

Greeting Mayor and Council,

In 1997 from our stores Sabrina Shoes and The Village Runner in Village Square Burlington we hosted the Jingle Bell 5k run and walk for the Arthritis Society with 300 runners.

The race continued to grow yearly up to 1250 runners in 2008

In 2009 we changed the concept introduced the first All Santa Race in Canada . This is one of the videos <https://www.youtube.com/watch?reload=9&v=sHNFpgvx30g>

This race puts Burlington on the map with coverage from all over <https://toronto.ctvnews.ca/video?clipId=1281398>
<https://www.thespec.com/photogallery/6192190/>

This was the very first in Canada which attracted 2300 people from all over Ontario.

The race has become a Christmas favorite for many families and runners and walkers from all over and we bring in the Christmas Spirit the second Saturday of December every year. Originally the race was on a Sunday and the City asked us to change it to a Saturday for the churches which we respected and did so in 2012.

The location and venue is perfect for attracting the Santa's from all over.

Many restaurants downtown offer a Santa Breakfast and the Sea of red fills up their establishments. Some of those are Emma' Backporch, Wendel Clarks, Table 34, Coup and Honey West. to name a few.

From 2013 to to 2015 we have had 2300 Santas with hundreds of their families and friends cheering them on.

In 2016 our sponsor asked us to change the event to a Saturday in November. There were 500 less as November is not the time for a Santa race. This date caused a financial hardship for the event.

We made concessions for the BDBA and changed the route to start and finish at City Hall and head past the new Hospital and back to minimize impact for the businesses.

In 2017 we had 2100 Santa' s along the new route and the race was finished with all the roads open at 10:50 am.

In order to attract thousands to the event we start promoting months in advance and we have set up at Running Expos in Buffalo, Toronto, Hamilton and Mississauga handing out and taking sign ups and directing them to the hotels.

It will cost us thousands of dollars in advertising to change the date and time for this year.

This will also impact the amount of runners to attend the race. If I am forced to move the Santa race to November it would be a losing venture for all involved including the local businesses and sponsors as well as the charity.

Support staff recommendation by keeping the date as is for 2018 and forward.

Thank you.

Please see statistics, demographics and ages from last year.

0-19:	19% (394)	52%	48%
20-29:	12% (241)	34%	66%
30-39:	19% (392)	36%	64%
40-49:	23% (468)	34%	66%
50-59:	19% (387)	34%	66%
60-69:	7% (143)	45%	55%
70+:	2% (42)	52%	48%
City			
Burlington	32.46% (671)		
Oakville	8.61% (178)		
Hamilton	5.76% (119)		
Milton	5.66% (117)		
Mississauga	5.47% (113)		
Toronto	5.47% (113)		
Waterdown	3.29% (68)		
Burlington	1.84% (38)		
Dundas	1.74% (36)		
Brampton	1.64% (34)		
Stoney Creek	1.31% (27)		
Ancaster	1.26% (26)		
Welland	0.87% (18)		
Guelph	0.73% (15)		
Grimsby	0.73% (15)		
St. Catharines	0.63% (13)		
Cambridge	0.58% (12)		
Caledonia	0.58% (12)		
Georgetown	0.58% (12)		

Binbrook	0.53% (11)		
Brantford	0.53% (11)		
Hamilton	0.44% (9)		
Niagara Falls	0.44% (9)		
Kitchener	0.44% (9)		
London	0.39% (8)		
Smithville	0.39% (8)		
Aurora	0.39% (8)		
St Catharines	0.34% (7)		
Mississauga	0.34% (7)		
Scarborough	0.34% (7)		
Richmond Hill	0.34% (7)		
Carlisle	0.34% (7)		
Markham	0.34% (7)		
Oakville	0.34% (7)		
Fenwick	0.29% (6)		
Mono	0.29% (6)		
Douro-dummer	0.29% (6)		
New Taipei City	0.29% (6)		
Caledon	0.29% (6)		
Hannon	0.24% (5)		
Mount Hope	0.24% (5)		
Orangeville	0.24% (5)		
Etobicoke	0.24% (5)		
Newmarket	0.24% (5)		
Paris	0.24% (5)		
Rockwood	0.24% (5)		
Troy	0.24% (5)		
Bracebridge	0.19% (4)		
Ajax	0.19% (4)		
Maple	0.19% (4)		
Vineland	0.19% (4)		
Simcoe	0.19% (4)		
Burlington	0.19% (4)		
Selkirk	0.19% (4)		
Hillsburgh	0.19% (4)		
Brantford	0.19% (4)		
Rockwood	0.19% (4)		
North York	0.15% (3)		

Codrington	0.15% (3)		
Ingersoll	0.15% (3)		
Pickering	0.15% (3)		
Stouffville	0.15% (3)		
East Amherst	0.15% (3)		
Whitby	0.15% (3)		
King City	0.15% (3)		
Na	0.15% (3)		
Port Colborne	0.15% (3)		
Campbellville	0.15% (3)		
East Garafraxa	0.15% (3)		
St. Thomas	0.15% (3)		
Beamsville	0.15% (3)		
Peterborough	0.15% (3)		
Waterdown	0.15% (3)		
Hagersville	0.15% (3)		
Freelton	0.10% (2)		
Timmins	0.10% (2)		
Cambridge	0.10% (2)		
Otterville	0.10% (2)		
Burlington	0.10% (2)		
Mooretown	0.10% (2)		
Woodbridge	0.10% (2)		
Brampton	0.10% (2)		
North Saanich	0.10% (2)		
Waterloo	0.10% (2)		
Cayuga	0.10% (2)		
Jarvis	0.10% (2)		
Burlinton	0.10% (2)		
Branchton	0.10% (2)		
Nevada City	0.10% (2)		
Grand Haven	0.10% (2)		
Courtice	0.10% (2)		
Niagara-on-the-lake	0.10% (2)		
Breslau	0.10% (2)		
Vaughan	0.10% (2)		
Burlington	0.10% (2)		
Owen Sound	0.10% (2)		
Dunnville	0.10% (2)		

