



2022 ANNUAL REPORT

DOWNTOWN WHITBY BIA

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ABOUT THE BIA

Established in 2017, the Downtown Whitby Business Improvement Area (DWBIA) is a designated zone within the downtown core. Businesses within the BIA's boundaries contribute to the BIA through a mandatory municipal tax used to make Downtown Whitby a destination of choice through events, beautification efforts, tourism efforts, business support, and more.

The DWBIA is operated by two full time staff members and a voluntary Board of Management with the mission "Feet on the street, dollars through the doors". This mission is achieved through place-making attractions and signature events.

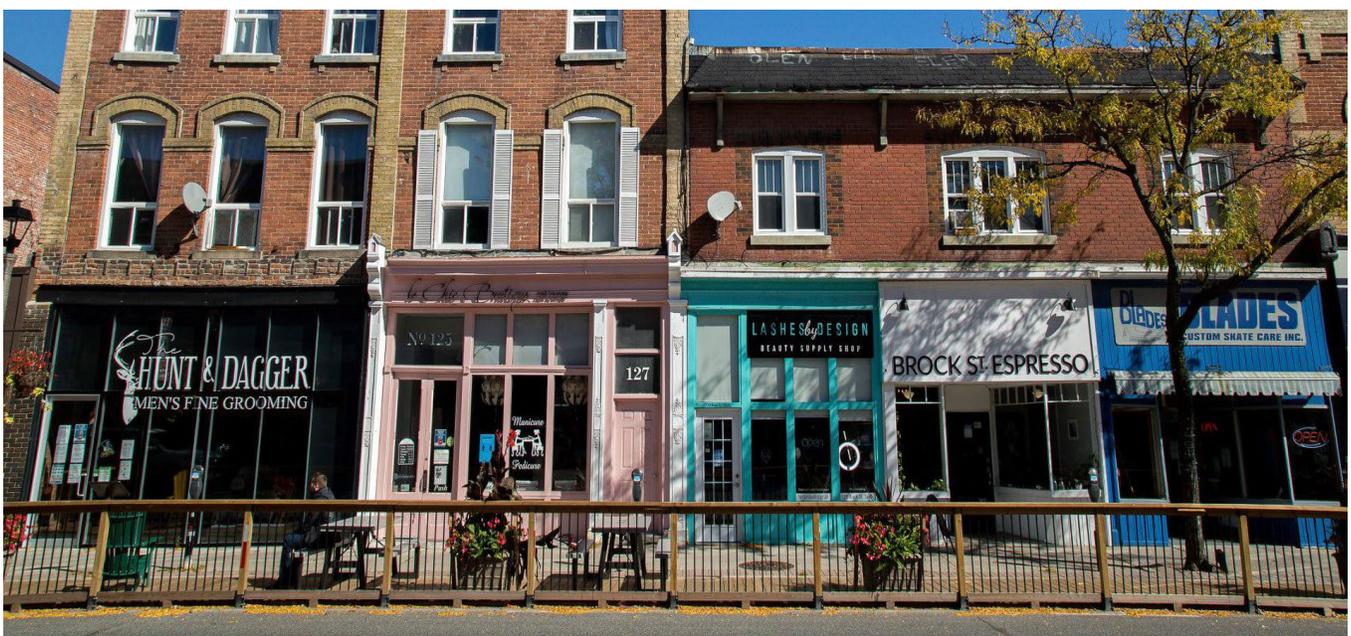
As a town-supported organization, the DWBIA must account for the downtown

core as a whole and must operate to benefit all businesses within the area.

In the past five years, the DWBIA has completed meaningful work that has put Downtown Whitby on the map as a destination of choice.

This report contains an overview of the BIA's 2022 initiative, events, advocacy and communication efforts, along with the 2023 proposed financials.

If you have any questions regarding the 2022 Annual Report, please send an email to info@whitbybia.org.



BOARD OF MANAGEMENT



Alison Galvan

Chairperson

Alison Galvan is the Co-owner of The Food and Art Café. She has been a part of various committees, and has always stepped up as an active and engaged member of the Downtown Whitby BIA.



Bobby McBride

Vice Chairperson

Bobby McBride is an Associate Investment Advisor with The Gawne Group of TD Wealth Private Investment Advice. Bobby loves the Town of Whitby and is active within the community he grew up in.



John Sautner

Board Member

John has been in Banking for over 30 years as a branch manager in and around Durham, currently with CIBC. John loves the vibrant downtown core and the good folks who run their businesses around him.



