

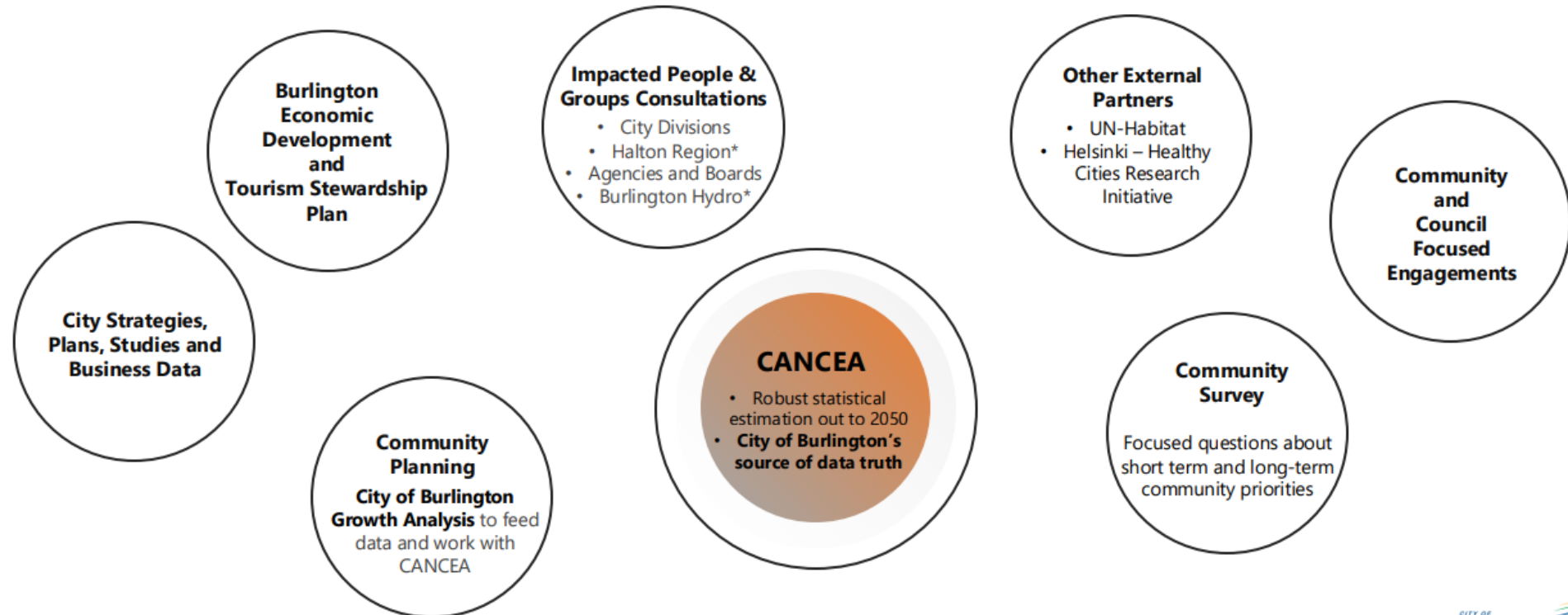
# Horizon 2050 and BEDT Strategy Alignment

March 2, 2025

# Horizon 2050 and BEDT Alignment

## Key Sources of Information & Data

Information and data that informed the Community Profile and Strategic Themes for Horizon 2050.



\*These engagements are still to be conducted.

# BEDT Stakeholder Engagement



## Visitor Perspectives

**Visitor Surveys**  
Distribution: May 14 - Jun 10, 2024  
Responses: 863



## Community Perspectives

**Community Surveys**  
Distribution: Mar 12 - Apr 11, 2025  
Responses: 1,009



## Stakeholder Perspectives

**Business Survey**  
Distribution: Mar 12 - Apr 11, 2025  
Responses: 68

**Stakeholder Engagement**  
Business Community Stakeholders  
Tourism Sector Stakeholders

# BEDT Engagement Key Insights

## Positive Perception by Community

Burlington ranks highest among respondents as a place to live, visit, and work in the Southern Ontario region. 75% of residents and 68% of businesses are optimistic about the future of Burlington.

