

Initiative Summary:

The Burlington Downtown Business Association (BDBA) is excited to introduce a new seasonal initiative, directed to both residents and visitors alike.

This year the BDBA will be installing 5 pedestrian walkaways across the downtown to support on-street patios. Each walkway system will feature a pair of stand-alone planter boxes, with seasonal plantings, to beautify the experience. There are ten planter boxes in total, stationed at the entrance and exit points to the wooden walkways. They'll be spread across five streets in the Downtown from May-October 2024, attracting thousands of diners, visitors, and residents.

Our goal is to keep Burlington Downtown as the foremost in the public's mind as an attractive, pleasant place to shop, to be entertained, to work, and to live. We want to make the quality of life for our Downtown businesses and services better. Through the introduction off the on-street patios, we hope to keep bolstering our hometown economy and see it thrive.

Initiative Details:

Each planter box will support signage on the public-facing side along each of the following 5 walkways:

- Walkway A: Elgin Street & Brant Street
- Walkway B: Pine Street & Elizabeth Street
- Walkway C: Lakeshore Road West of Brant Street
- Walkway D: Lakeshore Road East of Brant Street
- Walkway E: John Street & Brant Street

Each of the on-street patios will be placed adjacent to many popular and high traffic restaurants, including but not limited to:

- ~~Walkway A: 400 Brant~~
- ~~Walkway B: Paradise Restaurant & SON OF A PEACH PIZZERIA~~
- ~~Walkway C: Pepperwood Bistro & Italian Express Restaurant~~
- ~~Walkway D: Lakeshore Coffee House & RCs Boardwalk~~
- Walkway E: Lettuce Love Café & Heal Wellness

Each set of planters will promote your business as "Proudly Sponsored By" with the inclusion of your business logo and QR code, with a destination URL of each businesses' choosing (subject to BDBA approval).

Sold

Initiative Promotion & Marketing: