



Bronte Harbour Village

Oakville's Waterfront Destination



Business Recruitment Information Toolkit

2017

The Bronte Business Improvement Area (BIA) has compiled this toolkit of information, facts, and figures to assist companies and retailers in making their location decisions. We are seeking new, quality retailers, restaurants, and businesses to benefit from Oakville's waterfront destination – Bronte Harbour Village.

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Your Business Belongs in Bronte

Go ahead; get your feet wet. We invite you to immerse yourself in the Bronte way of life. Bathe in the harbour experience and locate your business in this southwest Oakville village perched on the banks where Bronte Creek meets Lake Ontario.

The BIA invites people to Shop.Dine.Play.Relax and experience 200 locally-owned shops, specialty food stores, fine boutiques, restaurants and services, all while taking in spectacular lake views. Bronte has all the amenities of many of the most popular urban neighbourhoods, but within a beautiful lakeside setting. It is a small area that boasts big city services and professionalism with solid expertise from merchants who are truly invested in the community. This is where outdoor recreation and the love of shopping and dining bring people together – it is Oakville's waterfront destination for residents and visitors alike.

The Bronte BIA is seeking unique companies to match the spirit of fun and adventure. The burgeoning opportunity allows you to take advantage of the growing population and new development potential. Put your business into this picture!

*“Bronte Village is the next great thing
on Lake Ontario”*

Ralph Giannone, Principal Giannone Petricone Associates



Wish You Were Here

Bronte Harbour Village is actively seeking the following business types to fulfill Bronte’s vision:

- Specialized restaurants, especially those with patios and live music
- Clothing and accessories – men’s, women’s, children’s, footwear, jewellery
- Social places – retail coffee shops, bookstore cafés
- Haberdashery, emporium style general merchandise stores
- Liquor boutique and specialty wine shops
- Bakery, cheese shop, specialty food, fresh fish, meat, deli
- Pet store and accessories
- Sporting goods, fishing, including rentals such as bikes, small boats, canoes, kayaks
- Craft gallery, gift store, Ontario artisans
- Hardware, housewares, home décor

For more information, contact the BIA office at 905-825-3258

Join the Impressive List of Existing Merchants in Bronte Harbour Village

	Number of Stores	% of Total
Retail Merchandise		
Apparel, Footwear, Jewellery, Accessories	14	7%
Furniture, Home Furnishings, Electronics, Antiques	11	6%
Grocery, Specialty Food, Pharmacy, Convenience	8	4%
Florist	3	2%
Other Retail	4	2%
Total Retail Merchandise	40	21%
Food, Restaurant, café	31	16%
Services and Business		
Beauty, Spa, Salon	30	16%
Recreation, Fitness, Fishing, Boating	4	2%
Health, Wellness, Medical	34	18%
Banking	2	1%
Professional Business	13	7%
Pet Services	5	3%
Cleaner, Laundry	3	2%
Real Estate	4	2%
Automotive	2	1%
Other Services	23	12%
Total Services and Business	120	63%
Total Merchants	191	100%

“The retail mix is now drawing other customers to other stores including Spanish, eco-friendly moms”

Select Anchor Merchants in Bronte Harbour Village

Select anchor businesses in Bronte in food services, grocery and specialty food, retail, and banking



Retail Merchandise Grocery and Specialty Food Food Services Health and Beauty

- | | | |
|--|---|---|
| <ul style="list-style-type: none"> A Hero Certified Burgers A Sobey's A Transform Esthetics B Goodnight Good Morning B Lakeside Livin' Home Decor B Lana's Boutique B My Girlfriends Closet B Sweet Bakery C Beady i Bead Shoppe C Carat King C Cuba's Restaurant C West End Social C Designed 4 Home & Boat C Thai Senses C Bogart Home & Decor D Diamond Craft Jewellers D European Time D La Parisienne Creperie D Plank Restobar D Simply Green Baby | <ul style="list-style-type: none"> D Taste of Columbia Coffee E Denningers Foods of the World E El Spero E Subway E Wellness for the Body F AG Antiques F Cucci Ristorante F My Back Shed F Pizza Pienza F Treasure Antique F Wheels of Oakville F Zaras by the Lake G Avantika G Born to Shop G Bronte Natural Health Clinic G Nina Duong Haute Couture G Firehall Bar and Grill G Ziza Boutique H Anora's Egyptian Delicacies H Bronte Fish and Chips | <ul style="list-style-type: none"> H Pizza Pizza H RBC H Sammy's Chip Truck H Tim Hortons I Bronte Chinese Restaurant I F45 Training Oakville Lakeshore I Domino's Pizza I McDonalds J TD Canada Trust K Bronte Medical Group K Secret Faces K Ananda, Connect with your soul L Bronte Heart Center L Bronte Wellness Boutique L South Shore Spa L Trias Gallery L Yolanda's Restaurant M Compass Lakeside Grill & Lounge N Spun Fibre Arts O Live Well Exercise Clinic |
|--|---|---|

