

Burlington Business Association
Business Summit: What Fuel's Burlington's Economy
January 7, 2010, The Conference & Event Center at Champlain College

Group A

- Build on existing strength
- Ways to integrate parking and transportation:
- Better signs - College Street shuttle, parking meter (instructions/hours)
- Remote parking tied in with transportation to city centers
- Build on Quad Equity
- Appeal to Quebec
- French language "friendliness"
- Accept Canadian money at par
- Burlington "app" for Iphone

Group B

- World Class Marina & Convention Center with 4-season dome
- Make Burlington a wireless zone
- Improve access to Burlington from suburbs
- Unique transportation system (tram, nicer CCTA vehicles)
- CCTA loop expansion
- Link in College's energy to downtown

Group C

- Waterfront Development/Anchor
- Transportation facilitation
- Space usage consolidation

Group D

- Build the Brand of Burlington's urban culture
- Improved infrastructure and residential neighborhoods – make it easy to live here
- Develop cultural corridors that incorporate multi-modal transportation

Group E

- Perception - branding and marketing/promoting our local focus (buying local, restaurants, etc.)
- Attract off-season crowd, develop & promote waterfront (skating rink)
 - Attract business visitors during off season (convention center/hotels)
 - Connecting our two jewels:
 - Retail pathway - connect marketplace to waterfront – "walk-able"
 - Transportation – cable car, tram, etc.

Group F

- Transportation - all aspects
- Diffuse "I won't go downtown" (security, parking, confusion, etc)
- Shared responsibility partnership – it's everyone's responsibility to make Burlington better
- "Market" Burlington better