James Hobbs

Board Member

James is no stranger to Downtown Whitby. He is Co-Founder at Town Brewery and Partner at the Tap and Tankard. He presented the idea of Beer Fest in 2017, which has since become an annual signature event in Downtown Whitby.



Councillor JoAnne Drumm

Mayor's Designate

Elected in 2018, JoAnne Drumm is Councillor of Centre Ward (3) and the Mayor's designate on the Road Watch Committee, Whitby Yacht Club Board and the Downtown Whitby BIA Board of Management.

NEW EXECUTIVE DIRECTOR & NEW TEAM

In early 2022, the challenging role of Executive Director at the DWBIA was taken on by Clorraine Dennie after former Executive Director, Madeleine Riley, resigned to accept the position of Economic Development Coordinator, Strategic Initiatives, for the Town of Whitby. Madeleine's departure was also followed by the resignation of the former Marketing & Communications Manager Kally Klose. Although Madeleine was no longer with the BIA as a staff member, she still served as an emergency helpline as the new team navigated their roles.

Much like the years prior, 2022 came with its own share of challenges. Clorraine, with limited staff had to ensure the BIA continued to operate seamlessly, carrying out initiatives set out from previous years along with executing the BIA's annual signature events.

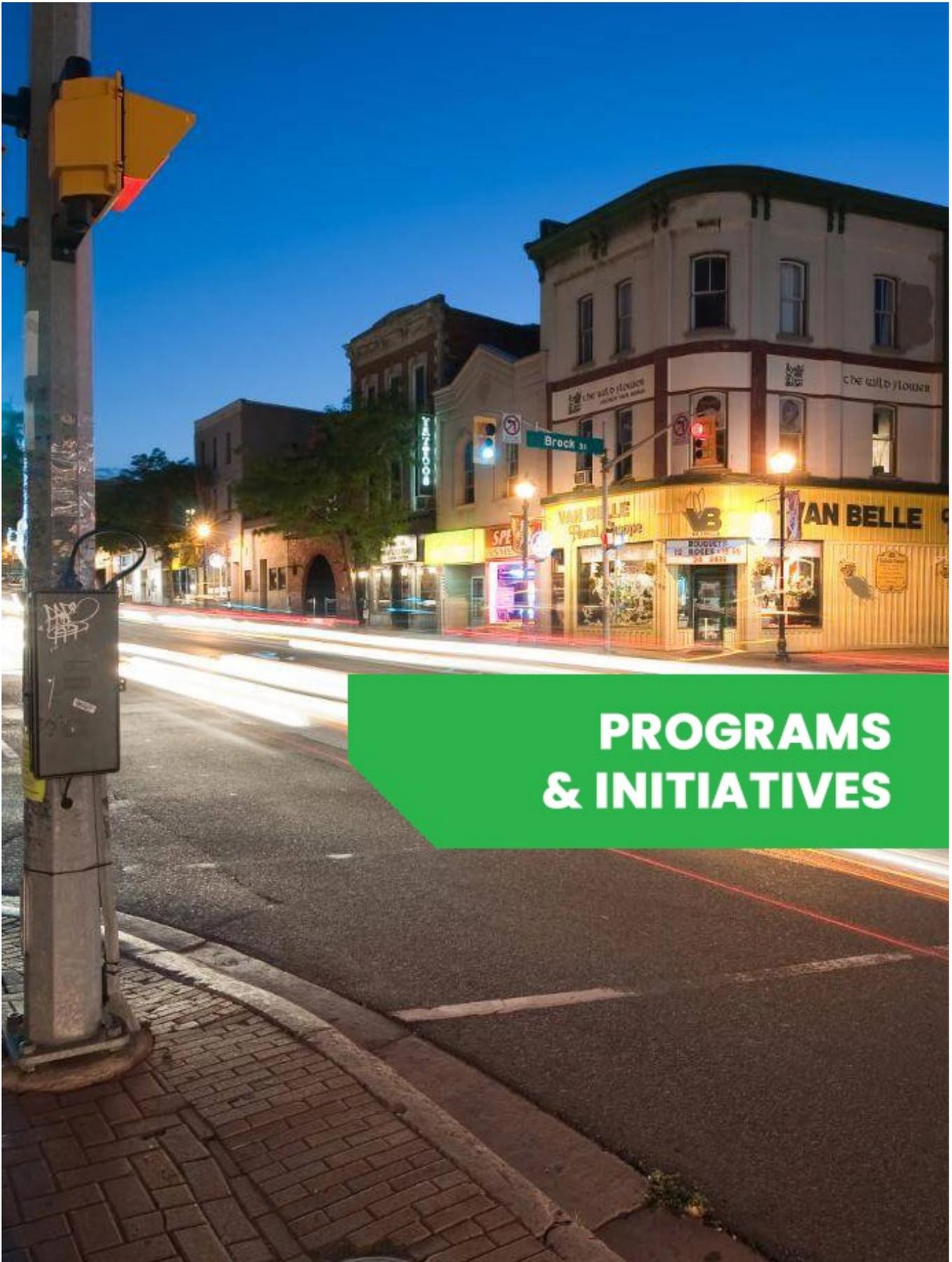
While planning the Annual Beer Fest and Christmas Market, the new team also continued to manage the Shop Durham Region Online Marketplace, a two-year initiative developed in 2021 to help businesses through the COVID-19 pandemic.

