



# BRONTE

VILLAGE

2023

# WELCOME PACKAGE



[www.bronte-village.ca](http://www.bronte-village.ca)

# WELCOME TO BRONTE

**Vibrant. Unique. Growing.**

On behalf of the Board of Directors and members of the Bronte Business Improvement Area (BIA), it gives me great pleasure to welcome you to Bronte!

The Bronte BIA was established in 1990 as a non-profit association that acts on behalf of its property owner and tenant members to market and beautify the district, to keep it safe and clean and to advocate with government stakeholders.

Enclosed in this package you will find information about Bronte BIA programs and

projects, events and activities, along with member benefit programs and contact information. If you have any questions, please don't hesitate to contact our office at 905-825-3258 or by email [communications@brontevillage.net](mailto:communications@brontevillage.net).



Yours truly,

*Kylie Wilson*

Acting Executive Director, Bronte BIA





## **A Brief History of Bronte**

### **From Traditional Lands, Fishing Village, Port City, to Recreational Hub**

Built on the traditional lands of the Mississaugas of the Credit First Nation, Bronte Harbour was completed 22 years after the fishing village of Bronte was founded in 1834 where the Twelve Mile Creek met the vast waters of Lake Ontario.

For thousands of years, the waterway was used by the original inhabitants as a means of transportation, source of agriculture, hunting and fishing for sustenance and commerce. After European settlement, Bronte became a busy Lake Ontario port, exporting wheat, building ships, and developing a thriving commercial fishery and stonehooking industry.

As industry in Bronte Harbour flourished, so did recreation and residential. The village enjoyed recreational boat racing, including the fisherman's regatta that took place every summer. By the 1950's Bronte Harbour became known as a summer resort location for vacationing families from Toronto and the surrounding areas.

## **Bronte Today**

The district has retained its "small-town-tight-knit-community feel" and preserved its heritage waterfront which is celebrated by both residents and visitors. The thriving commercial district completes the overall character and vibe of the community. Bronte is home to 13,000+ residents, 175 businesses and continues to grow. It is one of six growth areas identified in the Town of Oakville's "Livable Oakville Plan" for revitalization as a complete community. It is being regenerated as a mixed-use area with a distinct character including a thriving shopping district and a variety of housing options that provide an appealing year-round environment for residents, employees and visitors.

## BIA:101

A Business Improvement Area (BIA) is a “made-in-Ontario” innovation that got its start in Toronto in the 1970s. It is a self-funded association of commercial business people within a specified geographic district who join together, with official approval of the municipality, to stimulate local business and create a unique local experience. It’s a collective effort in four key areas: marketing, beautification, activations and advocacy.



A BIA brings together funding and people power to create thriving, beautiful and safe business areas that attract shoppers, diners, tourists and new businesses. There are now over 270 BIAs in Ontario – three of which are right here in Oakville – Downtown Oakville, Kerr Village and, of course, *Bronte*.

Here in Bronte, we are a local board of the Town of Oakville and we’re dedicated to improving economic prosperity and quality of life by creating a distinct sense of place. We aspire to be a ‘15-minute district’ where local residents can walk to all the amenities they need in about 15 minutes or so.

The BIA employs two full-time staff (Executive Director and Membership & Communications Coordinator) and is governed by an elected volunteer Board of Directors made up of business and property owner members in the district.

## Our Vision

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

This vision was a result of a 2021 community engagement process called *Bronte Forward!* that heard from residents, business owners and visitors about what we all want Bronte to look, feel, taste and smell like in the next 20 years.





# **Our Four Areas of Focus (2022-2024)**

An enhanced  
experience

Making Bronte  
more livable

A vibrant  
economy

Operating an  
effective  
organization





## About Your Membership

The Bronte BIA boundaries are from East St on the east, including the businesses just west of Bronte Rd on north and south side of Lakeshore, Sovereign St on the north to Ontario St at Bronte Rd on the south.

As a property owner and/or tenant in this designated commercial district, you pay a levy as part of the business tax collected by the Town of Oakville. The Town passes this levy along to the BIA, which means you are automatically a member.

The 175+ businesses that comprise our BIA are vibrant and unique. From cafes, bakeries and restaurants to boutique clothing and retail shops – and service providers like dentists, physiotherapists, veterinarians, lawyers, financial experts, dry cleaners, wellness clinics, pet grooming, nail salons and more.



*Christopher Brad*





# Membership Benefits

## Beautification

We invest in the public realm to beautify the district and give it a distinct sense of place, while creating safer streets and enhancing wayfinding.

- ✓ Vibrant banners throughout the district let visitors know that they have arrived in Bronte.
- ✓ Colourful hanging baskets and floral barrels adorn the streets in the spring and summer.
- ✓ Canada flags are installed along Lakeshore Rd W to create a sense of unity.
- ✓ Winter décor helps to brighten the district during the darker months.
- ✓ Benches are installed from April until November to create accessible rest areas for pedestrians.
- ✓ Public art, like our At Home in Bronte Muskoka chairs, unify and add colour to the district.

