 278-4905.

MCBIN--A computerized resource and referral network with information on Business and Government Assistance Procurement, Financing, Incubators, Minority Assistance, Private Sector Business information, and Research/-Technical Assistance. Accessible by modem at (414) 278-4350.

Small Business Video Clinic--Thirteen videos comprising all aspects of business start-up. "Do You Need a Business Plan?", "How Do You Buy A Franchise?", "How Will You Find Capital?", and more! For information, call (414) 278-4905.

Housing and Community Development Divisions--Provides numerous housing programs designed for low- and moderate-income households. The division also manages a Community Development Block Grant Program which directs federal grant monies throughout 16 suburban municipalities. For more information call (414) 278-4899.

Job Training and Placement Division--Provides training for economically disadvantaged individuals and people with serious barriers to employment. Federal dollars are used to fund forty-two programs that provide education, training, and job placement services. For more information call (414) 289-5872.

Disadvantaged Business Development Division--Provides services to Disadvantaged Minority, and Women Owned Businesses that are certified by the Joint Certification Program. It establishes participation goals, monitors contract compliance, administers a loan program, and offers management and technical assistance. For more information call (414) 278-5248.

Women's Business Initiative Corporation--The Women's Business Initiative Corporation (WBIC) assists women starting or expanding their own business through business clinics and individual counseling. WBIC has a revolving loan fund and provides loan packaging, counseling for the WBIC, and for other loan funds. Contact:

WBIC
3112 W. Highland Blvd.
Milwaukee, Wisconsin 53208
(414) 933-1800

Metropolitan Milwaukee Association of Commerce: The Metropolitan Milwaukee Association of Commerce (MMAC) is a business membership organization that provides a wide-range of business services to its members. The MMAC serves businesses located in Milwaukee, Ozaukee, Washington, and Waukesha Counties. Contact:

MMAC
756 N. Milwaukee Avenue
Milwaukee, Wisconsin 53202
Telephone: (414) 273-3000

Southeastern Wisconsin Regional Planning Commission: The Southeastern Wisconsin Regional Planning Commission is the official areawide planning agency for the southeastern region of Wisconsin. The Commission was created to provide the basic information and planning services necessary to solve problems which transcend the corporate boundaries and fiscal capabilities of local units of government in the Region. The Commission's Economic Development Division provides four basic types of services: economic development program planning; data and information provision; preparation and administration of grant applications; and project planning services. Contact:

Southeastern Wisconsin Regional Planning Commission
916 N. East Avenue
P. O. Box 1607
Waukesha, Wisconsin 53187
Telephone: (414) 547-6721

University of Wisconsin-Extension: The University of Wisconsin-Extension provides a range of community economic development services related to community education. In particular, the Extension provides a direct link to the broad range of information and assistance available throughout the University of Wisconsin system. Contact:

University of Wisconsin-Extension
929 N. 6th Street
Milwaukee, Wisconsin 53203
Telephone: (414) 224-4854

Wisconsin Bell, an Ameritech Company: Wisconsin Bell, an Ameritech Company, provides assistance to communities in conducting local industry retention surveys. The surveys are designed to create a confidential comprehensive data profile on each manufacturing-related business in the community to assist in the retention of these businesses and to create an environment suitable for business expansion. Contact:

Wisconsin Bell, an Ameritech Company
740 N. Broadway, Room 310
Milwaukee, Wisconsin 53202
Telephone: (414) 678-2846

Wisconsin Department of Development: The Wisconsin Department of Development (DOD) is the state agency responsible for economic and community development services. Whereas Forward Wisconsin, Inc., is primarily concerned with out-of-state business expansions, the DOD is charged with assistance related to business retention and expansion of in-state businesses. Contact:

Wisconsin Department of Development
123 W. Washington Avenue
P. O. Box 7970
Madison, Wisconsin 53707
Telephone: (608) 266-1018