See www.brontevillage.net for member directory

“Friendly, welcoming nature of retailers, shoppers, and visitors”

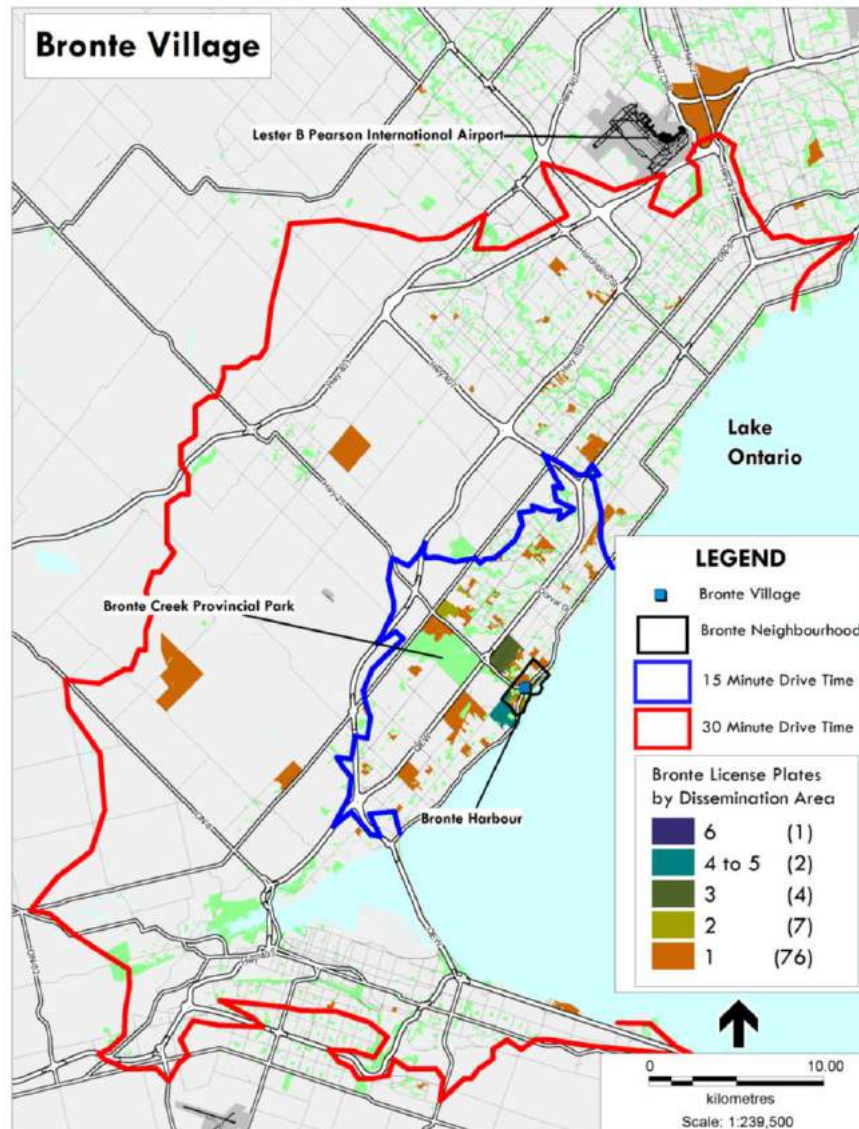


For Your Business

Bronte Harbour Village Trade Areas

Bronte draws from the local neighbourhoods but also regionally.

The license plate surveys illustrate that Bronte Harbour Village draws well from the local neighbourhood of 27,000 residents, but it also has tremendous drawing power from the region of 1.5 million residents in the Golden Horseshoe.

