



Dear Members of the Economic and Community Development Committee,

I am writing to express my strong support for the City Staff report recommending the information of the Upper Avenue BIA that is being considered by your committee.

As a business owner within this area, I have personally experienced the positive impact that current business owners have had in their efforts in fostering a thriving commercial environment, attracting foot traffic, and strengthening our local economy.

Upper Avenue BIA would play a crucial role in supporting small businesses like mine by organizing events, improving streetscapes, and promoting the area as a shopping and service destination. These initiatives not only benefit business owners but also enhance the overall experience for residents and visitors, contributing to the vibrancy and economic health of our community.

Through partnerships with local businesses, community groups, and City officials, Upper Avenue BIA could successfully implement projects that would drive growth and sustainability. These efforts could directly impact my business by increasing traffic flow, providing much needed parking, security, increasing sales and beautifying the area, enticing visitors etc.

I believe that continued support for Upper Avenue BIA will lead to even greater opportunities for local businesses and the community as a whole.

Thank you for your time and consideration.

*Karen Capocci*