You'll see throughout this report, despite the challenges presented by

the departure of former staff members, the BIA continued to work towards positioning the downtown as a destination of choice.

Executive Director, Clorraine Dennie has over 10 years of BIA leadership experience and a passion for community partnerships and local economic development. Along with her new Marketing & Communications Manager, Nina Hotak, Clorraine is determined to work towards further improving Downtown Whitby in the years to come.





PROGRAMS & INITIATIVES

SHOP DURHAM REGION ONLINE MARKETPLACE



The Downtown Whitby BIA in partnership with the Durham Economic Task Force officially launched the Shop Durham Region Online Marketplace (SDR) in January of 2021 in hopes of helping businesses across the Durham Region through the COVID-19 pandemic. SDR allowed shoppers to purchase products from multiple Durham-based businesses offering contactless pickup or local delivery in a single transaction.

In 2022, the BIA hired a new dedicated staff member, Nina Hotak, to oversee the operation of the marketplace for the remainder of its two-year period. To date, SDR has seen over \$75, 000 in sales and nearly 40,000 website visitors. It has drawn in retailers and home-based businesses across Durham Region, offering them a supportive network, an easy way to join

the world of e-commerce, and free marketing opportunities.

Since its launch, The Shop Durham Region Online Marketplace attracted more than 450 vendors with over 1300 local products. The majority of the businesses active on the site are located in Whitby, followed by Oshawa, Ajax, and Clarington. The marketplace was also recognized by the **Economic Development Council of Ontario (EDCO)** with an honourable mention for recovery projects!

At the end of its two year timeline, the Shop Durham Region Online Marketplace was a huge success, having helped ensure that our local business community stayed strong during COVID-19. We hope to continue to find more ways to encourage local shopping and help support small businesses in our community.

CHANTAL SAMMONS PHOTOGRAPHY

vendor spotlight

ShopDurhamRegion.ca

New Blog Post!

vendor spotlight

FEATURING THE RMG SHOP

WWW.SHOPDURHAMREGION.CA

HOW TO Support LOCAL BUSINESSES

- Follow them on social media
- Like their social media content
- Comment on something nice
- Share their social media posts
- Leave a positive review
- Subscribe to their email list

shop Durham Region Online Marketplace

ShopDurhamRegion.ca

father's day gifts

ETHOS BEARD KIT BUNDLE

WWW.SHOPDURHAMREGION.CA

SDR 2022 SOCIAL MEDIA HIGHLIGHTS

shop Durham Region Online Marketplace

Happy Mother's Day

Giveaway Alert!

MOTHER'S DAY GIVEAWAY

WWW.SHOPDURHAMREGION.CA

Honam naturals

vendor spotlight

ShopDurhamRegion.ca

DIGITAL MAIN STREET



Digital Main Street (DMS) is an innovative program designed to help main street small businesses achieve digital transformation. The program is built around an online learning platform, with structured training programs, and Digital Service Squad Members. The program was originally created in 2016 by the Toronto Association of BIAs (TABIA) and a group of strategic partners including Google, MasterCard, Microsoft, and Shopify.

Between March 2021 and March 2022, Digital Service Squad Member, Donal Beattie, served 108 businesses in person, and/or virtually. One of Donal's main goals was assisting businesses in securing the \$2,500 Digital Transformation Grant. Donal was able to help several businesses receive the grant. In addition to grant applications,

Donal helped business owners set up e-commerce stores through the DMS ShopHere program. Donal also helped business owners improve their digital literacy and assisted them in setting up social media platforms, Google business pages, and more.