Wisconsin Electric Power Company: The Wisconsin Electric Power Company (WEPCo) provides a range of professional economic development services. Working with Forward Wisconsin, Inc., and the Wisconsin Department of Development (DOD), the WEPCo represents the common economic development interest of its service area. The WEPCo staff assists in the attraction of new business, as well as working to help solve the problems of existing business. The WEPCo also maintains an inventory of vacant industrial buildings. Contact:

Economic Development Manager
231 W. Michigan Street
P. O. Box 2046
Milwaukee, Wisconsin 53201
Telephone: (414) 221-3842

Section VIII

GOVERNMENT REGULATORY AGENCIES

INTRODUCTION

Local and state government in Wisconsin have developed a number of regulatory agencies intended to protect the health, safety, and welfare of its citizens. These agencies can be of assistance to businesses and industries seeking to locate within the City. The following provides a list of these agencies, a summary of the regulatory responsibilities, and contact information.

LOCAL AGENCIES

City of West Allis

The City of West Allis maintains a number of regulatory commissions and agencies that work to maintain the quality of life in the City. Businesses that intend to locate or expand in the City should contact the City regarding any necessary Plan Commission approvals or building permits that may be necessary for a proposed project. For additional information contact:

City of West Allis
Department of Building Inspection and Zoning
7525 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8309

STATE AGENCIES

The following provides a brief description and contact information for state agencies that administer regulatory activities that may impact on business development activities.

Department of Agriculture

The Wisconsin Department of Agriculture (DOA) issues operating licenses, permits, and registrations for numerous types of businesses. A summary of the DOA-issued licenses, permits, services, and available information is provided below.

Licenses: Dairy plant operator; grade A milk distributor; milk and cream tester; bulk milk weigher and sampler; buttermaker, cheesemaker, Limburger cheesemaker; livestock dealer; livestock market operator; livestock trucker; meat establishment; custom slaughterhouse and custom processor of uninspected meats; mobile slaughter; rendering plant operator; food processor; cold storage warehouse operator; refrigerated food locker, branch locker, and frozen foods processor; counter freezer operation; public storage warehouse person; baker, confectioner; soda water beverage manufacturer, wholesale distributor; commercial feed dealer; commercial fertilizer dealer, manufacturer, blender; seed labeler; liming materials seller, distributor; nursery dealer and grower.

Permits and Registration: Antifreeze; pesticides; commercial pesticide applicator; restricted use pesticide dealer; out-of-state beekeeper; cattle brand recording. For more information contact:

Wisconsin Department of Agriculture
801 W. Badger Road
Madison, Wisconsin 53707
Telephone: (608) 266-2295

Department of Health and Social Services

The Wisconsin Department of Health and Social Services (DHSS) is responsible for providing social services to persons throughout the State. The Department operates a variety of social service programs, provides supervision and counseling of local volunteer social service organizations and regulates the State's health care facilities. The DHSS regulations that pertain to businesses are summarized below, with contact information provided for each DHSS Division.

The DHSS Section of Hotels, Restaurants and Recreational Sanitation inspects and licenses restaurants, hotels, tourist rooming houses, the vending of food, and beverage vending operations. The Section issues temporary licenses to restaurants at fairs and carnivals, and approves and maintains a roster of sanitizers for use in Wisconsin restaurants. The Section is also responsible

for the enforcement of the Wisconsin Administrative Code relative to the regulation of campgrounds, mobile home parks, recreational camps, public bathing places and boat and onshore sewage facilities. For more information contact:

Division of Health
Section of Hotels, Restaurants, and
Recreational Sanitation
1414 E. Washington Avenue
Madison, Wisconsin 53707
Telephone: (608) 266-2835

The DHSS Bureau of Quality Compliance inspects and licenses private nursing homes and residential care institutions, and enforces the Wisconsin Administrative Code pertaining to the construction, maintenance, and operation of these institutions. For more information contact:

Division of Health
Bureau of Quality Compliance
1 West Wilson Street
Madison, Wisconsin 53703
Telephone: (608) 266-8847