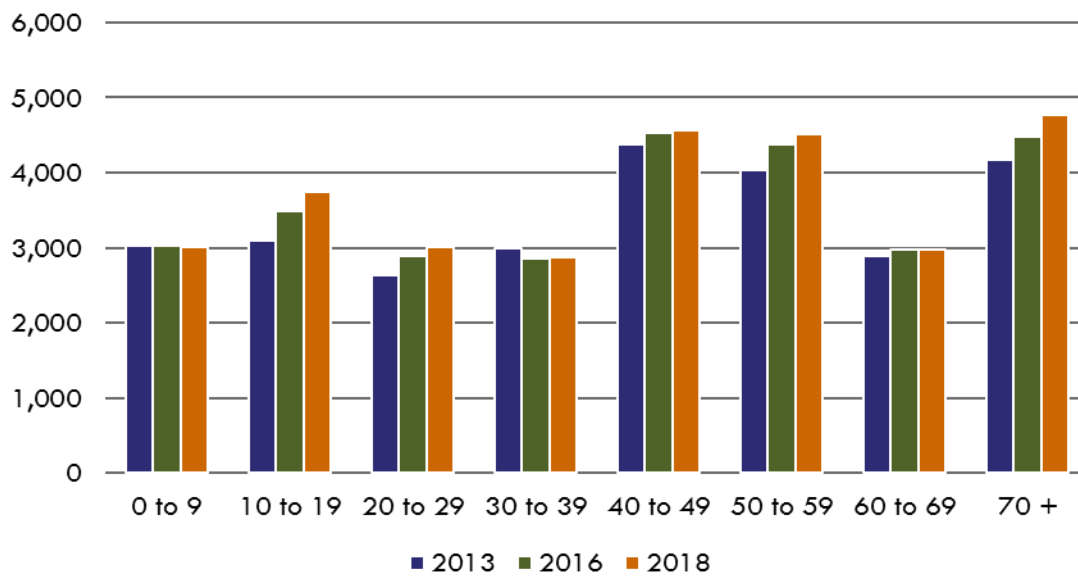


“Bronte is known as a combination retail and residential community; wanted to locate in that type of community rather than Downtown, which is primarily only business”

Enviably Population Growth and Family Focused

	Bronte	Neighbourhood	15 Min.	30 Min.	Oakville
Population	2,439	27,216	270,495	1,596,479	196,133
Population Growth	1.9%	1.8%	1.5%	1.5%	2.0%
Household Growth	1.7%	1.5%	1.4%	1.8%	1.8%
Person per Household	1.67	2.59	2.65	2.69	2.89

Age Profile



- Village area with approximately 2,500 residents
- Tend to be smaller household sizes
- Continues to grow at high rate of 1.9% annually
- New and proposed developments including The Shores, Amica, Bronte Mall, Bluewater condo, and other development potential
- Neighbourhood has over 27,000 residents
- Growing at 1.8% annually. In five years there will be approximately 30,000 residents in the neighbourhood
- Within an easy 15-minute drive, there are 270,000 people. Expanding out to 30 minutes increases the catchment to 1.5 million
- The immediate area has a higher proportion of active seniors
- The local neighbourhood is full of families with children searching for fun activities

“Bronte has a residential character to it”

See Who is Shopping in Bronte

- Bronte residents are well educated and professionally employed
- Compared to nearby areas, there is a high proportion of workers in the fields of natural and applied sciences, health, government education, social sciences, and arts and culture
- The local neighbourhood has a very high household income profile; 35% of the households earn more than \$100,000
- On a per capita income basis, Bronte Harbour residents have very high incomes
- The completion of The Shores and other projects such as Amica add potential shoppers to the village for shopping and adventure

