



BRONTE

VILLAGE

2026

Operating Plan & Budget



2025: Year in Review

New Businesses & Audience Growth

- We welcomed 12 new businesses, including Pinnacle Pilates, BikiWax, VR-VIBE, Woof Gang Bakery & Grooming, SOI Thaifoon 502 Urban Coffee, Waterfront Eyecare and The Preeners Dry Cleaners, with an additional 4 new businesses opening soon.
- Our social media reach on Facebook & Instagram averages 88,000 users monthly; a 167% increase since 2024.
- Readership of our bi-weekly members' enewsletter increased from 57% to 61%.
- We exceeded sponsorship/fundraising goals by 30%, securing grants from Canada Summer Jobs, Visit Oakville and other local sponsors.

Events & Community Engagement

- We debuted *Bronte Ice Notes* in March with 400+ attendees and a *new Bronte Bachata Dance Party*, which attracted hundreds of visitors from across the GTA on Friday evenings this past summer.
- We partnered with the Town of Oakville to bring 8 weeks of *Fresh Air Fitness* to Bronte Market Square in July & August.
- We expanded the Bronte Farmers' Market to 12 weeks and welcomed 40+ vendors and 1000+ visitors to Bronte each week; survey results showed 74% of visitors supported local businesses on Market days.
- We hosted a Community Vote for new street banners (2,482 votes cast) and installed new banners at 13 additional sites across the district.
- We expanded the Community Investment Program to include 14 groups, with 65+ BIA supported events executed between June to October.
- We organized the first-ever Bronte Fallin' for Fun Festival; over 7,000 attended across 2-days, enjoying games & activities, live music, art & dance workshops and an antique market and 17 local businesses and community partners joined us and created unique activations to showcase their products/services.

Marketing & Advertising

- We launched two \$1000 gift card giveaway contests - *Love Where You Live, Shop Where You Live* & *The Bronte Holiday Jackpot* – to drive local spending and maintain spending momentum. The spring contest generated \$76,659 in spending at 43 businesses – with 759 contest entries submitted.

- We paved the way for Oakville's adoption of the *Shop Main Street Canada* campaign, championing a unified local-first message across the community.
- We funded and distributed 23,000 copies of the Look Local Bronte Visitor Guide – shifting from a Summer Guide to a year-round Visitor Guide – allowing it to remain on shelves an additional four months and supported by a fall mail campaign.

Beautification & Placemaking

- We installed two 8' Muskoka Chairs in Bronte Market Square and rolled out six painted picnic tables via the *Bronte Brush & Roll* project.
- We added new flower displays across the district and a second art canoe garden at Bronte & Lakeshore.
- Through ongoing advocacy, the BIA successfully encouraged the Town of Oakville to assume responsibility for lighting key assets in Bronte Heritage Waterfront Park, including the gazebo, willow tree, washrooms, sail and mast, and 23 lampposts.
- We expanded our winter décor to include 70 hanging baskets and a 30' Christmas tree with ornaments painted by members of the local community.

Operating Plan & Budget

Year 2 (2026)

APPROVED BY THE BOARD ON NOVEMBER 25, 2025

We are excited to share our **Operating Plan & Budget** for 2026 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 of a destination where everyone is welcomed and everything you need can be found.

*Inspired by **Focus 2026**: The Bronte BIA Strategic Plan (2025-2026), 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.*

By the end of 2026 we will achieve the following **key goals**:

1. **IDENTITY**: Bronte is a welcoming cultural, waterfront and retail destination.
2. **LEADERSHIP**: Bronte has an engaged and resilient business district.
3. **TRANSFORMATION**: Bronte is vibrant, liveable and walkable district that enhances the playing field for all businesses.
4. **PROSPERITY**: Bronte has an enhanced commercial district amidst planned growth.

Pillars of the 2025 Operating Plan – IDENTITY, LEADERSHIP, TRANSFORMATION & PROSPERITY – continue to deliver on the BIA's paths of influence, including: Advocacy, Beautification, Marketing and Placemaking.