Erin	0.10% (2)		
Woodstock	0.10% (2)		
St. George	0.10% (2)		
Milton	0.10% (2)		
Cobourg	0.05% (1)		
Burlingtn	0.05% (1)		
Otonabee	0.05% (1)		
Lynden	0.05% (1)		
Acton	0.05% (1)		
Oakville	0.05% (1)		
Niagara On The Lake	0.05% (1)		
Puslinch	0.05% (1)		
Stouffville	0.05% (1)		
Puslinch	0.05% (1)		
Burlington	0.05% (1)		
.oakville	0.05% (1)		
Mt Brydges	0.05% (1)		
Jordan Station	0.05% (1)		
Grimsby	0.05% (1)		
Inglewood	0.05% (1)		
Shelburne	0.05% (1)		
Galway	0.05% (1)		
Halifax	0.05% (1)		
St.george	0.05% (1)		
Nanticoke	0.05% (1)		
Naticoke	0.05% (1)		
Hamiton	0.05% (1)		
117	0.05% (1)		
Burlington Prospect St	0.05% (1)		
Scarborough	0.05% (1)		
Flagstaff	0.05% (1)		
St Catharines	0.05% (1)		
St Catherines	0.05% (1)		
Burlington	0.05% (1)		
Woodbridge	0.05% (1)		
Port Dover	0.05% (1)		
Hornby	0.05% (1)		
Ottawa	0.05% (1)		
Thorndale	0.05% (1)		

St Cathairnes	0.05% (1)		
Missisisauga	0.05% (1)		
Tecumseh	0.05% (1)		
Burlingto	0.05% (1)		
Dundas	0.05% (1)		
Oshawa	0.05% (1)		
Elmira	0.05% (1)		
Corbeil	0.05% (1)		
Peteborough	0.05% (1)		
Sarnia	0.05% (1)		
Rr#1 Ridgeville	0.05% (1)		
Toronto	0.05% (1)		
Owen Sound	0.05% (1)		
Hamilton, Ontario	0.05% (1)		
Hamilon, Ontario	0.05% (1)		
Scotland	0.05% (1)		
Zephyr	0.05% (1)		
North York	0.05% (1)		
Baden	0.05% (1)		
Waubauskene	0.05% (1)		
Edwards	0.05% (1)		
Hanover	0.05% (1)		
Ridgeway	0.05% (1)		
Collingwood	0.05% (1)		
Orton	0.05% (1)		
Brulington	0.05% (1)		
Hammilton	0.05% (1)		
Burlington, Ontario L7r 1w8	0.05% (1)		
Millgrove	0.05% (1)		
Ridgetown	0.05% (1)		
Minden	0.05% (1)		
Hamilon	0.05% (1)		
Mono Mills	0.05% (1)		
Burlingyon	0.05% (1)		
Vittoria	0.05% (1)		
Warerdown	0.05% (1)		
Bmississauga	0.05% (1)		
Carlilse	0.05% (1)		
St Ann's	0.05% (1)		

Wellandport	0.05% (1)		
Virgil	0.05% (1)		
Depew	0.05% (1)		
Furgus	0.05% (1)		
Clayton-le-moors	0.05% (1)		
St. George, Brant	0.05% (1)		
Caistor Centre	0.05% (1)		
Mount Pleasant	0.05% (1)		
Fonthill	0.05% (1)		
Thornhill	0.05% (1)		
Alliston	0.05% (1)		
Kichener	0.05% (1)		
Edmonton	0.05% (1)		
Port Rowan	0.05% (1)		
Court	0.05% (1)		
New Hamburg	0.05% (1)		
Newfane	0.05% (1)		
Auburn	0.05% (1)		
St.catharines	0.05% (1)		
St.catharines	0.05% (1)		
Other	0% (0)		
Prov/State			
Ontario	98.26% (2031)		
Yukon	0.48% (10)		
Other	0.44% (9)		
New York	0.29% (6)		
British Columbia	0.10% (2)		
California	0.10% (2)		
Michigan	0.10% (2)		
Saskatchewan	0.05% (1)		
Nova Scotia	0.05% (1)		
Prince Edward Island	0.05% (1)		
Alberta	0.05% (1)		
Arizona	0.05% (1)		
Other	0% (0)		
Country			
Canada	99.03% (2047)		
United States	0.53% (11)		
Taiwan	0.29% (6)		

Ireland	0.05% (1)		
Chile	0.05% (1)		
United Kingdom			



Regards,

Kelly Arnott
Race Director, VR Pro Inc.
www.vrpro.ca


[2016 Tourism Ambassador Award Recipient, Burlington Ontario](#)

