

**Mayor Marianne Meed Ward and Members of Council**

City of Burlington  
426 Brant Street  
Burlington, ON

**RE: Joint Letter of Support – TRN-02-26 Burlington Economic Development & Tourism  
Destination Stewardship Plan**

Dear Mayor Meed Ward and Members of Council,

On behalf of the Aldershot Village Business Improvement Area and the Burlington Downtown Business Association, we are pleased to express our strong and unified support for the Burlington Economic Development & Tourism Destination Stewardship Plan as presented in Report TRN-02-26.

The Destination Stewardship Plan establishes a long-term strategic roadmap for sustainable tourism development in Burlington, ensuring that visitor experience, community well-being, economic vitality, and environmental stewardship are balanced and aligned. As representatives of two of Burlington's primary commercial districts and main street business communities, we recognize the importance of this framework in strengthening local economic development across neighbourhoods.

Both the Aldershot Village Business Improvement Area and the Burlington Downtown Business Association were engaged as stakeholders in the development of the Destination Stewardship Plan. The collaborative process reflects the Plan's emphasis on coordinated destination governance, partnership, and placemaking as core implementation tools.

Downtown Burlington serves as the city's historic commercial core and waterfront district — Burlington's front door — anchored by Spencer Smith Park, cultural institutions, restaurants, retail, and year-round events. Aldershot Village, positioned at Burlington's western gateway and connected to key transit corridors, offers a complementary mix of independent businesses, dining, neighbourhood services, and proximity to major natural assets such as the Royal Botanical Gardens and LaSalle Park. Together, our districts represent critical components of Burlington's visitor ecosystem and signature neighbourhood identity.

We are particularly supportive of the integration of the new Destination Brand initiative within the Destination Stewardship Plan framework. A unified brand strategy that clearly articulates Burlington's identity — blending natural beauty, urban energy, culture, and community — will strengthen market positioning while ensuring consistent messaging across tourism promotion, economic development, and neighbourhood marketing.

Both BIAs currently maintain strong marketing partnerships with Burlington Economic Development & Tourism in its role as Burlington's Destination Marketing Organization. We look forward to these partnerships strengthening further through implementation of the Destination Stewardship Plan and the new Destination Brand strategy, ensuring coordinated campaigns, shared content, and integrated promotion that drives visitation to main street businesses across the city.

The Plan's focus on signature neighbourhood development, placemaking and enhanced public spaces, expansion and diversification of festivals and events, business and group travel attraction, transit-oriented development and improved connectivity, and seasonal demand management and sustainable growth directly supports the long-term vitality of Burlington's main street business

districts.

Tourism spending plays a meaningful role in sustaining restaurants, retail, entertainment venues, accommodations, and service providers throughout Burlington. A coordinated and diversified approach to destination development will distribute economic benefits more equitably, reduce pressure on peak areas, and strengthen the overall resilience of the visitor economy.

We also wish to acknowledge and express our support for Burlington Economic Development & Tourism as a key partner in developing programming that supports the main street business community. Through event support, visitor servicing, seasonal campaigns, business attraction, and collaborative initiatives, BEDT plays an important role in animating commercial districts and generating economic uplift. We look forward to continued collaboration with BEDT to co-develop programming that increases foot traffic, enhances neighbourhood vibrancy, and aligns with the broader stewardship objectives outlined in the Plan.

As Business Improvement Areas, we remain committed to working collaboratively with Burlington Economic Development & Tourism, the City of Burlington, and regional partners to advance implementation of the Destination Stewardship Plan in a way that supports sustainable growth, enhances quality of life, and reinforces Burlington's reputation as a welcoming and vibrant destination.

We fully endorse the Destination Stewardship Plan as a strategic investment in Burlington's future and in the continued success of our main street businesses and neighbourhood communities.

Respectfully submitted,

**For Aldershot Village Business Improvement Area**



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Andrea Dodd  
Executive Director  
Aldershot Village Business Improvement Area  
Date: Feb 25th, 2026 \_\_\_\_\_

**For Burlington Downtown Business Association**



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Brian Dean  
Executive Director  
Burlington Downtown Business Association  
Date: Feb 25, 2026 \_\_\_\_\_