IDENTITY

Goal: *Bronte is a welcoming cultural, waterfront and retail destination.*

Actions		Milestones & Metrics	
a) Update public realm plans to accommodate a year-round focus.		a) <i>Bronte celebrates local vibrancy and amplifies local talent to host events all year round.</i> 1. Bronte Market Square has active programming for 35 days in 2026 vs 25 days in 2025. 2. BIA develops two (2) new partnerships that support the goal of delivering year-round programming in the district. 3. 75% of BIA-funded activations range from mid-sized events to major spectacle events.	
b) Create opportunities for Bronte businesses to engage in public realm activities.		b) <i>Bronte uses placemaking, events and marketing as catalysts for economic activity.</i> 1. Twenty-five (25) members apply for the new Bronte Boost Program and create member-led initiatives to increase local vibrancy and visitor traffic. 2. Eight (8) of the member-led initiatives take place during the winter season. 3. BIA-led events and activations are a platform for showcasing members; (5) new businesses engage in BIA events/activities.	
c) Launch the 9th edition of the <i>At Home in Bronte</i> project with a community-focused approach.		c) <i>Bronte is welcoming and accessible.</i> 1. Fifty (50) painted Muskoka chairs are added to the district. 2. Engage at least five (5) local schools, youth groups, or community organizations in designing or painting chairs. 3. Generate at least three (3) media features on <i>At Home in Bronte</i> .	

LEADERSHIP

Goal: *Bronte has an engaged and resilient business district.*

Actions	Milestones & Metrics
a) Evolve the member engagement strategy to grow and diversify engagement.	a) <i>BIA vision and goals resonate with members.</i> 1. BIA organizes two (2) networking events that encourage member collaboration and participation. 2. BIA introduces a Member Celebration program to highlight successes of local businesses. 3. 2026 Survey measures members' overall satisfaction with the governance and decision-making of the BIA; obtain a response rate of 25%. 4. Develop a BIA Annual Leadership Report to communicate achievements, advocacy outcomes, and strategic priorities to members and stakeholders – for release in January 2026.
b) Deepen relationships with Town staff and other relevant stakeholders.	b) <i>BIA is informed, approachable and engaged in the issues affecting the district.</i> 1. Collaborate monthly with the Oakville Partnership Committee (OPC) to evolve and develop channels to drive partnership opportunities that create value for members; track three (3) of these opportunities. 2. Leverage strategic partnerships with local organizations, cultural institutions, and other BIA's to amplify Bronte's profile. 3. Participate in three (3) public forums, panels, or conferences to showcase Bronte's economic and cultural vitality.

TRANSFORMATION

Goal: *Bronte is vibrant, livable and walkable district that enhances the playing field for all businesses.*

Actions	Milestones & Metrics
a) Evolve Bronte's brand to include more than a waterfront identity.	a) <i>Bronte is a first-choice destination for new businesses, residents and visitors.</i> 1. BIA sponsors (at least) two (2) cultural festivals and diverse community events to create a destination where everyone <i>is</i> and <i>feels</i> welcome. 2. Create "<i>Bronte Works Here</i>" campaign to highlight the people behind the businesses; twice monthly features.
b) Leverage opportunities afforded by Bronte Boost Program to enhance streetscape.	b) <i>Prioritize local benefits through BIA investment.</i> 1. Encourage business-led enhancements such as planters, seating, and lighting to improve streetscape experience; ten (10) members use Bronte Boost funding to improve streetscape experience outside of their business.
c) Advocate for equitable multimodal transportation access with pedestrians prioritized.	c) <i>Streets are walkable for everyone.</i> 1. Town continues to engage the BIA in the Streetscape Design to prioritize vulnerable road users and accommodate future growth. 2. BIA to work alongside local developers to keep construction areas clean and safe for pedestrians and limit impacts on local businesses.

