



September 5, 2025

Wauwatosa Common Council
City of Wauwatosa
7725 W. North Avenue
Wauwatosa, WI 53213

RE: Letter of Support for the Formation of an East Town Tosa Business Improvement District

Dear Members of the Wauwatosa Common Council,

As President of the Wauwatosa Village Business Improvement District (BID), I am writing to express my strong support for the formation of a Business Improvement District in East Town Tosa.

The Wauwatosa Village BID has seen firsthand the positive impact a well-organized and community-driven BID can have on local economic development, business vitality, and neighborhood character. Since our inception, we have successfully implemented strategic programming, supported our small businesses, enhanced the public realm, and built a sense of identity and community pride that continues to grow.

We believe the same opportunities exist in East Town Tosa. The energy, entrepreneurial spirit, and distinct identity of that district make it a natural candidate for a BID. A BID in East Town would provide the structure and resources needed to support local businesses, improve the public environment, and promote sustained economic vibrancy.

Moreover, I want to emphasize that the Wauwatosa Village BID is both strong and stable. We continue to thrive, with engaged stakeholders, sound financial management, and a clear vision for the future. We are confident in our ability to serve as a resource and collaborative partner to a future East Town BID. Together, our districts can complement one another and strengthen Wauwatosa's reputation as a city that values vibrant commercial districts and thriving local businesses.

We encourage the Common Council to support the formation of the East Town Tosa BID and view this as an important step forward for the city as a whole. Please know that the Wauwatosa Village BID stands ready to assist in the process and to build a strong partnership with our East Town neighbors.

Thank you for your leadership and continued support of our business communities.

Sincerely,


Chris Leffler
President
Wauwatosa Village Business Improvement District