The DHSS Division of Health is responsible for protecting and promoting public health in Wisconsin and assuring that all state residents have access to adequate health services at a reasonable cost. To fulfill these responsibilities the Division: 1) enforces state and federal health regulations; 2) promotes preventive health care programs; 3) administers the state certificate of need and medical assistance programs; 4) provides consultation, education, and general information on health topics; 5) prepares and disseminates health statistics; and 6) provides health care services in state correctional institutes. For more information contact:

Division of Health
Wisconsin State Office
1 West Wilson Street
P. O. Box 309
Madison, Wisconsin 53707
Telephone: (608) 266-1511

Department of Industry, Labor and Human Relations

In most cases, employers are subject to the laws and regulations administered by the Wisconsin Department of Industry, Labor and Human Relations (DILHR). The Department, through its five divisions, provides a wide range of services to industry and labor in Wisconsin, and seeks to ensure the protection of human rights. Responsibilities include developing and maintaining worker benefit payments; promoting full employment; developing training opportunities to improve job skills; and helping to protect the public from discrimination in housing and employment and dangerous conditions in public and private buildings. The services provided by each of the DILHR divisions are reviewed below. For more information contact:

DILHR Information
201 E. Washington Avenue
P. O. Box 7946
Madison, Wisconsin 53707
Telephone: (608) 266-1024

The DILHR Employment and Training Policy Division administers state laws governing the employment of apprentices, and assists businesses in developing apprenticeship programs to meet their skilled work force needs. At present, approximately 350 different apprenticeship programs are available in the State. For more information contact:

DILHR
Employment and Training Division
201 E. Washington Avenue
Madison, Wisconsin 53707
Telephone: (608) 266-5370

The DILHR Job Service Division administers the State's employment programs and unemployment compensation program. The unemployment compensation program collects payroll taxes from employers, processes jobless benefit claims, and pays benefit checks to unemployed workers. Generally, an employer is covered by the unemployment compensation law if one or more of its workers are employed for at least 20 weeks in any one calendar year. For more information contact:

Job Service Division
201 E. Washington Avenue
Madison, Wisconsin 53707
Telephone: (608) 266-8561

The DILHR Equal Rights Division administers a number of labor laws, including laws governing the minimum wage, child labor, wage payment and collection, and private employment agencies. It also administers the state laws on equal opportunity in employment, housing, and public accommodations.

The fair employment law prohibits discrimination in employment because of sex, race, age, color, religion, creed, handicap, national origin, or ancestry.

The open housing law prohibits discrimination in the sale, rental, or financing of housing because of sex, race, religion, color, handicap, national origin, or ancestry. The public accommodations law prohibits the denial of access to places where amusement, goods, or services are available to the public because of sex, race, religion, handicap, color, national origin, or ancestry. The nondiscrimination contracts law, which the Division assists other state agencies in enforcing, prohibits employment discrimination by firms which do business with the State of Wisconsin. For more information contact:

DIHLR Equal Rights Division
201 E. Washington Avenue
Madison, Wisconsin 53707
Telephone: (608) 266-6860

The DILHR Safety and Buildings Division enforces laws requiring government employers to protect the life, health, and welfare of employees. New and existing buildings may be subject to the codes of the Division in order to ensure that they are suitable for the operations for which they are intended.

The Division also assists private employers in meeting federal regulations of the Occupational Safety and Health Administration (OSHA) through a safety consultation program administered separately from OSHA. Under this voluntary program, employers requesting a consultation are advised of any safety hazards which might violate the OSHA regulations. For more information contact:

ILHR Safety and Buildings Division
201 E. Washington Avenue
P. O. Box 7969
Madison, Wisconsin 53707
Telephone: (608) 266-3151

The DILHR Worker's Compensation Division administers programs to assure the prompt, full delivery of benefits to injured workers by insurers and self-insured employers with an aim toward restoring employability, and promoting the minimization of work-related injuries, illnesses, and death by enforcing the State's job injury compensation law. For more information contact:

Worker's Compensation Division
201 E. Washington Avenue
P. O. Box 7901
Madison, Wisconsin 53707
Telephone: (608) 166-1340

Department of Natural Resources

The Wisconsin Department of Natural Resources (DNR) is responsible for the protection and enhancement of the State's environment. The Department administers the National Pollutant Discharge Elimination System by issuing permits for the U. S. Environmental Protection Agency for all new or existing surface water discharges. Some classes of dischargers also are required to

report annually on self-monitoring results in accordance with the Wisconsin Administrative Code. The development of new sources of air contaminants, solid waste disposal sites, and actions which will have a significant environmental impact are also evaluated by the DNR.

