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Press Release

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FOR IMMEDIATE RELEASE

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BBA and City of Burlington Partner to Launch Downtown Ambassador Program

Burlington, VT - The Burlington Business Association in partnership with the City of Burlington is expanding its Downtown Safety program. The Burlington Downtown Ambassador Program will run through the holiday season and will provide critically needed services to the downtown community. Green Mountain Concert Services will provide Downtown Ambassadors from 2pm to Midnight, Wednesday through Sunday.

Ambassadors will ensure visitors have an inviting, informed, and safe visit to Burlington. They will also be a resource for downtown workers, helping them get to and from their workplace safely and coordinate with Howard Center Street Outreach and BPD. Downtown Ambassadors will be trained in ordinance education and de-escalation.

The Ambassadors will:

- Provide downtown retail, restaurant, and hospitality staff with a safe escort to or from their vehicle, building, hotel, or workplace within the downtown.
- Be additional “eyes and ears” downtown, interfacing with BPD, Howard Center Street Outreach, and other community partners.
- Actively de-escalate disruptive disturbances downtown
- Educate members of the community about City ordinances including open containers and smoking and biking on Church Street.
- Assist visitors with wayfinding to parking, public restrooms, and other amenities
- Utilize [SeeClickFix](#) to report graffiti, found needles, and other non-emergency issues

This program will build upon the success of previous year’s [holiday street ambassadors](#) and the more recent [Downtown Safety Escort Program](#). Funding is provided by the City of Burlington and private donations, including Pomerleau Real Estate, Northfield Savings Bank, and The Farmhouse Group, and concerned citizens. For more information and a complete list of donors visit www.bbavt.org/projects/ambassadors.

*“The Church Street Marketplace is the heart and center of holiday commerce in the City, and as we move into the economic recovery ahead it is more important than ever that our local businesses are supported in having a successful winter retail season,” said **Mayor Miro***



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Weinberger. *“The City is pleased to partner with the local business community to contract for additional security services Downtown to help ensure that the Marketplace remains a place for all to enjoy, and that Burlingtonians and visitors alike will create lasting, positive memories of Vermont this winter.”*

Thomas S. Leavitt, President & CEO, Northfield Savings Bank, said *“It is important that downtown Burlington be a safe, inclusive, and productive environment for all citizens and visitors. The Ambassador program is one initiative aimed at that outcome. Northfield Savings Bank stands with our customers, employees, and neighbors in supporting the health and vitality of our City.”*

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About the BBA:

The Burlington Business Association, founded in 1978, is a non-profit, non-political membership organization with 200 business and nonprofit members. Our mission is to enhance and promote the economic vitality of Burlington, Vermont, and to assure that the City of Burlington continues as the cultural, social, political, educational and economic center of northwestern Vermont.