## Strategic Location

When asked what sets Burlington apart from other cities in Southern Ontario is its proximity to major cities in the region as well as access to outdoor and waterfront amenities.

## Safe, Clean & Welcoming

81% of residents and 80% of businesses say Burlington is welcoming.

## Affordability & Growth as Top Priorities

Affordable housing, neighbourhood amenities, and job opportunities are top development priorities for residents and businesses.

## Most Livable City

Burlington's quality of life is its strongest quality, with the majority of residents citing it as the main reason for choosing to live in the city and as the top attribute they want Burlington to be known for in the future.







93% of residents and 92% of businesses rate Burlington as being a good place to raise a family

91% of residents and 87% of businesses rate Burlington as having a great quality of life

## Top Insights from Engagement

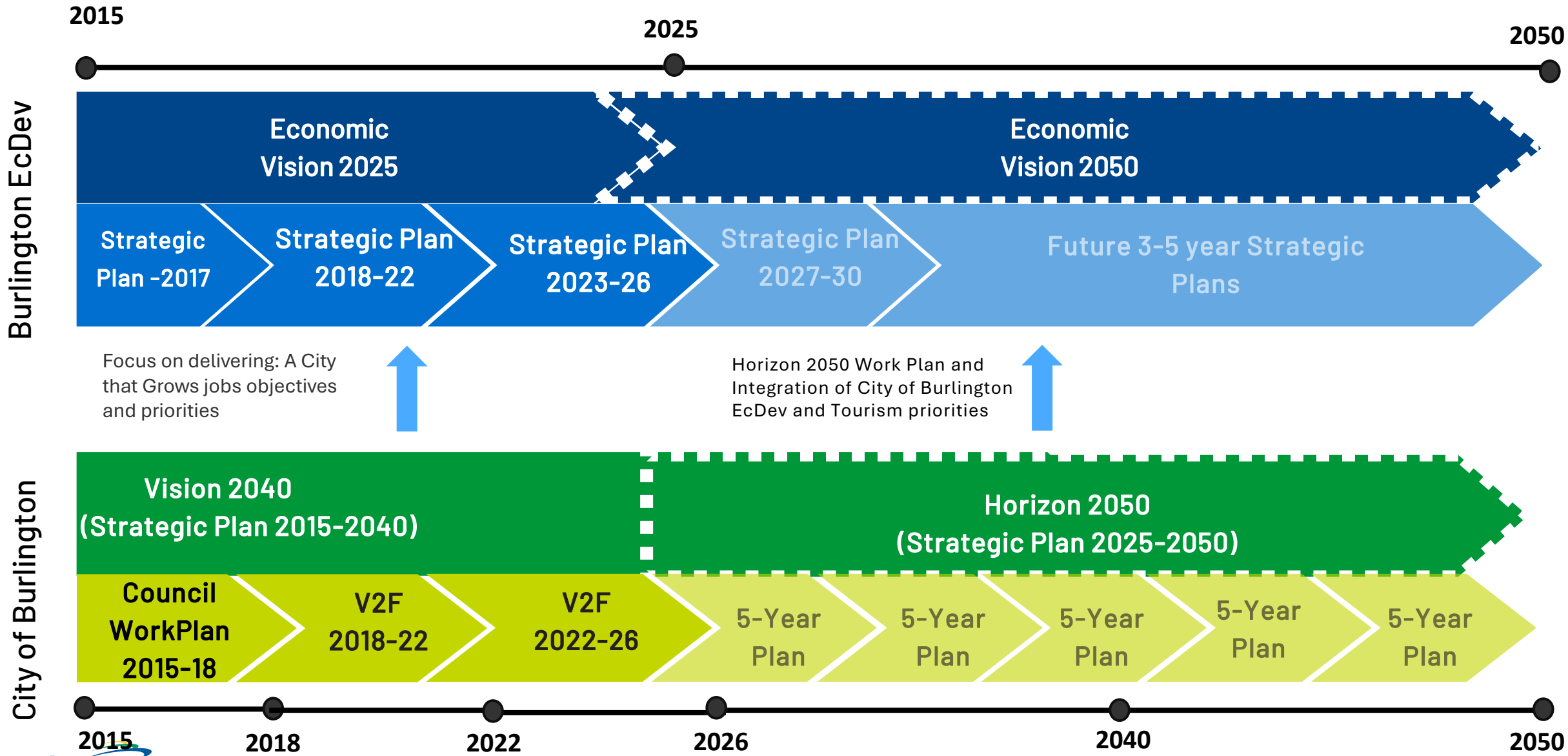
Outlined below are the most significant findings and insights gathered through the engagements.