The DNR monitors the activities of those individuals planning on using significant amounts of water from nonmunicipal sources by requiring permits for wells with more than 100,000 gallons per day capacity. In addition, the Division monitors the discharge of industrial wastewater whether it discharges into a municipal system or a private, onsite treatment system. The Division also grants approval of plans for all new wastewater treatment facilities, and licenses all solid waste disposal sites.

Copies of Natural Resource Laws and of the entire set of rules for environmental protection as presented in the Administrative Code may be purchased from the DNR Document Sales. The Department provides a free publication entitled Waste Treatment Facilities--Industrial and Governmental. For more information contact:

Wisconsin Department of Natural Resources
101 S. Webster Street
P. O. Box 7921
Madison, Wisconsin 57070
Telephone: (608) 266-2621

Public Service Commission

The Public Service Commission regulates private as well as municipally owned and operated public utilities. The Commission regulates public utilities relative to service and creates, reviews advance plans for proposed utility extensions, and conducts research related to the demand, cost, operation, and supply of public utilities. The Commission reviews environmental impact statements and conducts studies of long-range energy requirements. The Division also has telecommunications responsibilities.

Businesses furnishing electric, gas, telephone, water, or other utility service to the public can be provided with the appropriate governmental authorizations by the Commission. For more information contact:

Public Service Commission
4802 Sheboygan Avenue
P. O. Box 7854
Madison, Wisconsin 53707
Telephone: (608) 266-2001

Department of Regulation and Licensing

The Wisconsin Department of Regulation and Licensing (DRL) consists of 16 examining boards for licensing and regulating various occupations and businesses. Certain occupations licensed directly by the DRL are: private detectives, private detective agencies, transient merchants, entertainers, peddlers, and professional fund raisers.

Various state boards are responsible for determining the quality of education needed for a professional license; for the administration and evaluation of the licensing examinations and for setting the standards for professional conduct; for enforcing those standards by means of inspection programs; and for investigating complaints from the public. Information and publications (State Statutes, administrative rules, directories) are available on all of the required licenses. Interested persons are urged to contact the DRL for information on the occupations covered by state licensing. For more information contact:

Department of Regulation and Licensing
1400 E. Washington Avenue
P. O. Box 8936
Madison, Wisconsin 53708
Telephone: (608) 266-2112

Department of Revenue

The Wisconsin Department of Revenue administers most state tax laws, prepares periodic estimates of state revenues, determines the equalized value of taxable property, provides auditing and related accounting services upon request, and administers local financial assistance programs. Questions concerning corporation franchise taxes or individual income taxes can be directed to the Revenue Audit Bureau at (608) 266-2772. For more information contact:

Wisconsin Department of Revenue
Sales and Withholding Tax Office
4638 University Avenue
P. O. Box 8902
Madison, Wisconsin 53708
Telephone: (608) 266-2776

Property taxes in Wisconsin are assessed and collected at the local level, except those of manufacturing establishments which are assessed by the Department of Revenue. The Department has general supervisory powers and can answer questions concerning the administration of this tax, as well as deal with contested assessments which can be appealed to the Department. For more information contact:

Wisconsin Department of Revenue
125 S. Webster Street
P. O. Box 3933
Madison, Wisconsin 53708
Telephone: (608) 266-1611

Department of Transportation

The Wisconsin Department of Transportation (DOT) is responsible for protecting, promoting, and planning all transportation within the State. Major programs assigned to the Department by the Legislature include highway, motor

vehicle, traffic enforcement, rail, harbor, and aeronautics activities. For more information contact:

Wisconsin Department of Transportation
4802 Sheboygan Avenue
P. O. Box 7910
Madison, Wisconsin 53707
Telephone: (608) 266-2321

Secretary of State

The Secretary of State files the public documents of the State, records matters relating to the organization of corporations, maintains a file of statements submitted pursuant to the Uniform Commercial Code, regulates lobbying, registers trade names and trademarks, and issues notary public commissions.