PROSPERITY

Goal: *Bronte has an enhanced commercial district amidst planned growth.*

Actions	Milestones & Metrics
a) Implement an economic development strategy with a focus on retention.	<i>a) A thriving neighbourhood and commercial district.</i> 1. Street-level vacancies are maintained at 10 or less between January and December 2026. 2. BIA provides targeted tools and support to help members address specific business challenges, measured by the number of resources distributed, workshops held, and member satisfaction feedback.
b) Implement an economic development strategy with a focus on recruitment.	<i>a) An attractive place for new businesses.</i> 1. At least half of new businesses filling vacancies are on the BIA's retail gap wish list. 2. All active developers (4) are aware of the BIA's retail gap wish-list. 3. BIA deepens relationships with Bronte Farmers' Market vendors as a tool for business incubation; 2 vendors open businesses in Bronte in 2026.
c) Market Bronte to local residents, prospective businesses and broader region.	<i>b) An enhanced visitor experience.</i> 1. BIA adds two (2) placemaking projects to the public realm to increase discovery and encourage visitors to walk throughout the district. 2. Bronte Farmers' Market is a tool for bringing 1,000+ weekly visitors to Bronte between July – August 2026.

Summary of Proposed 2026 Bronte BIA Budget

Total Budget: \$456,071 – balanced, strategic, and responsive to board feedback, member priorities, and current economic pressures.

Strategic Direction & Board Input

- Responds to board feedback to streamline BIA events and shift toward a more advertising-focused budget.
- Maintains core BIA events (Farmers' Market, tree lighting, Lake Notes, etc.) and the return of the *At Home in Bronte* Muskoka Chair project.
- Introduces the *Bronte Business Boost Micro-Grant Program*, which supports member-led activations, beautification, and marketing initiatives, aligning with survey feedback for greater visibility and engagement.

Member Survey Feedback Highlights

- Marketing & Promotions and Beautification & Placemaking are top priorities.
- Members value Events & Activations, but timing and format can limit participation; micro-grants for businesses enable broader engagement.
- Networking & Communications remain critical for timely information, collaboration, and business growth opportunities.

Economic Context & Levy Increase

- 2% levy increase, lower than in recent years, balancing fiscal stability with operational priorities.
- Prioritizes maintaining core services while supporting member-driven initiatives during a challenging economic period.

Revenues

- **Total Projected: \$456,071**
 - Tax Levy: \$399,611 (2% increase)
 - A \$10,000 write-down or loss of levy revenue is included as a placeholder
 - The levy increase is combined with \$66,460 in other revenues, which include:
 - \$3,000 in investment income
 - \$3,960 in sublet rent
 - \$12,000 in sponsorships
 - \$15,000 in Bronte Lake Notes sponsorships
 - \$22,000 in grants
 - \$8,500 in Farmers' Market Vendor Fees
 - \$2,000 in summer student funding

Expenses

Administration (\$217,771): 2 full-time staff; 1 part-time (2 hours weekly) district micro-cleaning and 2 part-time Farmers' Market staff (summer 2026), BIA meetings (Board, AGM, other), insurance, office equipment, as well as office rent and related costs.

Marketing & Promotions (\$28,300): contesting, creative services, general advertising, website maintenance and member/community communications.

Beautification (\$82,200): flags, summer flower and canoe displays, winter lighting, Christmas tree & décor, other street décor, winter hanging baskets (if budget permits).

Events & Activations (\$127,800): year five of the Community Investment Program, Members' Gatherings/Networking events, Farmers' Market x 9 weeks, *At Home in Bronte for the Holidays* tree-lighting event, placemaking (Muskoka Chair project) and a Bronte Business Boost Program – supports small, member-led projects to increase vibrancy and engagement.

Reserves

No transfers planned; projected balance is \$179,576 (to be confirmed at 2025 year-end).

Expected Budget Outcomes:

- Increased business participation in district initiatives
- Greater member satisfaction through direct support and engagement opportunities
- Maintains core BIA objectives while introducing member-driven micro-grants to enhance district vibrancy