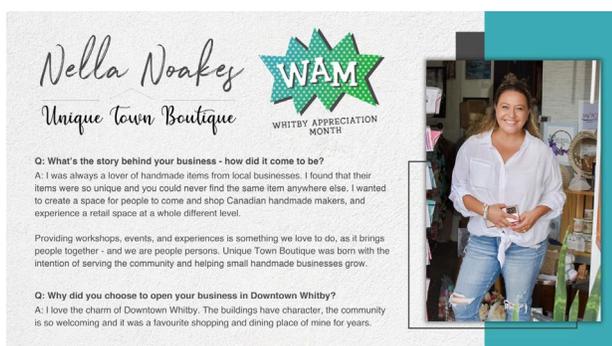
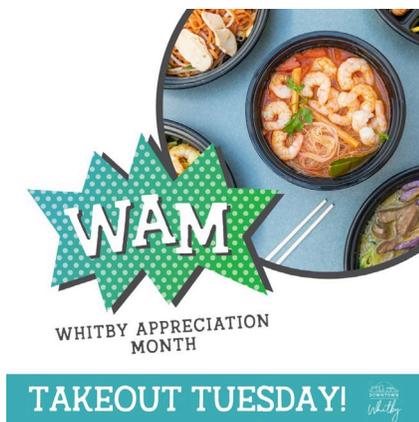
Donal Beattie's contract ended in early 2022, however we will be continuing to work with Digital Main Street to recruit a new Squad Member to fill this important role. We look forward to helping more businesses in 2023.



DOWNTOWN WHITBY APPRECIATION MONTH

In March of 2021, the Downtown Whitby BIA launched a marketing campaign called Downtown Whitby Appreciation Month (WAM) in efforts to support BIA member businesses, engage residents and keep Downtown Whitby top of mind. The campaign leveraged social media to encourage residents to shop and support local and show their

appreciation for Downtown Whitby. In addition, the BIA collaborated with its member businesses to host engaging workshops, putting dollars directly in the pockets of those businesses. After great feedback and success, the BIA decided to make March the official Downtown Whitby Appreciation Month (WAM).



This year's Downtown WAM campaign focused on featuring the people and places that help make Downtown Whitby so special. The campaign included collaboration with various vendors to host gift card giveaways on social media along with vendor

spotlight posts where people could learn more about each business. In addition, a YouTube video series called Discovering Downtown Whitby was created to profile and highlight several downtown businesses.

The Downtown Whitby BIA is looking forward to celebrating Downtown WAM again in March of 2023.