Companies intending to make a public filing to perfect a security interest under the Uniform Commercial Code must file with the Secretary of State unless the collateral involved is farm equipment used in farming operations, live-stock and crops and their manufactured products, consumer goods, fixtures, or vehicles which must be registered with the Motor Vehicle Division of the Wisconsin Department of Transportation. Under Wisconsin law, the Secretary of State will forward one copy of the financing statement and one-half of the fee to the register of deeds in the appropriate county.

The Corporations Division of the Secretary of State has the program responsibility for issuing charters to domestic corporations, licensing foreign and domestic corporations, reviewing and filing all amendments to articles of incorporation, and collecting annual reports of all domestic and foreign corporations.

The Government Records Division handles publication duties relating to legislative acts, registers trade names and trademarks, and regulates lobbying, and is the filing office for many official state documents. For information contact:

Secretary of State

201 E. Washington Avenue

P. O. Box 7845

Madison, Wisconsin 53707

Telephone: (608) 266-3590 (Corporations)

Telephone: (608) 266-5503 (Government Records)

Section IX

TAXATION

INTRODUCTION

Wisconsin's tax climate has steadily improved as a result of several state initiatives that began in 1971. The purpose of this section is to provide a general overview of local and State taxes, as well as specific information relative to the tax advantages of locating a business in the City of West Allis.

LOCAL TAXES

All taxable property in Wisconsin is required by State Statute to be assessed at full market value. Taxable values, or assessments, except for manufacturing property, are fixed by the City Tax Assessor, with the values subject to review by a local board. The Wisconsin Department of Revenue establishes the assessment of all manufacturing real and personal property. In 1988, the City included a total equalized property value of over \$1.6 billion, with an assessment ratio of 0.97 and a net tax rate per \$1,000 of taxable property of \$39.48. For detailed information on the local assessment process contact:

City of West Allis
City Assessor
7525 W. Greenfield Avenue
West Allis, Wisconsin 53214
Telephone: (414) 256-8241

STATE TAXES

The State's legislative changes to alter tax policy and stimulate business growth reflect a pattern of consistent improvement over the past two decades. This has resulted in the composite tax burden on Wisconsin manufacturers being among the lowest in the nation. The most recent State budget bill enacted in July 1987 maintained this ongoing pattern of positive tax climate improvement for business. The following are among the changes enacted by the Legislature in 1987:

1. Personal Income Tax o The top rate was decreased from 7.9 percent to 6.93 percent
2. Inheritance Tax o This tax is being phased out over a five-year period.
3. Capital Gains Tax o The Sate will maintain a 60 percent exclusion on the sale of assets held over one year. It also extends this exclusion to the alternative minimum tax.
4. Conformity to Federal Tax Code o To simplify tax forms and ensure more equitable treatment, the Wisconsin Tax Code, including the State's corporate tax, conforms to the Federal Tax Code (the exception is the continuance of the 60 percent capital gains exclusion.)
5. Telephone Tax o Provides a \$14.6 million reduction in the gross receipts tax for the telephone industry (to be phased in over two years).

In addition, Wisconsin's tax climate has steadily improved as a result of several initiatives that began in 1971 and has continued during the 1980's. These include:

- 1971-1973 o Adoption of federal depreciation schedule.
 - o Tax credit on fuel and electricity used in manufacturing.
 - o Property taxes reduced through revenue sharing.
- 1973-1975 o Introduction of apportionment formula and double weighting for corporate income taxes.
 - o Sales tax exemption in waste treatment facilities/materials.
 - o Phase-in of property tax exemption on inventories.

