

**OUR 2025  
OBJECTIVES AS  
A JOINT  
ORGANIZATION**



**Investment  
Attraction**

Attract \$300M in new ICI assessments, 300+ jobs, and 2,000+ overnight hotel stays to Burlington.

**01.**



**Business  
Support**

Retain 5,000+ jobs and support 750+ businesses to grow and stay in Burlington.

**02.**



**Visitor  
Experience**

Attract 500K+ visitors through programs and initiatives while maintaining an NPS score of 50+ for Destination Businesses.

**03.**