

## **Bronte Business Action Plan - Quick Reference Summary**

Bronte's new business vision reflects where revitalization will take Bronte in the future. Future marketing campaigns will implement in greater detail the following themes:

**Bronte: Oakville's waterfront district to meet, stroll, shop and dine.  
Savour the experience of Oakville's waterfront with family and friends.**

### **Prioritization of the Four Pillars of the Main Street Approach for Bronte**

The end goal for Bronte is economic development and urban revitalization. Although all four pillars of the Main Street approach are important, it is recommended that the priority order for the Bronte BIA activities over the next 18-24 months be the first two pillars, Organization and Marketing. With a solid footing on these two pillars through work of the BIA as well as an increased commitment from local businesses and property owners, the foundation will be established for improvements to business conditions. The implementation of the last two pillars, Physical Design and Economic Development will then be implemented by the BIA with the support of Town of Oakville staff. This will create a more effective and long lasting business vision for Bronte and position it well for future growth.

The Bronte BIA is the lead organization implementing this Action Plan, with assistance from its subcommittees, stakeholders and Town staff.

**Priority#1 Organization**

<b>Action Item 1.1 – BIA Communication Strategy</b>	<b>Time Frame</b>	<b>Bronte BIA</b>	<b>Others</b>
<ul style="list-style-type: none"> <li>• Update all records of members and stakeholders.</li> <li>• Critically evaluate all BIA communication methods.</li> <li>• Develop a full set of communication tools.</li> <li>• Improve Town liaison function.</li> </ul>	Fall 2012 to Dec 2012	BIA Board	
<b>Action Item 1.2 – BIA Committees</b> <ul style="list-style-type: none"> <li>• Re-establish BIA committees focused on executive, events/marketing, parking, economic development, and design.</li> <li>• Workshops will be held to further the Main Street framework with BIA members, stakeholders and supporters, leading to the formation of pilot projects (ex. parking inventory, design of facades or signs) by January 2014 or earlier if warranted.</li> </ul>	Fall 2012-early 2014	BIA lead	Participate on committees where appropriate
<b>Action Item 1.3 - BIA Partnerships</b> <ul style="list-style-type: none"> <li>• Form strategic partnerships to fulfill goals.</li> <li>• Examples may include: <ul style="list-style-type: none"> <li>- Work with Oakville and Burlington BIAs to create a bus package to shop in Bronte.</li> <li>- Create packages with local hotels, Bronte Creek Provincial Park, other attractors to enhance tourism packages.</li> </ul> </li> </ul>	Dec 2012 to 2013	BIA lead	Oakville Tourism Partnership (OTP), other BIAs, hotels and attractions

## Priority #2 Marketing and Events

<b>Action Item 2.1 – Refine Marketing Programs</b>	<b>Time Frame</b>	<b>Bronte BIA</b>	<b>Others</b>
<ul style="list-style-type: none"> <li>• Refine Tourism, Events and Marketing strategies to attract the best cross section of target markets               <ul style="list-style-type: none"> <li>- BIA to establish a committee.</li> <li>- Analyze existing strategies to see how they match the statistics for empty nesters and young families.</li> </ul> </li> </ul>	2012 - 2013	BIA Marketing and Events Committee	OTP, RTO3, local realtors & property owners
<b>Action Item 2.2 – Implement Retailer Marketing Suggestions</b> <ul style="list-style-type: none"> <li>• Extend hours of operation (earlier in the morning and later in the evening).</li> <li>• Use database marketing from list of special event attendees (or sign people up to receive special offers and notices) during events (Like us on Facebook, follow us on Twitter, receive email alerts of specials).</li> <li>• Be solution oriented – highlight the fact that shopping locally in Bronte can make life simpler</li> <li>• Think creatively about what luxury products are and look beyond high-end expensive items to include a range of special products and services.</li> </ul>	2012 - 2013	BIA Marketing and Events Committee	Local retailers
<b>Action Item 2.3 – Retail Marketing Program 1-2 Years</b> <ul style="list-style-type: none"> <li>• Take professional images of Bronte including those of people shopping and eating.</li> <li>• Develop postcards and short 15 second commercials to mail by geographic postal code throughout Bronte and in the western GTA.</li> <li>• Redesign the website with a focus on proud Bronte images that is cleaner and simpler to understand.</li> <li>• Work with a PR agency on improving the image of Bronte and gaining regional press coverage.</li> <li>• Suggest all businesses in Bronte use the term Bronte Village in their address on a line before Oakville, ON.</li> </ul>	2012 - 2013	BIA Marketing and Events Committee	PR Agency