- o Property tax exemption on machinery and equipment used in manufacturing.
- 1977-1979 o Repealed the sales tax on computer and data processing services.
- 1979-1981 o Sales tax exemption on waste treatment supplies.
- o Personal income tax rates reduced.
- o Expanded coverage of double weighting in corporate income tax apportionment formula.
- o Personal income tax indexed for inflation.
- 1981-1983 o Phase-in of federal capital gains treatment.
- o Elimination of inheritance and gift taxes on interspousal transfers.
- o Adoption of new federal accelerated depreciation.
- 1983-1985 o Provided research and development tax credits to corporations for capital and noncapital spending.
- o Increased exemptions for capital and noncapital spending.
- o Increased the gift tax exemption.
- o Phase-out of certain intercorporate dividends from consideration as income.
- 1985-1987 o Reduced personal income tax rates.
- o Exempted from capital gains, sales of qualifying small business stock.
- o Reduced inheritance tax rates for distant relatives and non-relatives.
- o Extension of carry over period for net operating losses and credits, to conform with federal law.

For additional information on Wisconsin taxes contact:

Wisconsin Department of Revenue
125 W. Webster Street
Madison, Wisconsin 53703
Telephone: (608) 266-1611

Interested persons can also contact:

Wisconsin Taxpayers Alliance
335 W. Wilson Street
Madison, Wisconsin 53703
Telephone: (608) 255-4581

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Section X

RECREATIONAL AND CULTURAL ACTIVITIES

INTRODUCTION

Recreational and cultural programs respond to the interests and needs of the individual by providing a host of activities, ranging from educational services to pure entertainment. The City of West Allis, together with Milwaukee County and the State of Wisconsin, offer the individual a variety of cultural and recreational opportunities, that together enhance the area as an attractive location in which to live.

CITY OF WEST ALLIS¹

Recreation

The West Allis/West Milwaukee Recreation Department, under the jurisdiction of the Board of Education, operates under the Director of Recreation with 16 full-time staff members and approximately 200 part-time employees.

The Department endeavors to provide programs designed to meet the expectations and ever-changing demands of the community. Comprehensive recreational or leisure-time activities are available for all age groups. Programs are conducted at playgrounds, fieldhouses and schools throughout the community. Youth activities include:

Baseball, football soccer, volleyball, etc.

Swimming instruction

Skating

Boys and Girls clubs

Dance instruction: ballet, tap, Hawaiian, square dancing

Gymnastics

Youth centers

Supervised after-school and summer playground programs (story hour,

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West Allis Municipal Unit, League of Women Voters of Greater Milwaukee, This is West Allis, Undated.

crafts, games, sports, field trips, etc.)

Summer day-camp program

Adult programs include:

Softball, basketball leagues

Volleyball

Fun and figure clubs

Aerobics

Instruction in golf, tennis, swimming, bowling

Dance classes: Ballroom, square dancing

Golden Age clubs

West Allis Players (amateur acting group)

Band, orchestra, chorus

A Handicapped Adult Program is conducted, with the assistance of many volunteers, throughout the year; and a summer recreation program for handicapped youngsters is offered at the Irving School.

The West Allis Speedskating Club, in existence since the early 1930's and sponsored by the Recreation Department, is widely recognized throughout the skating world for the many accomplishments of its club members. Utilizing the Olympic rink at the State Fair grounds, the club has produced Olympic contenders and won many honors, both team and individual, at state, national and international competitions.

More recently, the Team West Allis Bike Racing Club has been established and trains throughout the year with indoor winter wind training and nightly outdoor riding from April through fall. The racing season closes with "Labor Daze" held over the Labor Day Holiday as a part of "West Allis Fun and Games Weekend." This event, held at Greenfield Park, offers entertainment for the entire family, including music, games, contests and the opportunity to watch bike racers from across the country competing in various events.

