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

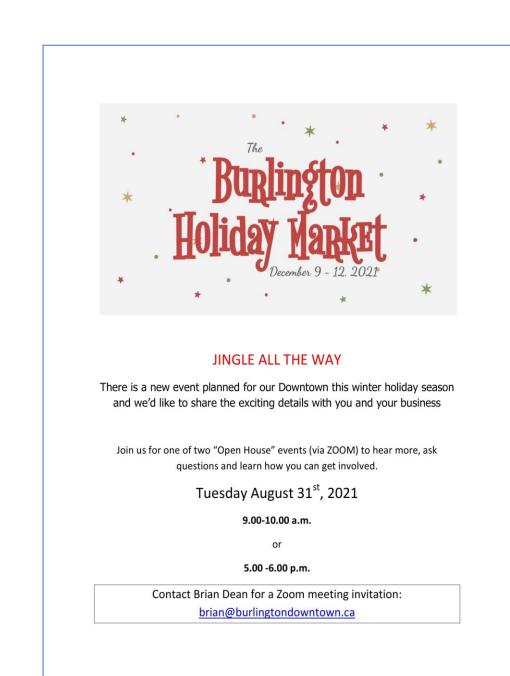
Membership touch points:

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 31st (session 1): 9 members Zoom August 31st (session 2): 8 members Zoom



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
- <u>Support the small business recovery for downtown</u>
 <u>Burlington</u>
- Re-invigorate the sense community in downtown Burlington
- Showcase what a safe, post-COVID 19 event looks like!

