



BURLINGTON DOWNTOWN

Monday March 7, 2022

Attention: Chair & Members,
Environment, Infrastructure and Community Services Committee

On behalf of the Burlington Downtown Business Association (BDDBA) I am proud to submit this letter in support of the Burlington Holiday Market 2022.

My organization was active in providing professional assistance to the Board of the Burlington Holiday Market in its inaugural year. We also participated as an event sponsor. Our involvement was premised on the firm belief that this event would stimulate additional sales/awareness of our bricks and mortar businesses Downtown.

A post-event survey indicated that the Market delivered on this goal, comments from our business membership included:

"The amount of people that came into our shop and said they were here visiting the market and saw our store was amazing!!!! The days the market ran our business did so well!" and "We had a tent at the event and our store is 2 minutes away and experienced well above average sales".

This feedback coupled with the results of the pedestrian counter installed to measure the foot traffic in the area (estimating over 12,500 patrons over the four-day event) is a strong indication of success.

We foresee the Market becoming a fixture of the winter event programming in future years downtown. In 2022 the BDDBA will renew its sponsorship in an effort to provide even more businesses with an opportunity to participate and leverage the unique crowds during the holiday shopping season I the core.

Respectfully submitted,

Brian Dean, Executive Director
Burlington Downtown Business Association

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