

# BDBA: Advisory role

- Independent Board of Directors (including Liza Bouchard-Bain)
- Independent event organizer
- Independent budget and funded by sponsorships/grants

## Executive Director:

- Volunteer resource to the WHM Board
  - Professional advice and event knowledge
  - KEY liaison with Downtown business community
  - Ensuring quality control/enabling partnerships
  - Discover ways for our BDBA membership to leverage
  - “Downtown first” approach to vendors/sponsors
- \*\*How can event benefit BDBA’s Bright Nights campaign?



Membership  
outreach &  
feedback

# Active communications

Membership touch points:

August 9: Community Engagement Notification

August 26: Membership-wide invitation to “open houses” via E-news

August 26/27: Hand delivery of 72 invitations to businesses one block/Village Square

August 31<sup>st</sup> (session 1): 9 members Zoom

August 31<sup>st</sup> (session 2): 8 members Zoom



## JINGLE ALL THE WAY

There is a new event planned for our Downtown this winter holiday season and we'd like to share the exciting details with you and your business

Join us for one of two “Open House” events (via ZOOM) to hear more, ask questions and learn how you can get involved.

Tuesday August 31<sup>st</sup>, 2021

9.00-10.00 a.m.

or

5.00 -6.00 p.m.

Contact Brian Dean for a Zoom meeting invitation:

[brian@burlingtondowntown.ca](mailto:brian@burlingtondowntown.ca)

# What we heard

How/when can my business apply to be a vendor?

What safety protocols will be in place?

How will you manage parking for attendees?

**\*Support for event licensing**

Will event promote my specials/promotions?

**\*\*STRONG SUPPORT: VS condominium Board\*\***

**\*\*Letter of support-Ukrainian Church\*\***



# event objectives

- Bring a first to market event experience to downtown Burlington
- Drive traffic to the downtown holiday market footprint
- Establish a benchmark for what the community can expect from events led by “Burlington Holiday Market” producers
- Support the small business recovery for downtown Burlington
- Re-invigorate the sense community in downtown Burlington
- Showcase what a safe, post-COVID 19 event looks like!