A brochure containing Recreation Department information, outlining registration procedures, is mailed to all school district residents in the spring and fall of each year. Permits for the use of school district facilities are obtained through the Recreation Department. For further information about programs, contact:

West Allis/West Milwaukee Recreation Center
2450 S. 68th Street
West Allis, Wisconsin 53214
Telephone: (414) 546-5570

Parks

Several City and Milwaukee County parks are located within West Allis, including:

Veteran's Park

South 70th Street & West National Avenue

Rogers Park

South 74th Street & West Rogers Street

Kopperud Park

South 76th Street & West Pierce Street

Arnold Klentz Park

2601 South 72nd Street

Reservoir Park

9621 West Lapham Street

State Fair Park

South 81st Street & West Greenfield Avenue

McCarty Park

2567 South 79th Street

LaFollette Park

9418 West Washington Street

Rainbow Park

700 South 119th Street

Greenfield Park

2028 South 124th Street

Washington Park

1540 South 62nd Street

Public swimming pools are located at McCarty Park and Greenfield Park, which is also the site of a public golf course.

In addition to the local parks, easy access to other Milwaukee County Parks provides an abundance of facilities for the pursuit of outdoor recreational activity.

Lake Michigan, with its abundant fishing and boating opportunities is also within minutes of the City.

Wisconsin State Fair

The Wisconsin State Fair, one of the oldest in the country, began its successful, self-supporting run in 1851. The park offers the only recreational vehicle facility in Milwaukee County that is beautifully planned to accommodate various kinds of campers and trailers. Exhibit space, totalling over 186,000 sq. ft., is available for rental year round. The grandstand and speedway offer seating for 35,000 for events that use the one-mile track. The year-round events vary from 200-mile auto races to household sales, hobby shows of all types and national livestock shows.

The Olympic Ice Rink is located at the north end of the park. It provides recreational ice skating opportunities, as well as being one of the best training facilities for speed skaters in the United States. Qualifying meets

for the Olympic team are held at the rink, and this facility annually draws skaters from all over the world.

The Wisconsin State Fair is traditionally held for 11 days in early August. Ranked as one of the top ten in the country, this fair attracts more than 900,000 visitors annually and employs almost 1,000 people. From its star-studded grandstand lineup, to the foot-stomping entertainment provided on 17 free stages located throughout the park, visitors can find music, comedy and dancing to suit every taste. Showcasing the finest of the state's agricultural industry and livestock, the fair is educational as well. Commercial exhibits and over 200 food concessions all add up to fun-filled hours for visitors of every age.

Annually, in June, West Allis Charities sponsors West Allis Western Days which is the second-largest event to be held at the state fair grounds. The four-day celebration starts off with the longest non-motorized parade in the country, featuring over 500 horses, antique carriages, marching units, clowns and more. Approximately 150,000 people are attracted to view the parade. Festivities include lots of county-western music, displays, contests, petting zoo and more for your entertainment. All parking and activities are free of charge.

Food and beverages are available in huge tents, with the profits derived being returned to the community in the form of assistance to citizens who may need emergency aid, equipment for handicapped (individual or groups), scholarships or wherever there might be a need. Over \$350,000 has been donated to worthy causes in the community by this totally voluntary organization since its inception.

Another event of particular interest to our community is held at State Fair Park in the spring. It is West Allis Expo which gives local businesses and organizations the opportunity to display to the public what they have to offer in the way of goods and services. It is an excellent means for citizens to discover what is available within the city. The event is sponsored by the West Allis Chamber of Commerce.

Galleries

The City Hall Gallery, located at 7515 West Greenfield Avenue, in the City Hall, is operated for eight months of the year by volunteers from the West Allis Art Alliance. The gallery holds membership exhibits, student and faculty shows and invitational exhibits, including the works of local, state, national and international artists of fame. During exhibits, the City Hall Gallery is open to the public, free of charge, noon to 3:00 p.m. Monday through Friday, 1:00-4:00 p.m. on Sundays and by special appointment. In addition, the gallery is used for other local civic events. The annual Fountain Art Fair is held in the gallery and on the terrace on the Sunday of the Memorial Day weekend with no admission fee.

