



2024 Operating Plan (Approved)

2023: Year in Review



- Bronte welcomed 20 new businesses; including the first *two* businesses to open at The Village.
- Vacancies remained at a three-year low.
- Readership rate of members' bi-weekly enewsletter increased from 50 percent to 57 percent.
- Organic social media reach on [Facebook](#) & [Instagram](#) averaged 33,500 users each month.
- Continued investments were made in maintaining and beautifying our streetscape, including funding an additional day (Saturday) of garbage bin pick-up and daily micro-litter clean-up throughout the spring and summer.
- Town of Oakville gained legal ownership over Bronte Market Square and beautification of the space is being done in partnership with BIA.
- Launched year two of the [Community Investment Program](#) in May; the BIA sponsored 65 days of events and activations with 10 participating groups; including the Oakville Public Library, CRAFT by BLing Events International, Bandology, Oakvillegreen, Bronte Legion, Oakville Festivals of Film & Art, Canadian Caribbean Association of Halton, Bronte Historical Society and Oakville Wind Orchestra.
- Community Investment Program [welcomed](#) 28,000+ visitors who engaged in unique shared experiences – and spent over \$340,000 at local Bronte businesses.
- Supported the promotion of Visit Oakville's [Taste of Oakville](#) program to increase visitor traffic during the winter season.
- Organized and funded two [public art](#) projects.



- Created the [*At Gnome in Bronte*](#) (spring) campaign with contesting for kids and adults and a district-wide scavenger hunt.
- Strengthened our partnership with the Oakville Public Library through our [ON THE GO Book Bike](#) program, which is managed by the BIA.
- Designed, printed and installed new street banners and gateway flags.
- Beautified the district with new summer barrel planters, hanging baskets and both Canada and Progressive Pride flags.
- Installed (daily) 12 *Bronte Connects Here* bistro table sets in the public realm June through to September.
- Promoted an additional 200+ visitor spaces in district's inventory on our BIA parking map and through social media.
- Funded and distributed 25,000 copies of the [Look Local Bronte Summer Guide](#) across Halton.
- Coordinated the seventh annual *At Home in Bronte* Muskoka Chair project and invited three equity deserving groups to paint 10 chairs.



- In partnership with RBC and Visit Oakville, ran the [*Show Us Your Receipts!*](#) support local gift card giveaway contest for 11-weeks between June and September.
- Organized [*The Bronte Block Party*](#) as a platform for members to showcase their businesses to a captive audience; 25 Bronte business and community partners participated and the event attracted 4,500 visitors.
- Increased member engagement through quarterly contesting/giveaways, social media promotion, *Best of Bronte* feature, Block Party engagement, events as promotional platforms and summer guide features.
- Organized the first-ever [*At Home in Bronte for the Holidays*](#) celebration in Bronte Market Square – a community tree lighting event with 1000+ visitors, followed by 3-weeks of a curling rink + food truck installation managed daily by the BIA.
- Created a 12-page digital and print [*Bronte Holiday Gift Guide*](#) to promote supporting local during the Christmas season with 41 participating businesses.



2024 Operating Plan

We are excited to share with you our **Operating Plan** for 2024 to ensure levy dollars continue to focus on the most relevant issues and demonstrate value to members.

We are dedicated to continuing to implement the community developed vision (*Bronte Forward!* 2021) of a destination where everyone is welcomed and everything you need is here.

Based on a three-year strategic plan (2022-2024), our goals are to evoke a distinct sense of place and arrival, make Bronte walkable, bikeable and connected, ensure dependability for everyday needs and ensure the organization's success.

Pillars of the operating plan continue to deliver on the BIA's mandate including marketing, beautification, safety and advocacy.

A major focus in 2024 is working with stakeholders, such as the Town and private property owners & developers, to ensure planned redevelopments and construction cause the least amount of disruption while ultimately bringing the most benefit to the community.





Operating Plan: 2024

Year 3 (2022-2024)

BOARD APPROVED ON NOVEMBER 28, 2023

By the end of 2024 we will achieve the following key goals:

1. Bronte evokes a distinctive sense of place and arrival.
2. Bronte is walkable, bikeable and connected.
3. Bronte is dependable for everyday needs.
4. BIA members, stakeholders and staff are engaged in the well-being and success of the association.

*The **goals** are our long-term aspirations, the **milestones** tell us we're advancing in the right direction, **metrics** are the measurable outcomes that prove it, and **actions** are the work we do to make it all happen.*

ENHANCED EXPERIENCE

Goal: Bronte evokes a distinctive sense of place and arrival.

Actions	Milestones & Metrics
a) Update beautification and public realm plans to accommodate a year-round focus.	<p><i>a) Bronte is clean and safe.</i></p> <ol style="list-style-type: none"> 1. The BIA holds the Town accountable for overseeing Construction Management Plans and ensuring a high level of cleanliness, safety and accessibility on/near construction sites (x3). 2. The BIA launches a sponsorship program to beautify and brighten the waterfront between November – March. 3. The BIA works in collaboration with the Town to launch three (3) placemaking activities in Bronte Market Square to increase moments of discovery.
b) Evolve the community investment program to include funding for Bronte businesses to activate.	<p><i>b) Bronte celebrates local vibrancy and amplifies local talent to host events all year round.</i></p> <ol style="list-style-type: none"> 1. At least eight (8) member businesses activate using the evolved community investment program sponsorship model. 2. One (1) property owner partners with the BIA to create a permanent outdoor mural by September 2024. 3. Two (2) events or activations using the BIA's community investment funding take place in Bronte Market Square.
c) Re-launch community-focused version of the <i>At Home in Bronte</i> Muskoka chair project.	<p><i>c) Bronte embraces its unique waterfront assets.</i></p> <ol style="list-style-type: none"> 1. At least 35 community groups/families/businesses participate in the <i>At Home in Bronte</i> Muskoka chair project. 2. The Town engages the BIA in discussions about the future of the waterfront conference centre. 3. The BIA develops at least two (2) new partnership opportunities with community groups to create accessible, free and diverse activities at the waterfront and beyond.

