

Dear Board of Supervisors:

As a Point Arena business owner and Vice President of the Point Arena Merchants Association, I am writing you to voice my strong support for Point Arena's inclusion into BID.

Our Point Arena community was in economic peril, prior to the COVID-19 pandemic. Imagining our future local economy, once the pandemic recedes and the new normal emerges, is quite disconcerting.

The inclusion in BID promotion, and the resulting economic boost from visitors, are absolutely vital for Point Arena's fragile economy and our future economic wellbeing!

Thank you for your consideration.

Sincerely,

*Kelley Little*

**The Zen House**

The Art of Motorcycle Maintenance

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