### Key Engagement Findings

Theme	 <b>Sustainable, Multi-Modal Mobility</b>	 <b>Complete, Inclusive, Connected Communities</b>	 <b>Affordability, Equity and Access</b>	 <b>Health and Wellbeing</b>
Key Findings	<ul style="list-style-type: none"><li>• Accessible &amp; Affordable Transportation</li><li>• Active &amp; Sustainable Mobility</li><li>• Infrastructure &amp; Connectivity</li><li>• Safety &amp; Security</li><li>• Innovation &amp; Future-Ready Transit</li></ul>	<ul style="list-style-type: none"><li>• Connected &amp; Inclusive Communities</li><li>• Accessible &amp; Affordable Living</li><li>• Green Spaces &amp; Recreation</li><li>• Mobility &amp; Walkability</li><li>• Cultural &amp; Community Engagement</li></ul>	<ul style="list-style-type: none"><li>• Affordable &amp; Inclusive Housing</li><li>• Economic Growth &amp; Job Opportunities</li><li>• Social Equity &amp; Accessibility</li><li>• Innovative Housing Solutions</li><li>• Partnerships &amp; Policy Support</li></ul>	<ul style="list-style-type: none"><li>• Green Spaces &amp; Environmental Preservation</li><li>• Health &amp; Wellness Access</li><li>• Community Connection &amp; Social Engagement</li><li>• Active Living &amp; Recreation</li><li>• Accessibility &amp; Safety</li></ul>
Theme	 <b>Transparent, Adaptive Governance</b>	 <b>Resilient, Responsive Systems</b>	 <b>Future Readiness and Digital Transformation</b>	 <b>Dynamic Economic Growth and Innovation</b>
Key Findings	<ul style="list-style-type: none"><li>• Transparency &amp; Accountability</li><li>• Community Engagement &amp; Participation</li><li>• Data-Driven &amp; Adaptive Governance</li><li>• Diversity &amp; Inclusion</li><li>• Innovation &amp; Collaboration</li></ul>	<ul style="list-style-type: none"><li>• Sustainable &amp; Thoughtful Growth</li><li>• Environmental Responsibility &amp; Climate Resilience</li><li>• Infrastructure &amp; Mobility Improvements</li><li>• Community Well-being &amp; Inclusivity</li><li>• Innovation &amp; Technology Integration</li></ul>	<ul style="list-style-type: none"><li>• Digital Transformation &amp; Smart City Development</li><li>• Innovation &amp; Emerging Technologies</li><li>• Data-Driven Decision Making &amp; Transparency</li><li>• Cybersecurity &amp; Privacy</li><li>• Sustainable Technology Integration</li></ul>	<ul style="list-style-type: none"><li>• Economic Growth &amp; Job Creation</li><li>• Innovation &amp; Technology Advancement</li><li>• Support for Small Businesses &amp; Entrepreneurs</li><li>• Education &amp; Workforce Development</li><li>• Sustainable &amp; Inclusive Economic Strategies</li></ul>

*These key concepts and insights gathered through engagement for each strategic theme informed the development of the strategic framework.*

# Strategic Alignment with Horizon 2050: Burlington's Economic Development Strategy in Context (2015-2050)



# Vision and Strategy Alignment

## Long Term Vision



### City of Burlington Vision 2040 Strategic Plan / Horizon 2050\*

- We support a **strong diverse local economy** that provides opportunities for residents and business to prosper.
- As a community, we **champion local enterprise**, participate in economic life, and help build a Burlington where **everyone can succeed**