	Bronte	Neighbourhood	15 Min.	30 Min.	Oakville
Education – University or Greater	31.5%	36.3%	36.5%	33.3%	42.3%
Occupation					
Management	14.8%	17.7%	16.5%	12.4%	18.8%
Business, Finance, Admin.	18.7%	19.5%	20.0%	20.5%	20.2%
Natural and Applied Science	10.6%	8.9%	7.9%	8.1%	8.8%
Health Related	5.2%	4.9%	4.7%	4.6%	4.5%
Government, Education, Religion	8.6%	8.0%	8.9%	7.6%	9.5%
Arts and Recreation	4.0%	5.0%	3.3%	2.8%	3.7%
Sales and Service	22.8%	23.4%	23.3%	22.6%	21.8%
Other Transportation, Manufacturing	15.3%	12.6%	15.4%	21.4%	12.7%
Household Income					
Less than \$20,000	7.9%	5.2%	6.7%	9.8%	6.5%
\$20,000 to \$39,999	13.5%	10.3%	11.2%	14.1%	9.5%
\$40,000 to \$59,999	15.7%	13.7%	13.1%	14.9%	11.1%
\$60,000 to \$79,999	15.7%	12.8%	12.6%	13.3%	10.8%
\$80,000 to \$99,999	13.4%	12.8%	11.5%	11.4%	10.6%
\$100,000 to \$149,999	18.0%	20.8%	20.3%	18.9%	19.8%
\$150,000 to \$199,999	8.5%	11.0%	11.5%	9.0%	12.7%
\$200,000 to \$249,999	4.8%	4.7%	4.8%	3.4%	6.1%
\$250,000 +	2.5%	8.7%	8.3%	5.1%	13.0%
Average Household Income	\$90,137	\$124,237	\$125,359	\$103,769	\$151,623
Per Capita Income	\$54,880	\$47,433	\$46,737	\$38,128	\$51,861

*“Bronte has a more focused consumer;
more upside in Bronte for entrepreneurial businesses”*

“Bronte is affordable and on an upswing”

Solid Spending Potential

Bronte Household Characteristics

- Good food and good friends – like to entertain at home spending money on food and drink but also like to go out for a meal
- Care about their homes and invest in furniture and home furnishings including lighting, antiques, artwork, decorative items, and cut flowers
- Avid readers spending money on quality books and keeping up with daily events through newspapers
- Love to travel and take photographs including printing and framing
- Like to be pampered – high expenditure on health and wellness. Not surprising given the higher age profile, but spend money on looking good
- Average to good expenditure on clothing, sporting goods, toys, and electronic games

Average Annual Household Expenditures

	Bronte	Neighbourhood	15 Min.	30 Min.	Oakville
Retail Merchandise					
Clothing	\$3,781	\$4,603	\$4,703	\$4,024	\$5,638
Furniture	\$1,368	\$1,183	\$1,209	\$987	\$1,389
Home Entertainment	\$876	\$1,046	\$1,056	\$842	\$1,225
Furnishings, Antiques	\$662	\$579	\$593	\$506	\$697
Sporting Goods, Books, Toys, Pets	\$1,084	\$1,303	\$1,301	\$1,094	\$1,501
Nursery and Cut Flowers	\$220	\$261	\$238	\$186	\$280
Home Workshop and Tools	\$100	\$115	\$110	\$88	\$129
Textiles, Sewing, Notions, Services	\$556	\$499	\$535	\$459	\$629
Photographic Goods and Services	\$221	\$209	\$218	\$187	\$251
Health Care Goods and Medicine	\$1,868	\$1,612	\$1,562	\$1,429	\$1,717
Grocery and Food					
Food from Stores	\$6,907	\$7,763	\$7,563	\$6,894	\$8,582
Alcohol Purchases from Stores	\$859	\$811	\$794	\$693	\$909
Food Services					
Food and Alcohol from Restaurants	\$2,789	\$2,731	\$2,830	\$2,556	\$3,241
Services					
Personal Care Services	\$834	\$823	\$802	\$686	\$932
Packaged Travel	\$783	\$927	\$932	\$709	\$1,135

To read chart: average household for whole family will spend \$2,789 annually on restaurants, cafes, coffee shops, etc.

“Economics of the region are better than before”

Your Potential Customers Can Choose from a Range of Parking

Getting to Bronte Harbour Village is easy and convenient. Located at the intersection of Lakeshore Road West and Bronte Road, it connects to the western GTA lakefront neighbourhoods as well as having direct access from the QEW and Highway 407.

Your customers can easily locate parking within Bronte. There are 1,856 parking spots throughout the village; on-street parking is free for a 3-hour shopping trip.

Bronte Parking Availability



Source: Town of Oakville, HDR/itrans, June 2011

All parking is within easy walking distance of Lake Ontario, Heritage Waterfront Park, trails for walking, cycling, and running, beach, marinas, boat launch.

