



BURLINGTON DOWNTOWN

Wednesday, July 03, 2019

Chair & Members of Planning and Development Committee

The Burlington Downtown Business Association (BDDBA) was a consultative body in the development of Report # PB-03-19. The State of the Business Improvement Areas (BIAs) 2019 presents an accurate depiction of the specific accomplishments and challenges of my Association and the work of the Board of Directors.

We congratulate our sister BIA, Aldershot Village, on its many successes and wish them well in the creation of its short term Strategic Plan.

Our next challenge, in partnership with our community partners and with the support of the City's Special Business Area Coordinator, is laying the foundation for the next Core Commitment document. The original document in 2005 was a seminal work which set out a series of guiding principles and strategic actions designed to strengthen the health of the downtown core. It also tabled a series of Downtown Performance Indicators that were referenced in a subsequent State of the Downtown report in 2015.

The present State of the Business Improvement Areas (BIAs) 2019 report states, "*Since these indicators were developed, there have been mixed results in their application*". The BDDBA strongly supports this observation. We pledge to work closely with the report author to assist in the development of a draft "toolkit" of metrics to more accurately measure the health of our BIA. We expect to deliver this toolkit through the revised terms of reference for the next Core Commitment in 2020.

Respectfully submitted,

Brian Dean
Executive Director
Burlington Downtown Business Association