



ALDERSHOT

Village of Aldershot
452 Plains Road East
Burlington, ON L7T 2E1
Office Phone: 905 637-6930

email: info@aldershotbia.com
www.aldershotbia.com



Village of Aldershot Board of Management

Kelvin Galbraith, Chair
Fitness Firm 637-9220

Lesley Parrans, Vice Chair
Lezley's 333-4431

Don Jess, -Past-Chair
ComputAbility 632-2006

Deanna O'Donnell, Secretary
Mr. Solar & Sun Ltd 527-3535

Bob Stevenson, Treasurer
Stevenson & Lehocki 632-0640

Jason Boelhouver 634-2400
Halton Seniors' Homecare
by Angels

Erika Gal 639-4575
Maritime Travel

Dr. Kiara Galbreath 333-8860
Integrative Touch

Mark Orr 631-1230
Assante Wealth Management

Dr. Inge Scharge 333-0399
Aldershot Dental Care

Jason Virtue 632-7050
TD Canada Trust

Councillor Rick Craven 335-7600
City of Burlington

BIA Coordinator

Barbara Rusnak 637-6930

July 6, 2010

Mayor and Members of Council
City of Burlington

Re: LaSalle Marina Vision 2012

Mr. John Birch, President, LaSalle Marina, recently presented the Vision 2012 plan for LaSalle Marina to the Board of Management and staff of the Aldershot BIA.

The Aldershot BIA enthusiastically supports the proposal to develop a Safe Harbour in Burlington Bay and to improve the capacity of the existing marina. There are many benefits to this proposal, including its economic and environmental impact in Burlington. Development of a Safe Harbour at LaSalle will contribute to the visual character of Burlington Bay and the community's quality of life.

Additional boaters and expanded facilities at the marina will support the local economy throughout the year. Residents, friends and visitors will experience an increased awareness of the rich and diverse assets offered by LaSalle Marina/Boating and Sailing Club and the Aldershot business community. This is all in addition to the infinite list of amenities available throughout the City of Burlington.

Standard modeling procedures, used to determine the economic impact of marinas, indicate that marinas produce direct and indirect revenues for many different types of businesses. In particular, boaters spend money locally on groceries, hardware and marine supplies, personal needs, fuel and restaurants. LaSalle Marina's Vision 2012 provides Burlington with the opportunity to attract relevant businesses and industry to the area. It is anticipated that new and existing businesses will support the demand, increase employment and expand recreational and tourism prospects.

The Aldershot BIA and the LaSalle Marina, including the Boating and Sailing Club, have already developed a partnership and are investigating cross-marketing opportunities that will be revealed in 2011. We look forward to an enhanced marina and the exciting prospect of LaSalle and Burlington Bay becoming Ontario's 400th Safe Harbour.

Respectfully submitted,

Kelvin Galbraith, Chair
Aldershot BIA

/BR