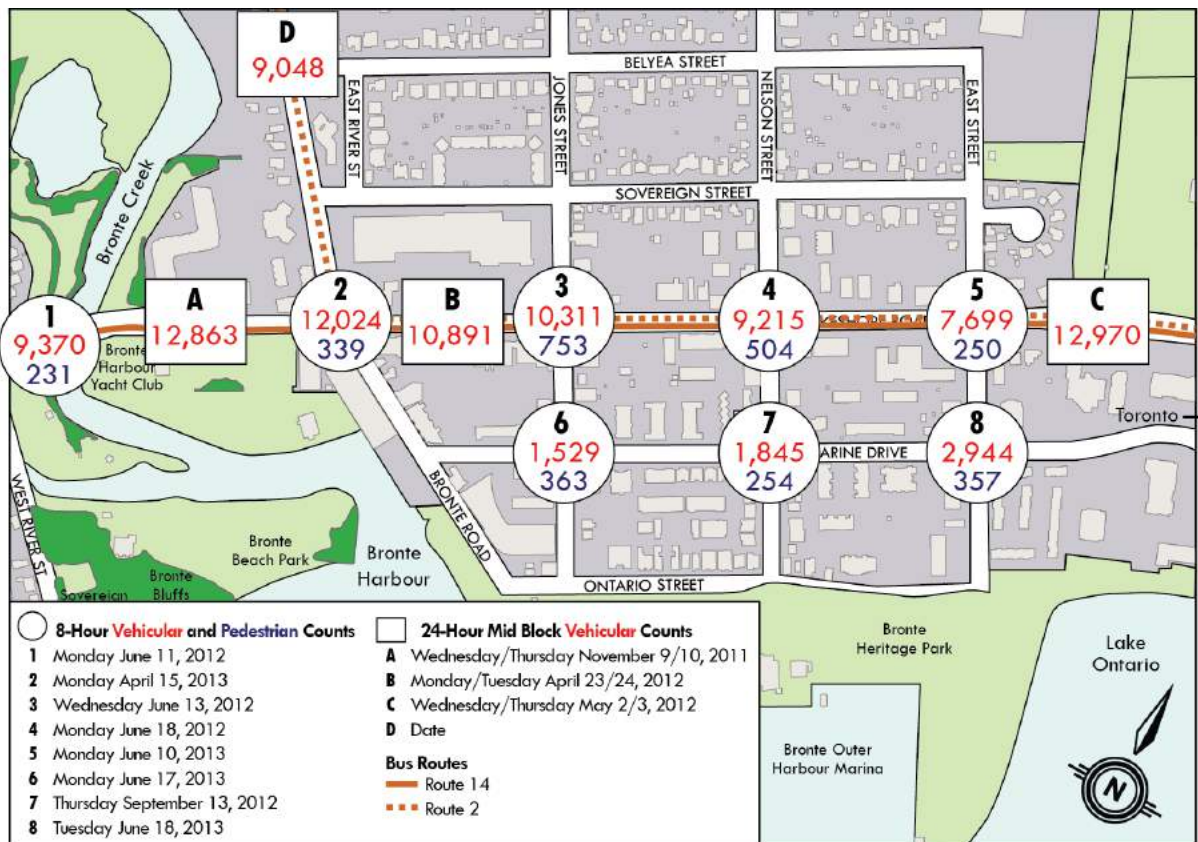
Exposure to Vehicular and Pedestrian Traffic

There are two different transportation survey counts in Bronte: a 24-hour vehicular-only count and an 8-hour vehicular and pedestrian count.

For the 24-hour vehicular count, there are approximately 13,000 vehicles that pass through Bronte daily providing good exposure to residents living along the western GTA lakefront. Over 9,000 vehicles pass along Bronte Road near Belyea Street.

For the 8-hour vehicular and pedestrian count, the corner of Lakeshore Road West and Bronte Road has over 12,000 vehicles during an 8-hour count.

The highest pedestrian count is recorded at Lakeshore Road West and Jones Street.



Source: Town of Oakville Engineering and Construction

Employment and Office Market

- Oakville has a low unemployment rate of 5.3%
- Bronte Harbour Village daytime worker population: 1,219
- Total local neighbourhood daytime worker population: 13,523
- Includes professional services such as lawyers, accountants, sales and service occupations, hospitality, and professional engineering and manufacturing
- Provides for a healthy base of daytime workers to shop, go for lunch, and grab quick snacks and coffee/tea
- Annual expenditure on lunch, coffee/tea, and snacks by 13,523 workers is over \$3.2 million



*“Bronte has a more focused consumer;
more upside in Bronte for entrepreneurial businesses”*

Source: Statistics Canada, Environics Estimates and Projections for 2013, ICSC Office Worker Survey 2011

Bronte Harbour – A Boater and Fisherman’s Paradise

There are over 743 slips in the entire Bronte Harbour system including 450 slips in the Outer Harbour and 293 in Inner Harbour. Bronte Harbour accounts for 7% of all GTA slips.

