



BURLINGTON DOWNTOWN

Burlington Winter Holiday Market is coming Downtown

(Here's what you need to know)

There is a new third-party delivered event happening Downtown Burlington this year. The Burlington Downtown Business Association (BDBA) is a consultant to the Event organizers. This is not a BDBA designed nor delivered event.

We hope that this Holiday Market, in conjunction with our own programming (i.e. Look Local Holiday Guide, DTBurl Box, Gift Card Program, Cocktails & Cuppas passport program, extension of the Bright Nights downtown illumination, etc.) will drive additional traffic to our downtown business community and support small business recovery. Here is a high-level overview of what to expect.

Who is organizing the Winter Holiday Market?

This event is organized and executed by a Burlington Holiday Market Board. The Board is comprised of Burlington-based volunteers who have hired on the services of a professional event team known as “curated by m” (<https://www.curatedbym.com/>). This event organizer has delivered events including: Conservation Halton Foundation Gala, Cabbagetown Festival (Toronto), Hops & Harvest, Mountsberg Sugarbush Experience, and others.

- Burlington Holiday Market Board of Directors is:
- Liza Bouchard-Bain, Owner, Water's Edge Salon and Spa and BDBA Board Member
- Rick Burgess, Frederikse Law
- Tim Caddigan, Senior Director, Cogeco
- Gisele Doucet, Owner, The Art of Accounting
- Rory Nisan, Councillor, Ward 3, City of Burlington
- Peter Van Dyk, Partner at PV & V Insurance Centre Ltd.
- Andrew Wagar, Owner, Swerve

Burlington Downtown Business Association
414 Locust Street, Suite 202 Burlington, Ontario L7S 1T7
905-333-9868
burlingtondowntown.ca @DTBurlingtonON



BURLINGTON DOWNTOWN

When and where is the Winter Holiday Market?

The four day event is from Thursday December 9th- Sunday December 12th.

Market hours are:

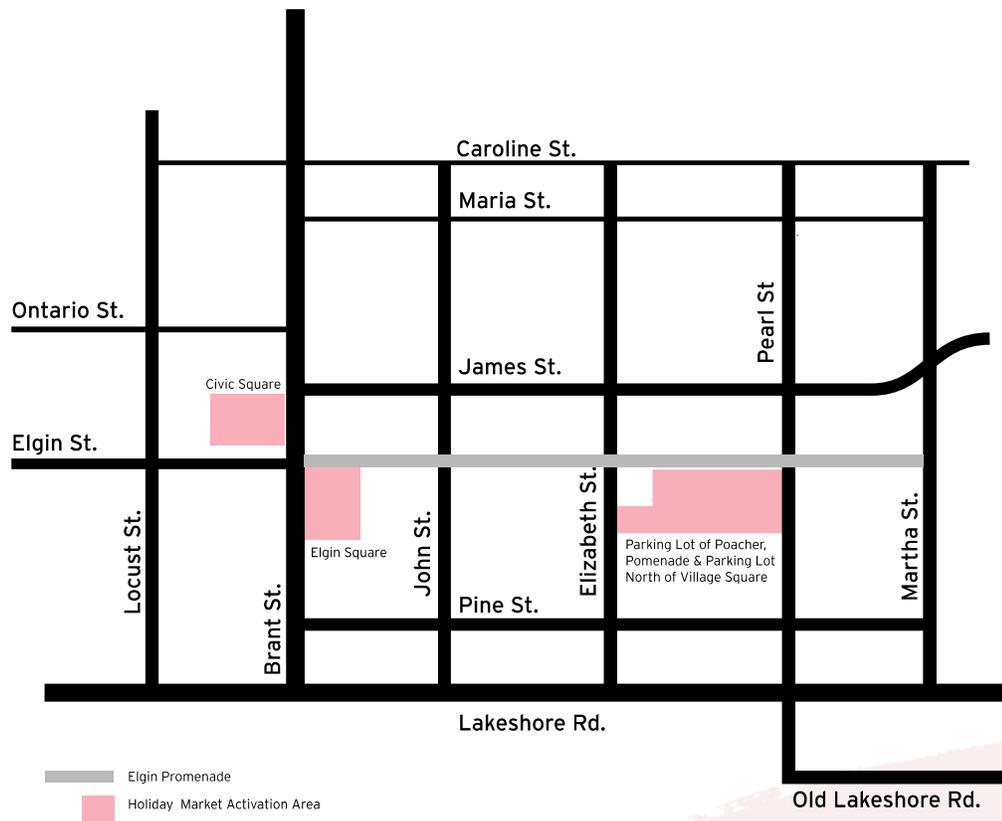
Thursday December 9th 4:00 - 9:00 p.m.

