

**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.