Bronte Inner Harbour slips, primarily maintained by the Town Harbour Section (except for a few privately owned slips), include the Bronte Harbour Yacht Club member slips.

The Outer Harbour is owned by the Federal Government and leased through the Halton Region to a private operator.

The Harbour has its own parking and maintains a full range of services including a marina building, lift, boat washing, and fuelling station.

The harbour and marina are adjacent to the parkland, trails, beach, and easy walking distance to shopping and dining. It is an attractive feature for the boaters and admirers to enjoy waterfront events and activities.

Bronte Harbour attracts residents from the region: 31% of the Bronte Inner Harbour slips are non-Oakville residents (there is no data available on the Outer Harbour residency).



“The best harbour and facilities on Lake Ontario – a great port!”

Culture and Entertainment

Bronte Harbour Village really comes alive in the summer with its sparkling lake aside the magnificent Heritage Waterfront Park with its boardwalk, beach, walking, running, cycling trails, and marinas. Bronte boasts the best harbour views on Lake Ontario from its lake and harbour view restaurants and patios. Events are very popular in this scenic, lakeside environment. Local restaurants and cafés often feature live music.

The premier annual family event up until 2017 was **Oakville’s Canada Day**, held annually on July 1st in Bronte Harbour Village’s Heritage Waterfront Park, situated at the foot of Bronte Road at Ontario Street. This annual *free*, family-focused event attracted upwards of 50,000 throughout the day. Event activities included diverse food and merchandise vendors, children’s activities and inflatables, live music and culminates in an amazing fireworks, simulcast to music, off Bronte Pier.

“Lake Notes” Summer Music Concert Series including The Oakville Wind orchestra, Art in the Park, Culture Days are some of the best festivals and special events in the country. The event attracts thousands of people to the Bronte waterfront. Bronte also offers fine art at local galleries and establishments.

Other seasonal events such as the **Easter Eggstravaganza and Christmas Tree Lighting** also attract families. Many other events take place in the immediate area and region: www.brontevillage.net and www.visitoakville.com



Designated Tourist Destination

“Strong summer visitation”

Hotels and Tourism

Bronte Harbour Village is Oakville’s waterfront destination. Situated midway between the GTA (population 5million plus), and the Golden Horseshoe and the U.S. border, makes for easy access from the QEW (Hwy 25 South/Bronte Road) and Lakeshore Road. Direct access to the harbour combined with shopping and dining attract visitors seeking a more relaxed getaway.

Attractions include Sovereign House built by Charles Sovereign between 1825 and 1846, now operated as a heritage display centre. It was also home to author Mazo de la Roche of Whiteoaks of Jalna fame. Visitors can enjoy a self-guided tour of the restored rooms with artifacts, photographs, archival documents and memorabilia. Events such as Art on the Bluffs are held throughout the year featuring local artists and historians.

The **Bronte Commercial Fishermen’s Memorial** is a granite monument dedicated to those hardy fishermen who battled wind and waves on an unforgiving lake to earn a living for their families and help establish Bronte’s history as a fishing community. Boats have not only sailed out of Bronte Harbour for almost two centuries, but many have been designed, built, repaired or modified in or near this little harbour. Bronte is considered the best harbour for sportfishing on Lake Ontario, yielding the best salmon catches during the annual Great Ontario Salmon Fishing Derby.



There are five fine hotels near Bronte Harbour Village.

Accommodation	Rooms
Holiday Inn	144
Homewood Suites	108
Staybridge Suites	105
Hilton Garden Inn	97
Quality Suites	80
Total Rooms	534

Bronte Creek Provincial Park

- A year-round destination for the whole family with 144 electrical camp sites and 4 group sites
- Activities range from swimming, hiking, biking, birding, fishing, skating, tobogganing, cross country skiing, and golfing, among others including Maple Syrup Run and Ghost Walks
- Visit the Children’s Farm and the Spruce Lane Farm House

World-class golf courses nearby: Glen Abbey, Canada’s most famous golf course and host of the Canadian Open, and Rattlesnake Point

“Best trophy salmon fishing on Lake Ontario”

Local Resources for Businesses in Bronte Harbour Village

Over the past couple of years Town of Oakville's Economic Development Department Staff has worked with the leadership of the Bronte BIA to implement the Bronte Business Action Plan.