**Priority #3 Design**

<b>Action Item 3.1 – Incremental Streetscape Improvements</b>	<b>Time Frame</b>	<b>Bronte BIA</b>	<b>Others</b>
<ul style="list-style-type: none"> <li>Establish a Design Committee to work with the Town.</li> <li>Develop a planting program to increase trees or other improvements (planter boxes, benches, etc.) along the Lakeshore Road Corridor.</li> <li>Identify interim inexpensive solutions until a more comprehensive streetscaping plan and urban design guidelines for the district are developed.</li> </ul>	2014-2016	Design Committee	Town Staff in Engineering, Roads & Works Operations, Parks & Open Space, and Planning (Urban Design)
<b>Action Item 3.2 Improvements to Private Property Signs and Facades</b> <ul style="list-style-type: none"> <li>Investigate design and advisory help for retailers and property owners through the development of a photo inventory and database.</li> <li>Identify private property owners interested in participating in pilot projects (signs, facades, lighting, patios, parking areas).</li> </ul>	2012-2013  2014-2016	Design Committee	Town Staff – Planning (Urban Design)
<b>Action Item 3.3 - Encourage retail design improvements that allows for retailers to animate the street</b> <ul style="list-style-type: none"> <li>Increase the number and size of the patios for restaurants (Livable Oakville, 24.4.2 a).</li> <li>Shorten the visual impact of larger stretches with areas of interest (planters, benches) as redevelopment proposals come forward.</li> <li>Examine the implications of back entrances to the retail streetscape in terms of marketing and sales strategies.</li> </ul>	2014-2016	Design Committee	Town Staff – Planning (Urban Design), Engineering, and Roads & Works Operations

<b>Action Item 3.4 – Parking Strategy</b>	<b>Time Frame</b>	<b>Bronte BIA</b>	<b>Others</b>
<ul style="list-style-type: none"> <li>• Develop parking strategy.               <ul style="list-style-type: none"> <li>- Establish a Parking Committee to work with Town on a long term policy.</li> <li>- Develop an inventory of public and private parking space and report to the Town on usage patterns.</li> <li>- Develop a marketing/messaging plan for private retailers and their customers: (direction on places to park).</li> </ul> </li> </ul>	2014-2016	BIA Parking Committee	Town Staff in Engineering (Parking Operations)& Planning
<b>Action Item 3.5 - Improvements to Parks, Open Spaces and Marina</b> <ul style="list-style-type: none"> <li>• Explore the development of a connection to the west side of Bronte Creek (possible use of a small craft ferry).</li> <li>• Implement better wayfinding signage to the beach.</li> </ul>	2014-2016	Design Committee	Parks and Open Space, Marina, Planning, & Urban Design. OTP & RTO3
<b>Action Item 3.6 - Review the effectiveness of Gateways and Wayfinding Signage</b> <ul style="list-style-type: none"> <li>• Review feasibility of enhancing existing gateways.</li> <li>• Work to increase visitation through the development of a wayfinding signage program (regional, natural, cultural, points of interest, etc.).</li> </ul>	2014-2016	Design Committee	Engineering and Traffic Operations. Province - MTO and Attractions Ontario
<b>Action Item 3.7 - Encourage winter activities</b> <ul style="list-style-type: none"> <li>• Consider a temporary skating rink on a private vacant lot on Lakeshore Road.</li> </ul>	2014-2016	BIA and property owners	Town to assist if necessary
<b>Action Item 3.8 – Maintenance</b> <ul style="list-style-type: none"> <li>• Consider hiring additional maintenance staff in peak season.</li> </ul>	2014-2016	BIA through summer work programs	To complement existing town services
<b>Action Item 3.9 – Village Square/Gathering Zones</b> <ul style="list-style-type: none"> <li>• Develop village square and other informal places for visitors and residents to gather as redevelopment proposals or other opportunities come forward.</li> </ul>	2014-2016	BIA through Design and Marketing Committees	Town Staff - Planning (Urban Design)

**Priority #4 Economic Development**

<b>Action Item 4.1 – Retail Recruitment</b>	<b>Time Frame</b>	<b>Bronte BIA</b>	<b>Others</b>
<ul style="list-style-type: none"> <li>• Establish Economic Development Committee.</li> <li>• Look for businesses that appeal to multiple target markets such as restaurants, prepared foods/specialty foods, unique clothing.</li> <li>• Add a service component to increase sales (e.g., bike store that services bikes, home furnishing store that offers custom upholstery, etc.).</li> <li>• Enhance the waterfront theme with similarly themed businesses (seafood, beach wear, casual wear, gift store with nautical themes).</li> <li>• Assist in developing more restaurants and patios.</li> <li>• Set goals for retail mix such as 30% retail merchandise from 19% and eating and drinking to 25% from 19%.</li> <li>• Consider restricting professional services from Bronte Road to strengthen the impact of the commercial retail strip.</li> <li>• Develop a tool kit for retail recruitment on the key selling features of Bronte and help investors or potential retailers find locations, and help them through the business opening process.</li> <li>• Post vacant properties on their website.</li> <li>• Determine if retail recruitment programs can be part of CIP (e.g., waive fees, sound proofing patios, etc.).</li> </ul>	2014-2016	Economic Development Committee will lead a retail recruitment committee with local commercial realtors and property owners	Halton Region Small Business Enterprise Centre, and Town Staff - Economic Development
<p><b>Action Item 4.2 – Increase Retail use of Live/Work Units</b></p> <ul style="list-style-type: none"> <li>• Set a committee to determine ways to increase the marketability and retail readiness for current live/work units.</li> </ul>	2014-2016	Economic Development Committee	Town Staff - Economic Development

TIMELINE

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	2012	2013	2014	2015	2016
<b>Organization</b>	<b>BIA Exec Lead</b>				
<b>Marketing &amp; Events</b>	<b>BIA Marketing &amp; Events Committee Lead</b>				
<b>Design</b>			<b>Design Committee and Town Staff</b>		
<b>Economic Development</b>			<b>Economic Development Committee and Town Staff</b>		