

"This is how I feel about Kelly's and the charm of our downtown core. I did this photo rendering yesterday during the car show and wanted to share it with you. Sent to you with love and gratitude. Heading down later today for my wife's birthday cupcake."



—Michael McClure

To Whom It May Concern:

I appreciate you taking the time to read my e-mail. I am saddened to hear about the new development ideas and how they are affecting small businesses, like Kelly's Bake Shoppe.


I moved to Burlington's downtown a few years ago and a huge part of that decision was based on the great sense of community the downtown core brings. It's been wonderful to walk out my door and to be so close to restaurants, coffee shops and unique stores to shop at.

Kelly's Bake Shoppe has always been more than just a bake shop to their patrons. You can tell how dedicated they are to their community by how committed they are to providing a healthier alternative to baked goods and making their products easily accessible to everyone. I don't think I've met a single person that has felt left out or unwelcome walking into Kelly's. It's an environment for all walks of life and you feel good participating in something that these owners have a true passion for.

What makes Kelly's downtown location so special is not just their twinkling tree lights matching all the pink they have to offer, but Kelly's is part of history. The building has been around since at least the 1920's. I've lived in Burlington for 32 years and what I find sad about this city is how quickly they dismiss and destroy historical buildings to build up and make everything modern. I wouldn't move to a downtown for their high rise buildings. Where's the fun in that? All you're doing is competing for the best sunset view. You go downtown to meet your friends for dinner, shop at the farmer's market on Sunday, shop for an outfit you know you won't find anywhere else and then cap your day off with a cupcake. Kelly's is a big part of the downtown core and it's become a part of Burlington's history as well. I'd hate to see that taken away for something that won't leave a good impression to anyone.

Thank you again for taking the time reading my e-mail.

Kind regards,
Heather Veska

 **canaan.crown** @kellysbake I drive two hours to get to your store. My husband and I make a day of it. We wander along the waterfront, go into shops have lunch and then we leave the best for last...@kellysbake. We have wonderful treats that I can have without getting sick and we leave with boxes full to put in the freezer. If it weren't for your store, we wouldn't go to Burlington at all. Sending positive vibes.

28m Reply

 **passion_for_oils** You guys are part of downtown burlington!!! We love sitting out front of your bakery with a coffee and a cupcake and the heading to #SpecerSmithPark with a package of goodies to take home. This is terrible news. Sending love and prayers your way. They can't just keep building high rises everywhere. Culture and feeling has to count for something. Burlington only has a cool small strip if they lose that it will be a big disappointment for visitors

9h 1 like Reply

Hello, My name is Lauren and I watched your latest live video on Instagram about the possibility of Condos going up in Burlington and all the discussion about what that would do to Kelly's bake shoppe and how you want us to email you our stories and why Kelly's is so important to us. Well let me just say that 8 years ago I was diagnosed with celiac disease, it was due to a medical condition I had at the time and at first I struggled with the news, it was hard for me as I was a teenager who already loved to eat pizza, bread, pasta and on top of that baked goods and to be told I couldn't eat that anymore because it would affect my health I was so upset. By then however I discovered so many places were coming out with gluten free and dairy free foods, it wasn't till I moved away to university 2 years ago that I discovered the name of Kelly's bake shoppe. I had given up hope that there was actually decent gluten free and dairy free baked goods that didn't taste different from regular ones and that didn't crumble all over me. When I first walked into your shoppe during the Thanksgiving holiday season I was so overcome with pure joy and excitement at the atmosphere of the shoppe and all the different choices I had for gluten free and dairy free baked goods! I've never felt more happy than being in that bake shoppe. Your the best place in Ontario to find a variety of baked goods and drinks that are vegan, peanut free, dairy free, egg free and gluten free and taste amazing, like how a cupcake or a cookie should, without any compromising. I go there now whenever I can during the holidays when I am home from university and I get that same feeling of joy and comfort every time I walk right up to the door. The food, the service and the owners are what make Kelly's so special and so different compared to ANY other bake shoppe I've experienced. All I can say is thank you. You've in a small way have changed my life and made it better, one cupcake at a time. I hope Kelly's stays in Burlington for a very long time and I even hope to see a Kelly's bake shoppe be put closer to the KW area as that would be a huge impact in the community and for me.