If you are in the beginning phases of business planning and you would like to investigate the zoning and regulatory approvals required for your proposed location in Bronte, please call Service Oakville at:

Phone: 905-845-6601

TTY: 905-338-4200

Bell Relay: 1-800-855-0511

Fax: 905-815-2025

serviceoakville@oakville.ca

https://www.halton.ca/doing_business_in_halton/small_business_entrepreneurs/

The Halton Region Small Business Centre has the resources and services you need if you are thinking about opening a business, starting to formulate your business plan, growing an established business, or are a young entrepreneur looking to the future. Resources and services include:

- Appointments with business consultants who will provide practical knowledge and advice on business start-up, marketing, financial planning, export/import planning, and government programs
- Computer work stations to register a business, conduct research, search databases, and work on a business plan
- Resource publications and hand-outs covering a wide range of topics including business registration and ownership, government regulations, export/import and intellectual property
- Unique and informative seminars and events from business start-up advice to the latest business trends
- Young entrepreneurship programs in partnership with the provincial and federal government – Summer Company Program and Canadian Youth Business Foundation

Please contact the Bronte BIA at 905-825-3258 or info@brontevillage.net for more information on available properties or how to get involved with the Action Plan.



Bronte BIA

Bronte Mission Statement

- Strives to create a vibrant community and a prosperous local economic environment
- Acts as a unifying body for its membership – working to make Bronte Harbour, Oakville’s waterfront destination, not only for its retailers and restaurants but for its professional and cultural assets as well
- Helps to improve the lines of communication between you, the business community, and the Town of Oakville municipal council and staff
- Dedicated to ensuring a healthy economic environment for our community and making it a place in which to shop, dine, work, play, live, or invest

Who May Benefit from Bronte BIA

- The Bronte BIA strives to foster local economic development and revitalization in the area to stimulate new impetus for business and tourism development within our wider community. Fostering community engagement can strengthen and build community interest, spirit, pride, and networks beyond its current catchment boundaries.
- All businesses in the area, whether retail, professional services, dining, entertainment, or leisure/tourism enterprises may gain from an improved local atmosphere and ambiance that a BIA helps to create. Improvements and activities may retain more local customers and attract more visitors.
- BIA-initiated improvements and activities may help to create and sustain a more vibrant economic environment within an area, which may lead to an increased demand for retail and office space, a decrease in commercial vacancy rates, and an increase in property taxes.
- The Bronte BIA is dedicated to improving the quality of life in surrounding neighbourhoods through physical improvements as well as enhanced ambiance, choices in local shopping and professional services, job opportunities, cleanup and safety programs, and community safe, family-friendly community events.
- Board Meetings are held on the first Tuesday of every month at 8:00 a.m.



Benefits of Being a BIA Member

Bronte BIA Newsletter

Introduction as a new BIA member in the BIA newsletter and membership database.

Business Promotion on Bronte BIA Website and Social Media

As a Member, your free business profile appears on the BIA's website www.brontevillage.net with a link to your own website. Bronte BIA will also promote your business and events on its social media, which retaining thousands of followers.

Vendor and Sponsorship Opportunities

The Bronte BIA does special events throughout the year; e.g., Easter Eggstravaganza, Canada Day (50,000 persons), Culture Days, Harbour Days, The Lake Walk, and Holiday Season activities in November.

Voice in Local Affairs

Lobbying to support the best interests of independent businesses operators in the Bronte BIA catchment area is an important issue for the BIA.

Committee Participation

Engage with local business owners on BIA matters of importance:

- Beautification
- Marketing and Events Committees
- Finance Committee
- Communications Committee

Networking Opportunities

Attend and network at Bronte BIA social events. Meet new people and exchange helpful business hints or simply relax and catch up on what is going on in Bronte. We encourage new businesses to host member networking functions so that the community may familiarize themselves with their new business neighbours.