Friday December 10th 11.00 a.m. - 9:00 p.m.

Saturday December 11th 11.00 a.m. - 9:00 p.m.

Sunday December 12th 11.00 a.m. - 7:00 p.m.

The Winter Market will sprawl across four public venues along The Elgin Promenade:



Burlington Downtown Business Association
414 Locust Street, Suite 202 Burlington, Ontario L7S 1T7
905-333-9868
burlingtondowntown.ca @DTBurlingtonON



BURLINGTON DOWNTOWN

What is BDBA's role?

Your Burlington Downtown Business Association is a sponsor of the Market. We have purchased a sponsorship to ensure that our downtown businesses can participate as event vendors. Our Executive Director lends his talents to the Market Board as a professional resource/consultant.

In addition to being an event sponsor we are also participating during the event, in partnership with our colleagues at Tourism Burlington. We will be greeting Market patrons with information about our downtown business community, specifically any BDBA Member activities that are happening during the Holiday Market, selling BDBA gift cards, handing out BDBA directories and dining guides and encouraging them to explore all of the Downtown Burlington winter holiday events and animations. Our location will be outside of Tourism Burlington.

Is the Market licensed?

No. The intention is to drive and patrons wanting a meal and a drink to the bricks and mortar restaurants downtown. We will be handing out updated Dining Guides at our location outside of Tourism Burlington; we will also be promoting the BDBA Cocktails & Cuppas crawl to encourage visitors to the downtown to explore our restaurants and coffee shops.

What's the parking situation?

The organizers are planning to minimize parking impacts. Patrons will be encouraged to carpool and use transit when visiting the Market, but several will choose to come down by car. Vehicles (both patrons and vendors) are encouraged to park at the 414 Locust Street garage instead of on-street. In this way Market attendees will have the opportunity to patronize and shop at local businesses as they travel to and from the Market. We have chosen to locate our information tent outside of the parking garage (at Tourism Burlington) to act as a secondary point of contact for all questions pertaining to downtown Burlington and our small business community.

Parking ambassadors will be on site (at the four Holiday Market locations across the Elgin Promenade) directing vendors to briefly load and unload to minimize the use of on-street spaces.

Burlington Downtown Business Association
414 Locust Street, Suite 202 Burlington, Ontario L7S 1T7
905-333-9868
burlingtondowntown.ca @DTBurlingtonON



BURLINGTON DOWNTOWN

On-site

The Market is intended to be a self-sustaining event across all four of parts of the Promenade and Civic Square. Daytime and nighttime security will be present for all days of the market. Portable washrooms will also be available for patrons. Signage will be strategically placed throughout the Market to direct attendees to the vendors and also to direct visitors to shopping & dining options throughout the Downtown. Local musicians will entertain and the Market has also partnered with Burlington Green to ensure environmental responsibility.

What other events are planned Downtown this season?

For a full list of events and animation downtown Burlington, please visit:

<https://burlingtondowntown.ca/holiday-happenings/>

And be sure to keep an eye on your email inbox for updates regarding our gift card program.

Questions?

For questions related to the Winter Holiday Market contact event organizer Meagan Madill:
meagan@curatedbym.com

Questions about Burlington Downtown, our events, programs and animations:
Brian@burlingtondowntown.ca

Burlington Downtown Business Association
414 Locust Street, Suite 202 Burlington, Ontario L7S 1T7
905-333-9868
burlingtondowntown.ca @DTBurlingtonON