
From: Shola Akinshemoyin <sholaav@gmail.com>
Sent: Saturday, September 6, 2025 6:46 PM
To: Zachary Kessler
Subject: [External] Letter of Support for the Proposed East Tosa Business Improvement District (BID)

Dear Mr. Kessler,

I am writing to express my strong support for the proposed East Tosa Business Improvement District (BID) on North Avenue. While I am unable to attend the Plan Commission meeting on Monday, September 8, I wanted to ensure my voice is heard in favor of this important initiative.

The establishment of a BID would provide our neighborhood with the dedicated resources and a structured plan needed to enhance the vitality of East Town. The benefits for both residents and business owners are clear and compelling. A BID will lead to cleaner and safer streets, creating a more welcoming environment for everyone.

Beyond the daily improvements, a BID would foster a stronger sense of community pride. The planned investments in public art, new plantings, and seasonal events will make East Tosa an even more vibrant place to live and gather. It will also provide a unified and professional voice for the neighborhood, allowing us to advocate more effectively for important city projects like safer crossings and improved streetscapes.

Finally, the BID will directly benefit the local small businesses that we all cherish. By providing a framework for marketing and promotions, the BID will help bring more customers to the doors of our favorite restaurants, shops, and services. A thriving business community is the heart of a healthy neighborhood. Some of my favorite shops - including M. Sheahan Studio, Camp Bar, and Rocket Baby, will be enhanced by this initiative.

I urge the Plan Commission to approve the formation of the East Tosa BID. This is a critical step toward building a more beautiful, safe, and connected community for all of us.

Thank you for your time and consideration.

Sincerely,

Shola Vaughn (1127 Kavanaugh Place, 53213)