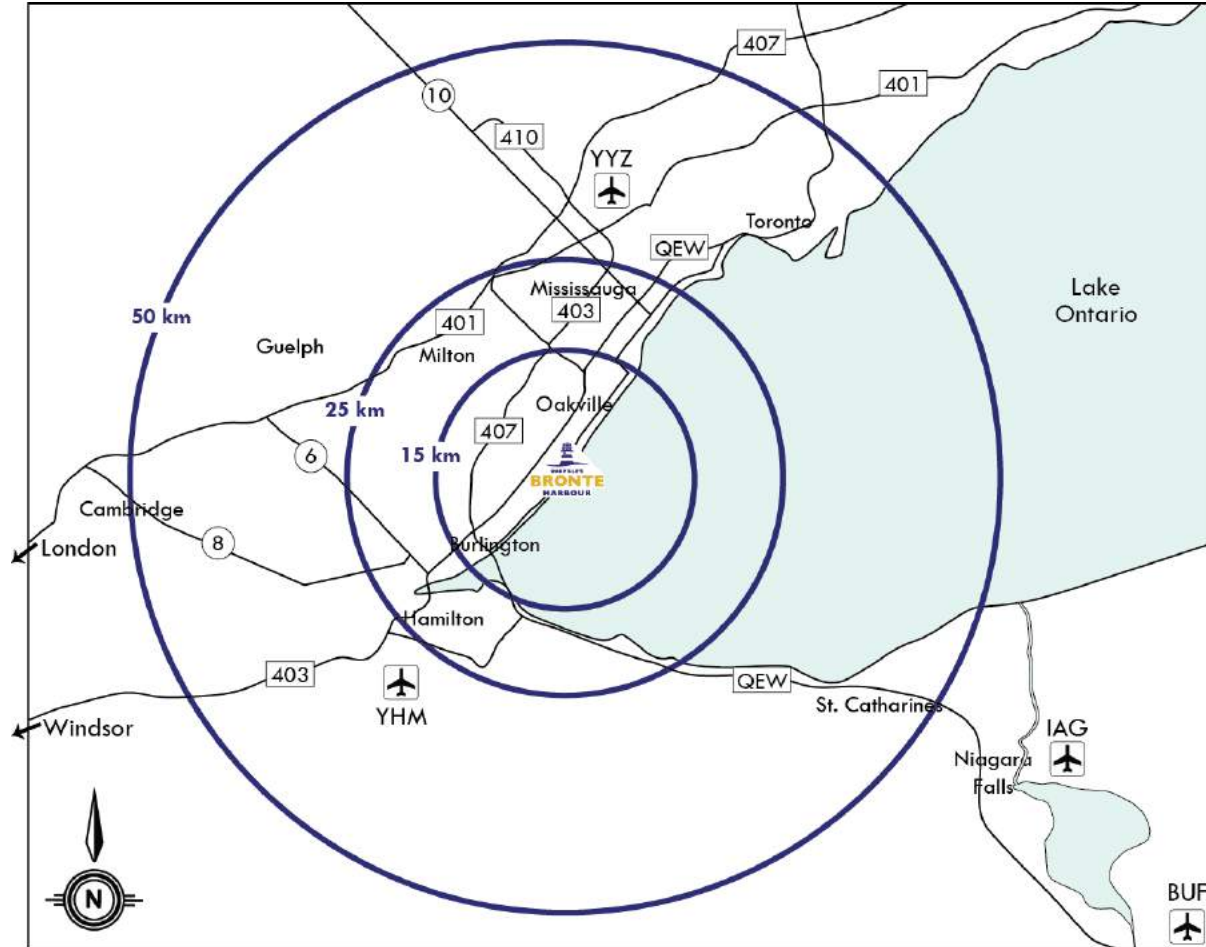
Sponsorship Opportunities

The Bronte BIA offers many opportunities for its partners throughout the year. Bronte BIA has been fortunate in developing relationships with some local, regional, and national organizations that see the value in promoting their brand to this upscale market. We have opportunities to meet your brand objectives in every price range. Find out what we can offer your company, we welcome your enquiries.

Our Promise to You

- To increase awareness of your business
- To provide media exposure
- To generate corporate goodwill in the community
- To provide hospitality opportunities
- Event opportunities

Over 1.5 Million Customers Waiting for You!



<http://visitoakville.com/about-oakville/getting-here/>

Getting here is a breeze! Nestled on the shores of Lake Ontario between Toronto and Niagara Falls, Bronte Harbour Village in southwest Oakville is a 60 minute drive to the U.S. border, with easy access to the QEW, 403, 407 and 401.