



Dear neighbor:

We invite you to join the growing coalition of Dimond property owners, businesses and residents catalyzing support for a Business Improvement District (BID) in the Dimond District. Enclosed is a survey where you can help shape the direction of a future BID in the Dimond. You can fill it out and mail it back or complete it online at <https://www.surveymonkey.com/r/YB8F726>.

The community-wide BID campaign is led by the Dimond Improvement Association, which for 75 years has worked with folks like you to make Oakland's Dimond District a vibrant, safe and beautiful place in which to live, work, shop and play. During that time, the DIA has stepped in to supplement the limited, often inadequate services provided by the City of Oakland - from cleaning streets to ensuring safety and security to promoting the neighborhood across Oakland and around the region - services the entire Dimond community has come to rely upon.

The last two years have demonstrated that a new model is necessary to ensure the long-term sustainability of these critical programs and enable their growth. A BID helps us achieve these goals by leveraging funds collected through a small assessment on residential and commercial properties within the district's boundaries to deliver additional services that benefit all impacted properties.

In short, a BID provides a way for invested stakeholders to work collectively to have a greater impact on their property and the community than they could have alone or without a BID. By leveraging the collective impact of a BID, property owners can:

- spur new public and private investment in the Dimond and
- increase the value of the investment that property and business owners have made already

BIDs are a proven model for success here in Oakland: several neighborhoods like ours have already formed BIDs to improve their communities, including Lakeshore Avenue, Jack London, Lake Merritt, Montclair Village, Chinatown and the Laurel.

We request your response by Friday, December 16th. For additional information, visit www.dimondnews.org/bid or email dimondbid@dimondnews.org. Thank you.

Sincerely,

Bret Peterson *Dimond Resident*
and Property Owner

Ryan Romaneski
Chair
Dimond Improvement

Association
May Seto-Wasem *Owner*
Grand Lake Kitchen