## Placemaking

We work to transform Bronte from a space into a *place* that is vibrant and welcoming.

- ✓ Our Library ON THE GO Book Bike is a free, year-round public amenity.
- ✓ Our 100+ At Home in Bronte Muskoka chairs have trademarked the district as a place that is colourful and accessible to all in every season.
- ✓ Our “Bronte Connects Here” blue bistro tables/chairs invite visitors to linger and experience the district in their own unique way.



## Marketing

We market the area to draw attention to the neighbourhood and all the businesses within it. Some of these activities include:

- ✓ Social media
  - Branding the district as a first-choice destination for shopping, dining and exploring across all seasons
  - Promoting member products, services, success stories, giveaways, etc.
  - Creating enthusiasm, interest and a sense of community for Bronte
- ✓ Online business listings for every member
- ✓ Community bulletin board
- ✓ Print advertising
- ✓ Look Local Summer Guide
- ✓ Experiential marketing
- ✓ Contesting

## Events & Activations

Through our **Community Investment Program** and other community partnerships, we support events and activations across all four seasons to create a unique, vibrant and welcoming community.

- ✓ Taste of Oakville (February – March)
- ✓ Bronte Arts Market (May to October)
- ✓ Historical Walking Tours (May to October)
- ✓ Bronte Lake Notes Summer Concert Series (June to September)
- ✓ Town of Oakville's Canada Day (July)
- ✓ Oakville Wind Orchestra Concert Series (July and August)
- ✓ Art in the Park (August)
- ✓ CRAFT Live Afro Caribbean Waterfront Fete (August)
- ✓ Christmas Tree Lighting Event (December)
- ✓ ...and many more!

**The stage is set for your success.**





## Communication

We send out a biweekly enewsletter to our members to let you know about business development opportunities, community events, member promotions and success stories and general Bronte happenings. We also have district **Parking Maps** that we encourage every business to share with their customers.

## Advocacy

We work in cooperation with the Town of Oakville to influence policy and advocate for the needs of our members in a unified voice. We are dedicated to ensuring a healthy economic environment for our community and making it a first-choice place to shop, dine, work, play, live or invest.

## Opportunities

- ✓ Attend BIA member functions.
- ✓ Vote at the Annual General Meeting.
- ✓ Participate in festivals/special events.
- ✓ Share your success stories, special events, promotions and activities with other members via the BIA enewsletter.
- ✓ Make your business Bicycle Friendly and become certified by Ontario By Bike™.



***Let's Stay Connected.***

Please keep us updated with your current contact information.



# Helpful Resources

<b>Bronte BIA Website</b> Information about Bronte happenings (events, promotions, news, resources, board meeting minutes) and a Bronte business directory. <b>Website:</b> <a href="http://bronte-village.ca">bronte-village.ca</a>	<b>Visit Oakville</b> A not-for-profit destination marketing organization representing the local tourism and business community. <b>Website:</b> <a href="http://visitoakville.com">visitoakville.com</a>
<b>Service Oakville</b> Information about Town of Oakville services and online problem reporting tool. <b>Website:</b> <a href="http://oakville.ca/services.html">oakville.ca/services.html</a>	<b>Digital Main Street: Digital Service Squad (Sharla Farrell)</b> Free resource; work with Sharla to assess your online presence and find the right digital tools and technologies to enhance your digital capabilities. <b>Website:</b> <a href="http://bronte-village.ca/digital-transformation-grants-are-back-in-2023">bronte-village.ca/digital-transformation-grants-are-back-in-2023</a>
<b>Halton Region Waste Management</b> Garbage and recycling are collected Tuesdays and Fridays; no bulk items allowed. Request free blue and grey totes to use by calling 311. <b>Email:</b> <a href="mailto:accesshalton@halton.ca">accesshalton@halton.ca</a>	<b>Halton Region Small Business Centre</b> Comprehensive training, expertise and tools to guide your business. <b>Tel:</b> 905-825-6000 <b>Email:</b> <a href="mailto:smallbusiness@halton.ca">smallbusiness@halton.ca</a>





# Our Board Members & Staff

Kylie Wilson  
**ACTING EXECUTIVE DIRECTOR**  
Bronte BIA

Prabh Banga  
**VICE-CHAIR**  
Shoppers Drug Mart Bronte

Amal Helbah Dawson  
**SECRETARY**  
RBC Branch Bronte

Rose Luxton  
**DIRECTOR**  
Lakeside Livin' Home Décor

Cheryl Etherington  
**CHAIR**  
Cheryl Etherington CGA

Diane Bertolin  
**TREASURER**  
Alliance Properties/  
Residences of Bronte Lakeside

Nina Duong  
**DIRECTOR**  
Nina Duong Haute Couture

Sean O'Meara  
**DIRECTOR**  
Ward 1 Councillor, Town of Oakville

## Bronte BIA Office

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