DOWNTOWN WHITBY SAFETY WALK

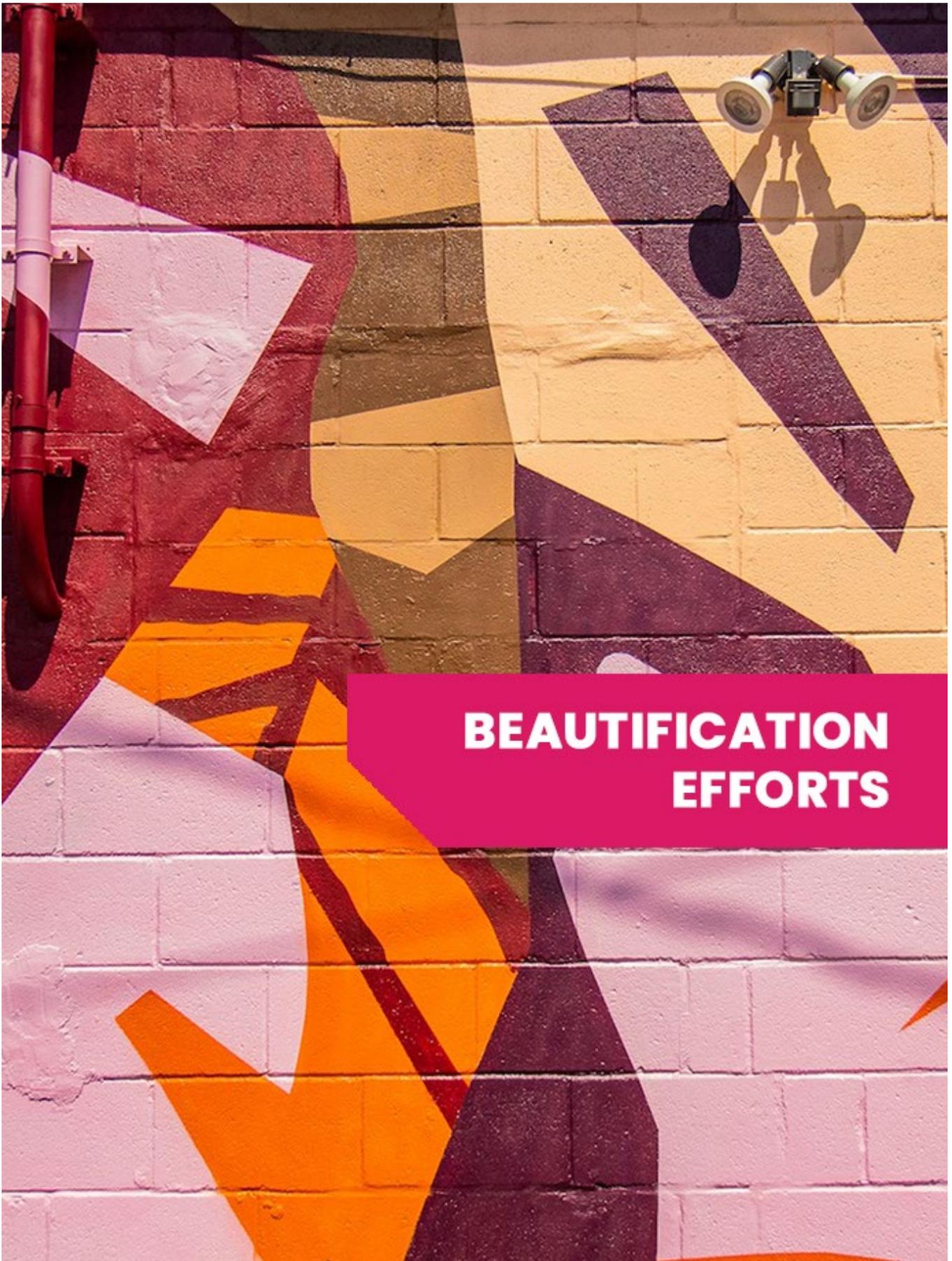


In 2022, the Downtown Whitby BIA participated in a safety walk in partnership with the Town of Whitby and Durham Regional Police Service (DRPS).

In a joint effort to promote a clean, safe and enjoyable downtown, we went door to door to connect with merchants and share valuable information including:

- How to properly dispose of waste and recycling.
- How to report, remove and prevent graffiti.
- How to report as how to report other types of crime to the DRPS.

This was a great opportunity to connect with businesses and hear their concerns and feedback as well.



**BEAUTIFICATION
EFFORTS**

PLANTERS, POP-UP PATIOS & LIGHT POSTS

The Downtown Whitby BIA once again partnered with the Town of Whitby to continue its ongoing beautification efforts.

Staff also worked with the Town and contractors to supply and maintain planters throughout the downtown area.

Continuing the tradition that began in 2019, the BIA wrapped all of the Brock Street light posts in lit garland and bows.

In 2022, the BIA worked closely with the Town of Whitby to design and implement new light post banners.





**2022
EVENTS**

DOWNTOWN WHITBY BEER FEST 2022

The Downtown Whitby BIA (DWBIA) introduced Beer Fest as a signature event in 2018. Since then, this event has taken place on the second Saturday of September. Beer Fest highlights the best that Durham Region has to offer in both breweries and grassroots musical talent, drives visitor traffic towards Downtown Whitby businesses, and makes historic Downtown Whitby a tourism destination of choice. The event boasts a backyard party vibe, complete with live music, craft beer, food trucks, and of course, great company!

The 2022 Beer Fest took place on Friday, September 9 and Saturday, September 10 in Celebration Square (405 Dundas St. W). The BIA hosted a total of three sessions throughout the weekend. The event drew a crowd of over 1200 people to Downtown Whitby.

The 2022 Beer Fest featured a live DJ, four performing artists, and ten food

and drink vendors. Each guest was given their own beer stein and two beer tokens.



The Downtown Whitby BIA was able to secure \$10,000 in sponsorship for this event. Sponsorship dollars, ticket sales, and token sales allowed the BIA to host this event successfully. The overall feedback from both guests and businesses was positive.



DOWNTOWN WHITBY CHRISTMAS MARKET



The Downtown Whitby BIA (DWBIA) introduced Christmas Market as a signature event in 2018. Christmas Market allows friends and families to come together to celebrate the spirit of Christmas by enjoying winter activities, live music, delicious eats, warm fires, white lights and the best holiday shopping in Durham Region.