MORE LIVABLE

Goal: Bronte is walkable, bikeable and connected.

Actions	Milestones & Metrics
a) Update parking marketing/management strategy to include construction impacts.	<p><i>a) Perception that parking options are accessible.</i></p> <ol style="list-style-type: none">1. The Town engages the BIA in rollout of the of the Smart City (parking) pilot project and the Parking Management Strategy.2. The Town and developers implement a construction worker parking plan at (x3) sites.3. At least 50% of businesses use/promote an updated construction-specific parking map by March 2024.
b) Advocate for equitable multi-modal transportation access with pedestrians prioritized.	<p><i>b) Streets are walkable for everyone.</i></p> <ol style="list-style-type: none">1. The Town continues to engage the BIA in roll-out of its Transportation Master Plan to prioritize vulnerable road users and accommodate future growth.2. The BIA works with the Town on the design and consultation for the Lakeshore Rd W improvement to ameliorate disruption and ensure the final product supports a strong pedestrian and retail-friendly environment.3. The BIA works in collaboration with the Town to advocate for a once-monthly "open street" approach on Bronte Road south of Marine Drive from May to October.
c) Develop short- and medium-term wayfinding options to improve the visitor experience and mitigate construction impacts.	<p><i>c) Wayfinding invites pedestrians to key destinations.</i></p> <ol style="list-style-type: none">1. The BIA works with the Town and Visit Oakville to add wayfinding signage in waterfront parking lot to promote and direct visitors to the business district.

VIBRANT ECONOMY

Goal: Bronte is dependable for everyday needs.

Actions	Milestones & Metrics
a) Implement an economic development strategy with a focus on retention.	<p data-bbox="691 405 1122 447"><i>a) A thriving commercial district.</i></p> <ol data-bbox="691 489 1409 751" style="list-style-type: none"><li data-bbox="691 489 1409 562">1. Street-level vacancies are maintained at 10 or less between January and December 2024.<li data-bbox="691 562 1409 636">2. The BIA hosts two (2) digital technology, social media and/or e-commerce workshops for members.<li data-bbox="691 636 1409 751">3. BIA marketing activities focus on local audience (15-minute walk; 5-minute drive) as priority target audience to sustain commercial businesses.
b) Implement an economic development strategy with a focus on recruitment.	<p data-bbox="691 789 1230 831"><i>b) An attractive place for new businesses.</i></p> <ol data-bbox="691 873 1409 1297" style="list-style-type: none"><li data-bbox="691 873 1409 989">1. Ten percent (10%) of BIA marketing activities promote Bronte's transformation and lay the foundation for a re-invigorated commercial district.<li data-bbox="691 989 1409 1146">2. The BIA monitors property sales to identify potential future development sites and establish relationships with developer(s) to share priorities for Bronte's commercial district.<li data-bbox="691 1146 1409 1297">3. BIA maintains updated list of recruitment targets/business inventory; at least half of new businesses filling vacancies are on Bronte's 15-minute district retail gap wish list.
c) Create a business continuity plan focused on construction mitigation.	<p data-bbox="691 1335 1325 1419"><i>c) Prioritize local benefits through development projects.</i></p> <ol data-bbox="691 1461 1409 1692" style="list-style-type: none"><li data-bbox="691 1461 1409 1577">1. All 3 developers include BIA priorities in their Town-approved construction management plans (access, parking, noise, safety, cleanliness etc.)<li data-bbox="691 1577 1409 1692">2. One (1) developer collaborates with the BIA & artists to incorporate public art in its construction hoarding.

EFFECTIVE ORGANIZATION

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

Actions	Milestones & Metrics
a) Create opportunities for capacity building and collaboration.	<p>a) <i>BIA vision and goals resonate with members.</i></p> <ol style="list-style-type: none">1. Readership of twice-monthly members' newsletter increases from 57% in October 2023 to 62% in October 2024.2. The BIA organizes two community events that encourage member collaboration and participation.3. The BIA introduces a quarterly (in-person) <i>Welcome Session</i> for new businesses and/or <i>Coffee & Community Network Meetings</i> for all interested members.
b) Evolve the member engagement strategy to grow and diversify district leadership.	<p>b) <i>Strong governance model guides decision-making.</i></p> <ol style="list-style-type: none">1. Increase from 10 (2022) to 20 voting members at the 2023 AGM in Spring 2024.2. Net 75 'Loyal' members by September 2024 from 58 (2023).3. The BIA introduces a new Member Celebration program to highlight member successes.
c) Deepen relationships with Town staff and other relevant stakeholders.	<p>c) <i>A champion for Bronte issues.</i></p> <ol style="list-style-type: none">1. The BIA collaborates monthly with the Oakville Partnership Committee (OPC) to evolve and develop channels to drive partnership opportunities that create value for members.2. The BIA continues to build relationships across community stakeholder groups and resident associations.