

June 21, 2018

Chair & members of the Committee of the Whole

This letter is sent in support of the DBIA request to restrict any races in the core area on Saturdays throughout the month of December. My comments are the following.

1. Most retailers work 9 to 10 months of the year at a very low level of profitability. They depend upon sales in the last 3 months of the year to earn a respectable income. They depend very much on December and on Saturdays in particular.
2. These retailers are the lifeblood of the community through their taxes, their payroll, and their support of the community at large in a variety of ways throughout the year.

The decision to allow VRPro to conduct their Santa Run on a Saturday in December goes against these truths. To be clear:

1. This run is a 'for profit' activity. With an expected attendance of 5000 runners plus others, the core will be overrun by those whose primary objective is to run, not shop in the core. While the event serves Burlington runners, it will be primarily populated with out of town guests

2. Their presence absorbs all the available parking for an extended period of time thus denying parking for the consumers whom the retailers anticipate on one of the two busiest shopping days of the year.
3. Last year I spoke directly with VRPro's race director, Mark, to express my concerns about the date of the event. He stated that as a former retailer himself he fully understood my concerns and that he would have no problem scheduling his event so as to not conflict with the seasonal shopping.
4. His comment is further amplified by the scheduling that he has done for a similar event in Hamilton which will take place on Sunday November 25th.
5. Large events of this nature do not need to be held in the core. As example, the highly successful and highly attended "Run for the Cure" is conducted out of Central Park. There is no organizational necessity of this Santa 5K run that requires the core as an essential element of success.

I add my voice to those of others represented here today to implore that a fair minded decision be made to overturn the approval for this event. There is still more than enough time to

change it a Sunday in December or preferably a Sunday in November, either of which would serve the race organizers just as well without impacting the core retailers in such a dramatic manner.

Respectfully,

Jim Brown

Village Square Quilt Shop