

Letter of Support for East Tosa Business Improvement District Formation

September 8, 2025

I am writing to express my strong support for the proposed formation of a Business Improvement District (BID) in East Tosa. Having witnessed the transformative impact of previous efforts to support strategic neighborhood development and the success of existing BID initiatives in our community, I believe East Tosa is ideally positioned to benefit from this proven economic development tool.

Demonstrated Success of BID Model

The existing BID in the Village has provided clear evidence of the positive financial impact and promotional benefits that result from focused business district management. Through coordinated marketing efforts, enhanced maintenance, and strategic programming, the Village BID has successfully increased foot traffic, supported local businesses, and generated measurable economic returns for both merchants and the city. The Village is seen as the center of the community—not individual businesses—but the entire district. This proven track record demonstrates that BID structures deliver tangible results that benefit all stakeholders.

Foundation of Strategic Planning and Community Investment

Over the past several years, there have been multiple resident-led groups who have dedicated their time and talent to spearhead work to develop and implement strategic plans in the East Tosa district. This work resulted in significant infrastructure improvements, including installation of bike lanes, road realignment and beautification projects, and development of the Pocket Park, creating valuable community gathering space. These efforts also focused on greater business cohesion, attracting new businesses and investment, and the development, funding, and implementation of a long-term plan for the area; however, these efforts were all accomplished through resident volunteers, which is inherently not sustainable. Maintaining momentum and executing ongoing initiatives requires the consistent, dedicated involvement of businesses with committed leadership and resources to carry the work forward systematically.

Economic Impact and Neighborhood Stabilization

The strategic improvements along the North Avenue corridor have generated substantial economic value that extends across the entire district—positively impacting both the residents and businesses of East Tosa. Property values in adjacent neighborhoods have been positively impacted, creating a ripple effect that enhances the desirability of the entire area. Local businesses have experienced increased patronage, and the city has benefited from enhanced tax revenue generation throughout the corridor.

This foundation of successful planning and implementation positions East Tosa to maximize the benefits of a BID designation, building upon existing momentum to achieve even greater economic development outcomes.

It is exciting to see the focus of thoughtful, highly strategic, and exceptionally motivated and committed business and property owners to revisit the formation of an East Tosa BID, which I believe represents a natural next step in the area's evolution as a vibrant commercial and community hub.

I urge the City Council to support the formation of the East Tosa Business Improvement District and look forward to the continued revitalization and economic growth this designation will facilitate.

Respectfully submitted,

Meg Miller, resident and dedicated community volunteer