



BURLINGTON DOWNTOWN

Thursday, September 9, 2021

**Chair & Members of Environment, Infrastructure and Community Services
Committee**

c/o Suzanne Gillies, Committee Clerk

Please accept this letter of support for the following item 3.2. New event – Burlington Holiday Market (RCC-12-21)

The Burlington Downtown Business Association (BDBA) is a local board representing the collective interests of our downtown membership, approximately 430 small business ratepayers. The Board met on Wednesday September 8, 2021 to consider the proposed Burlington Holiday Market event scheduled for December 9-12, 2021.

Members of the BDBA Board and staff have been actively consulting with the event organizer for over one year on this file.

Recently, we undertook a series of virtual open houses with our membership-at-large to get feedback. Notably, two meetings held on August 31st that saw seventeen members attend and participate. The goal of these sessions was to obtain real time feedback on the proposed event and subsequently to inform a position for the BDBA Board.

Principals of the Burlington Holiday Market Board of Directors also participated. They considered key issues such as: parking, vendor opportunities, event licensing, and partnership opportunities with adjacent businesses.

We were pleased to learn that the overall feedback was very positive.

Based on the discussions with the membership and the BDBA Board's own views we encourage Committee to green light this proposed event for the dates and location recommended.



BURLINGTON DOWNTOWN

In considering its position, the Board is encouraged by the stated “event objectives” which read in part:

- Drive traffic to the downtown holiday market footprint
- Support the small business recovery for downtown Burlington

The Board is pleased to learn that the event organizers have chosen a hyper-local focus for this animation. We foresee this four-day event providing numerous opportunities for the existing bricks and mortar businesses Downtown to increase traffic from both new and current customers and restaurant patrons.

The Board’s position was further emboldened by the letters of support submitted by two key neighbouring stakeholders. Their comments are below, verbatim, and re-printed with permission:

Suzanne Gillies (Clerk),

I hope you are doing well, and staying safe.

I am writing this note on behalf of both the Parish of Holy Protection Church (of which I am a council member) and also as the Head of Tyrsa Ukrainian Dancing, which I run.

Both Father Zenon and I had occasion to learn of the exciting proposal for a Winter Holiday Market, and should it be approved, we will look forward to contributing to its success from our Parish & the Ukrainian Community.

We would look to finalize our participation, after your committee has reviewed and approved the plan.

Do let us know if you have any questions in the interim,

Stephen Pichocki
(905) 730-0354

Parish Council Holy Protection BVM Church & President, Tyrsa Ukrainian Dancing.



BURLINGTON DOWNTOWN

Hi Brian.

I have checked with my Board and we certainly support and endorse the event subject to addressing our emergency vehicle and handicap van needs at our front door and being sensitive to noise issues. Someone also suggested that if there ends being an admission fee perhaps the group could consider our residents at 430 Pearl exempt.

You can use this email as our full endorsement. Please stay in touch as details are determined.

Joe Lamb

President of the Board at 430 Pearl Street.

The BDBA Board agrees that this is a first year event with much promise. We will continue to work closely with the organizer to ensure that it develops in a manner befitting the needs of the existing downtown business community.

Respectfully submitted,

Bill Wodhams

Bill Wodhams, Chair
Board of Directors
Burlington Downtown Business Association