



# Bronte BIA Strategic Plan (2022-2024)

*Year One Priorities (2022)*

## **Our Vision:**

*Bronte is a vibrant community where everyone is welcomed and everything you need is here.*

## **Our Mission:**

*Bronte BIA champions a unique district experience.*

## **Goals:**

### **1. ENHANCED EXPERIENCE**

**Bronte evokes a distinctive sense of place and arrival.**

#### *MILESTONES:*

- a) Bronte is clean and safe.
- b) Bronte amplifies local talent to host events all year round.
- c) Bronte embraces its unique waterfront assets.

### **2. MORE LIVEABLE**

**Bronte is walkable, bikeable and connected.**

#### *MILESTONES:*

- a) Perceptions that parking options are robust.
- b) Streets are walkable for everyone.
- c) Wayfinding invites pedestrians to key destinations.

### **3. VIBRANT ECONOMY**

**Bronte is dependable for everyday needs.**

#### *MILESTONES:*

- a) A thriving commercial district.
- b) An attractive place for new businesses.
- c) Mitigation plans address construction impacts.

### **4. EFFECTIVE ORGANIZATION**

**BIA members, stakeholders and staff are engaged in the well-being and success of the association.**

#### *MILESTONES:*

- a) New vision and goals resonate with members.
- b) Strong governance model guides decision-making
- c) A champion for Bronte issues