Other commercial art galleries are available in the West Allis vicinity.

Auditoriums

Apart from high school productions, the West Allis high school auditoriums are used for presentation of public information programs. The West Allis Players, winners of many state competition awards, also stage their plays and musicals in these facilities. For information about rental of auditoriums, call (414) 546-5573.

Museum

The West Allis Historical Society Museum is located at South 84th Street and West National Avenue. It is housed in the former Garfield School, which was built in 1887 of cream city brick and designated a Wisconsin Historical Landmark by the State Department of Local History.

The Historical Society has a research library and offers detailed information about the development and growth of the West Allis community.

Among the collections on display are sheet music and dolls, along with the records of organizations which played an integral part in the formation of our community.

Operation of the museum is undertaken by the members of the society, a volunteer group whose untiring efforts ensure that the West Allis heritage is preserved for future generations.

The museum is open to the public, free of charge, on Tuesdays from 7:00-9:00 p.m. and on Sundays from 2:00-4:00 p.m. Group tours can be arranged by calling (414) 541-6970.

MILWAUKEE COUNTY

Cultural programs, like recreational programs, respond to the interests and needs of the individual by providing a host of activities, ranging from educational services to pure entertainment. Milwaukee County has a wide variety of cultural facilities and events offered for the use and enjoyment of its residents.

The Arts

Milwaukee County is the hub of cultural and entertainment activities in the State of Wisconsin. Milwaukee County's privately funded Performing Arts Center--home of the Milwaukee Symphony Orchestra, the Milwaukee Ballet Company, and the Florentine Opera Company--presents a diversity of musical and theatrical events. In addition, for citizens who choose to see the performing arts in a more vintage theater, there is the completely renovated Pabst Theatre, an 1893 masterpiece of Flemish Renaissance style on the National Register of Historic Places, and the recently renovated Riverside Theatre. The Milwaukee Art Museum's collection spans the history of art from ancient Egypt to modern America. Cultural and natural history are displayed at the Milwaukee Public Museum.

Festivals

During the year, a variety of festivals are held in the City of Milwaukee as well as the other cities and villages in Milwaukee County, including ethnic festivals, the Holiday Folk Fair; Winterfest; Summerfest, a 10-day gala on Milwaukee's lakefront featuring top-name entertainers; the Wisconsin State Fair; and a variety of neighborhood and community fairs and festivals.

Exhibition, Convention, Conference, and Meeting Facilities

Milwaukee County is well able to meet industrial and business needs for meetings, conferences, conventions, and exhibit facilities. The County's major hotels and motels provide more than 4,400 first-class rooms, as well as meeting rooms and suites. The Milwaukee Exposition and Convention Center and Arena (MECCA) covers a four-square-block area in the heart of downtown Milwaukee and offers over 200,000 square feet of exhibit space and 40 meeting rooms. The MECCA facilities are capable of accommodating the largest of conventions and exhibitions. Additional large-scale exhibition facilities are available at the State Fairgrounds in the City of West Allis.

Professional Sports

The County also has events for sports fans of every persuasion. The County is the home of the American Baseball League's Milwaukee Brewers and the National Basketball League's Milwaukee Bucks. In addition, the National Football League's Green Bay Packers play a portion of their home games in Milwaukee. Sports fans also enjoy the Admirals, a team in the professional team in the American Indoor Soccer Association; the Greater Milwaukee Golf Open; major auto races; bowling and polo; Marquette University's basketball team, the Warriors; and the University of Wisconsin-Milwaukee's soccer team, the Panthers.

Special Events and Attractions

A variety of Milwaukee County special events and attractions have, in part, resulted in the County's ranking as first in the State in gross tourism sales. Special tourist attractions in the County include, among others, brewery tours, charter fishing and boat tours, ethnic restaurants, retail centers, historic sites, horticultural domes, museums, architecturally unique churches, and the Milwaukee County Zoo.