## Short/Medium Term Strategy and Implementation



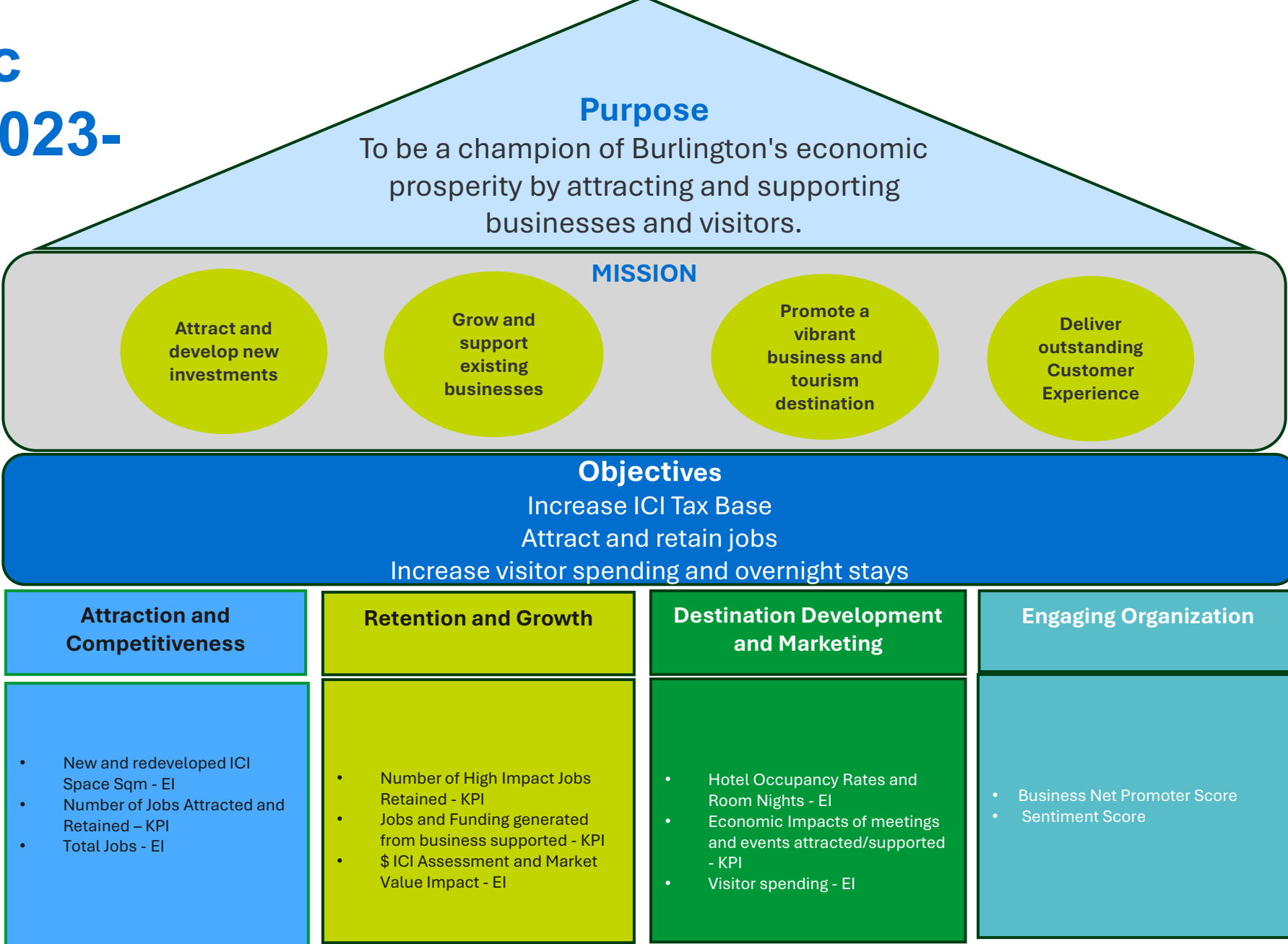
### Vision to Focus/5 Year Business Plan

- Increase economic prosperity and community response City growth
- Enable a healthy and greener city

### BEDT Strategic Plan

- Destination Stewardship Plan
- Business Retention and Expansion Strategy
- Innovation and Entrepreneurship Strategy
- Post Secondary Attraction Strategy
- Investment Attraction Strategy

# Strategic House 2023-2026



← Pillars

← Economic Indicators(EI) & KPIs

\*Economic Indicators(EI) show impact of activities and overall economic health but can not be directly influenced

\*KPIs are direct impact of BEDT touchpoints