



West Vernor & Springwells
Business Improvement District

Clean, Safe and Working for You!

May 15, 2023

Re: HB 4454

Dear Members of the Committee on Economic Development and Small Business,

I am writing to express my strong support for the passage of HB 4454, which will ensure the continued operation of the W. Vernor & Springwells Business Improvement District (BID) in Southwest Detroit and enable other communities throughout the state to more easily utilize this very helpful community economic development tool.

For the past 15 years, the W. Vernor & Springwells BID has operated as a business improvement zone and played a crucial role in improving the vibrancy, safety, and beauty of the community in Southwest Detroit. Our BID has been instrumental in the revitalization of the area, helping to attract new businesses, create jobs, and promote economic growth.

Our BID has been highly effective in working with local businesses, community groups, and city agencies to implement a range of initiatives that have had a positive impact on the community. These initiatives have included the beautification of public spaces, the installation of new streetlights and streetscaping, and the development of marketing and promotional campaigns to attract more visitors to the area.

For all these reasons, I strongly urge the Michigan State Senate Committee on Economic and Community Development to pass HB 4454, which will amend the current legislation to enable the W. Vernor & Springwells BID to continue its vital work in Southwest Detroit.

Thank you for your attention to this important matter.

Sincerely,

Jason Ghannam
Board Chair, West Vernor & Springwells Business Improvement District
www.swdetroitbid.com