



**Burlington Mayor's Millennial Advisory Committee
Co-Chairs Mark McGuire & Karl Wulf**

Subject

Burlington Holiday Market

To

Environment, Infrastructure & Community Services Committee

From

Kiri Piotrowski, on behalf the Burlington Mayor's Millennial Advisory Committee

Issue

We are writing this letter on behalf of the Burlington Mayor's Millennial Advisory Committee in support of the continued growth of the Burlington Winter Holiday Market. The BMMAC is unanimous in the continuation and support of this culturally stimulating event.

Background

The Burlington Winter Holiday Market aligns with the change to millennial shopping behaviours, shift in attitude towards entrepreneurship, and an experienced-based way of living.

The Burlington Holiday Market is a destination event that reflects millennial values towards commerce and community. It has the online reach to attract millennial tourism from within and outside the City of Burlington. It embodies the types of experiences Millennials want.

Why millennials want to attend the Burlington Winter Holiday Market.

1. It aligns with core cultural values towards commerce by supporting local businesses and empowering entrepreneurs.
2. It aligns with experience values by being a community wide event that is family oriented.
3. It provides a centralized public space that can make use of city amenities such as parking, transit, green space, and provides employment.

Considerations

Our considerations for assessing the Burlington Holiday Market were based on the development of five (5) criteria that we perceive at this time to be essential to encouraging healthy growth in our city without sacrificing the existing heritage and cultural appeal. Our top 5 features for emphasis on developments in the downtown are:

1. Emphasize need for Transit (Bus, Walking, Cycling)
2. Emphasize Green Space (Plants)
3. Emphasize Employment Space (Retail and Commercial)
4. Emphasize need for Parking (Resident, Visitor, and Retail-Consumer)

Conclusion

It is important to emphasise that it is ideal to build a civic culture while intensifying the city. The needs for retail and entertainment services provided at a Holiday Market are essential attractors within a city. Increased walkability and ease of transit use will become increasingly relevant as the density in Burlington's downtown increases.

Recommendations

The BMMAC recommends that the City of Burlington in collaboration with community partners commit to the development of a long-term (multi-year) strategic plan to grow the Burlington Winter Holiday Market.