-Lauren McCallum

Chris Jansen · 12:18 We drive all the way from niagara to come to Kelly's bake shoppe. We are vegan and kelly and Erin make it so easy for us to enjoy food. We love the stress free parking and atmosphere Burlington offers.
#welovekellysbakeshoppe

Evie Volpe So many cities would kill for a business that draws customers from all over southern Ontario and has line ups out the door! What is city council thinking? Is it all about money? I live in Whitby and regularly make the trip to Burlington just to go to Kelly's, and every single trip I wind up spending money at other nearby businesses ONLY because I'm already there. If not for Kelly's, I would not be there. If it's not broke, DON'T FIX IT.



joeljasonbrink @kellysbake - I'll be calling from Vancouver first thing in the morning! I love my city of Burlington and it's places like yours which keep the downtown core unique! My thoughts are with you and yours 😊

9h 1 like Reply




madgirlmoon I love @kellysbake and that part of @dtburlingtonon. It's a small town feel in a beautiful city. One of my favs places to be. But Brant Street will lose some of it's charm if they build some monstrosity. They already have that huge condo being built on the Lakeshore. I love walking up and down Brant and browsing and buying stuff from local merchants, and always from Kelly's and then heading to the pier to have a blueberry muffin and a Kelly's coffee..fingers crossed 🙌

1h Reply

zakal87 My wife and I live all the way out in Oshawa and have only been in Burlington for your amazing bake shop! The location is perfect

kathy.healey We've made six trips from Marblehead Massachusetts to downtown Burlington because of Kelly's Bake Shoppe. There is something very special about Kelly's Bake Shoppe. I hope you get to stay 🙏 and if not we will make trips to your new location.

millertimeyoga We come all the way from Woodstock. Your shop is the ONLY reason I come into Burlington. You guys being there brings more business to the downtown.

 **leannekirk_** Kelly's is a a staple of downtown Burlington and frankly speaking it would without a doubt cause a further decline in tourism and the local economy.

I do not however worry about Kelly's, you guys will continue to thrive and bring a wealth of health wherever you land.

I just hope it is in Burlington, because we need Kelly's to thrive. [#whataretheythinking?](#)

21h 11 likes Reply



nats.journi Sincerely angry and disheartened by this. What a horrible display by Burlington to be so against entrepreneurs that make the city a place people love to visit and live in. No matter what, please keep pushing forward [@kellysbake](#) ❤️, either where you are now or where you are in the future. You're an inspiration to all future female entrepreneurs and provide a pleasant atmosphere for employees and visitors alike. 🙌

19h 9 likes Reply



Jennifer Zaidi I've just been to Burlington and Kelly's for the first time in my life. It's amazing. The streets, the people, the waterfront, the pier. We were there for a week and my dog cried as we left the park. I get times change, cities require different housing ideas; but I cannot imagine that area any different than it is now. It's beautiful and it would be a shame if Kelly's or anyone else's business was affected so negatively like this.

[Like](#) · [Reply](#) · [Message](#) · 6h



Susan Anderson-Wilcox I've lived almost my whole life in Burlington and the downtown is my favourite part. It won't be if it's nothing but highrises.

[Like](#) · [Reply](#) · [Message](#) · 4h



kimberlylavigne I hope the city has to pay for you to relocate. Since they will side with any developer with deep enough pockets they should at least be somewhat accountable to the businesses who made downtown Burlington desirable in the first place. Shame!!!

18h 8 likes [Reply](#)



canaan.crown @kellysbake I drive two hours to get to your store. My husband and I make a day of it. We wander along the waterfront, go into shops have lunch and then we leave the best for last...@kellysbake. We have wonderful treats that I can have without getting sick and we leave with boxes full to put in the freezer. If it weren't for your store, we wouldn't go to Burlington at all. Sending positive vibes.

2h 2 likes [Reply](#)



Hello All,

Why do I love Kelly's Bake Shoppe?...

This Shoppe is the only reason I come to Burlington.

Someday I hope to meet Kelly and Erinn. They have inspired me to change my life and I have never been happier.

I stumbled upon Kelly's Bake Shoppe two years ago. I felt drawn to the store front. When I stepped inside I felt at HOME. The energy inside is healing, positive, friendly, kind, fulfilling, full of love, happy. It embodies everything one strives to be.

Kelly's Bake Shoppe is so much more than [401 Brant Street](#); it is a meeting place, it is community, it is a place to reconnect with ones self, with friends, to make new friends, to read a book, to feel divine, to eat healthy, wonderful baked goods. It makes you smile.

The community of Burlington needs the magic of Kelly's Bake Shoppe. Any development that uproots this magic is surely doomed to fail.

Wherever Kelly and Erinn go we will follow; we will seek to be whole and at home.

Forever blessed.

...

Leslie