



BURLINGTON DOWNTOWN

Thursday January 12, 2023

Attn: Sandra Maxwell, Supervisor, Festivals & Events · City of Burlington

Please accept this letter from the Burlington Downtown Business Association with feedback from our downtown business membership regarding the Burlington Holiday Market 2022.

The Burlington Downtown Business Association (BDBA) is a local board representing the collective interests of our downtown membership, approximately 430 small business ratepayers.

For the second year the BDBA participated as a sponsor of this winter event. We are encouraged by the “hyper local” event focus and foresee this four-day event providing numerous opportunities for the exiting bricks and mortar businesses Downtown to leverage new customers and restaurant patrons.

The BDBA crafts its sponsorship to fully realize the vendor fees for any BDBA member that wants to participate. This past season seven bricks and mortar BDBA members participated as vendors.

A limited post-event survey of these members indicated that they were positively affected by the experience.

Overall, they shared that the event timing (Thursday-Sunday) was conducive and that the effort to have the tents uniform (with white tops) added to a more polished feel than first-year. Some merchants observed that the experience provided good exposure for their business, helped with pre-Christmas sales and that they leveraged the opportunity to drive sales at their home business locations.

Other respondents provided constructive criticism of the event location and timing. Notably, that consideration should be given to a revised commercial footprint in future years that utilizes public spaces to the west of Village Square. Others recommend a review of the overall event dates, perhaps to tie the Market in more effectively with other downtown winter programming in late November/early December.

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This feedback is being shared with the Burlington Holiday Market Board as they consider, with Council's support, the logistics for the market in 2023.

Respectfully submitted,

A handwritten signature in cursive script, reading "Brian Dean". The signature is written in a dark ink and is positioned below the "Respectfully submitted," text.

Brian Dean
Executive Director
Burlington Downtown Business Association

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