The 2022 Christmas Market took place on Friday, December 2 and Saturday December 3 in Celebration Square (405 Dundas St. W.). This free, family-friendly event drew interested from over 3,000 people. This year, despite the severe weather, the BIA was still able to create another magical weekend in Downtown Whitby while securing a grant to cover the associated costs of the event.

The event featured complimentary hot chocolate, a fantastic s'mores station, along with free trolley rides throughout Downtown Whitby. Guests were able to shop from eleven local vendors while enjoying live music and local food. Guests were also given free swag including, tote bags, DIY crafts, balloons for the kids, lunch bags, and lip balms. In addition, guests were able to meet, greet, and take photos with Santa, his Elves, and even the Grinch!



The Downtown Whitby BIA was also able to partner with the owner of Unique Town Boutique, Nella Noakes, on the 2nd Annual Winter Wonderland. The DWBIA made sure to drive traffic to Nella's event by having the town trolley make frequent stops to and from the Promenade.

GRAND OPENINGS

In 2022, several grand openings were organized and celebrated by the Downtown Whitby BIA and dignitaries throughout the year, including, GT Dental Centre: Cosmetic & Family Dentist, Whitby Endodontics: Dr Jeffrey Grossman & Dr. Elizabeth Geisler, Lovey

Pre-loved, Jayne Fashion (Grand Re-Opening), Artisanthropy (Grand Re-Opening), and Calm360. The hope is that 2023 will allow us to continue to celebrate many more grand openings in Historic Downtown Whitby.





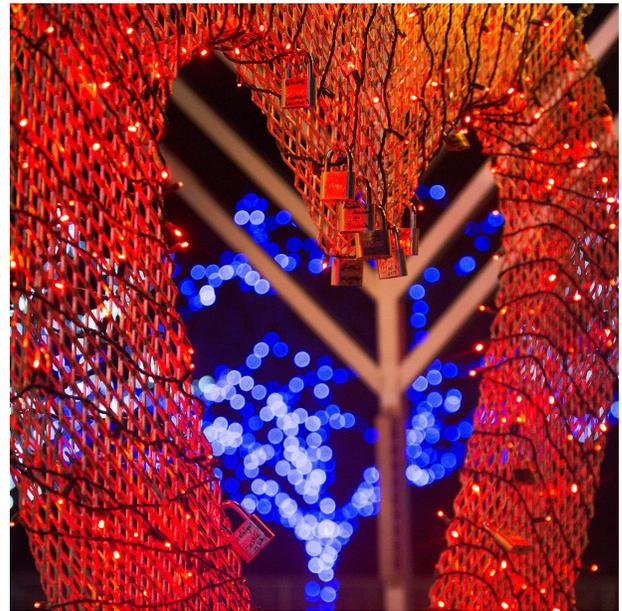
**COMMUNICATIONS
& MARKETING**

SOCIAL MEDIA

The Downtown Whitby BIA relies heavily on social media to communicate to the BIA membership, residents, and tourists. Most of the BIA's social media graphics, copy and content is created in-house, and photos shared on social media are all sourced by the BIA team.

In 2022, the BIA had four large social media campaigns: Downtown Whitby Appreciation Month, Beer Fest, Christmas Market, and Shop Where You Live Holiday Campaign. These campaigns were carried out on all platforms across the social media board. The BIA team manages 4 Facebook pages ([Downtown Whitby BIA](#), [Shop Durham Region](#), [Whitby Christmas Market](#), and [Whitby Beer Fest](#)) along with the official BIA [Twitter](#) and [Instagram](#) accounts.

The table below depicts the growth in followers across social media. Despite BIA staff turnover this year, we can still see an increase in followers which can be attributed to the creation of quality posts that are appealing, engaging and informative.



Social Media Performance	2021	2022	Increase (%)
Facebook			
Followers	1,918	2,117	199 (10%)
Instagram			
Followers	3,255	3,611	356 (11%)
Twitter			
Followers	902	991	89 (10%)

E-NEWSLETTER & WEBSITE

In addition to social media, the Downtown Whitby BIA also uses e-newsletters and the official BIA website to communicate with members, residents and tourists. These newsletters are mainly targeted towards BIA members, and include municipal, regional, provincial, and federal updates. The BIA also includes information about events, programs, initiatives, beautification efforts and more. In 2022, the BIA e-newsletter subscriber list increased by 55 subscribers.

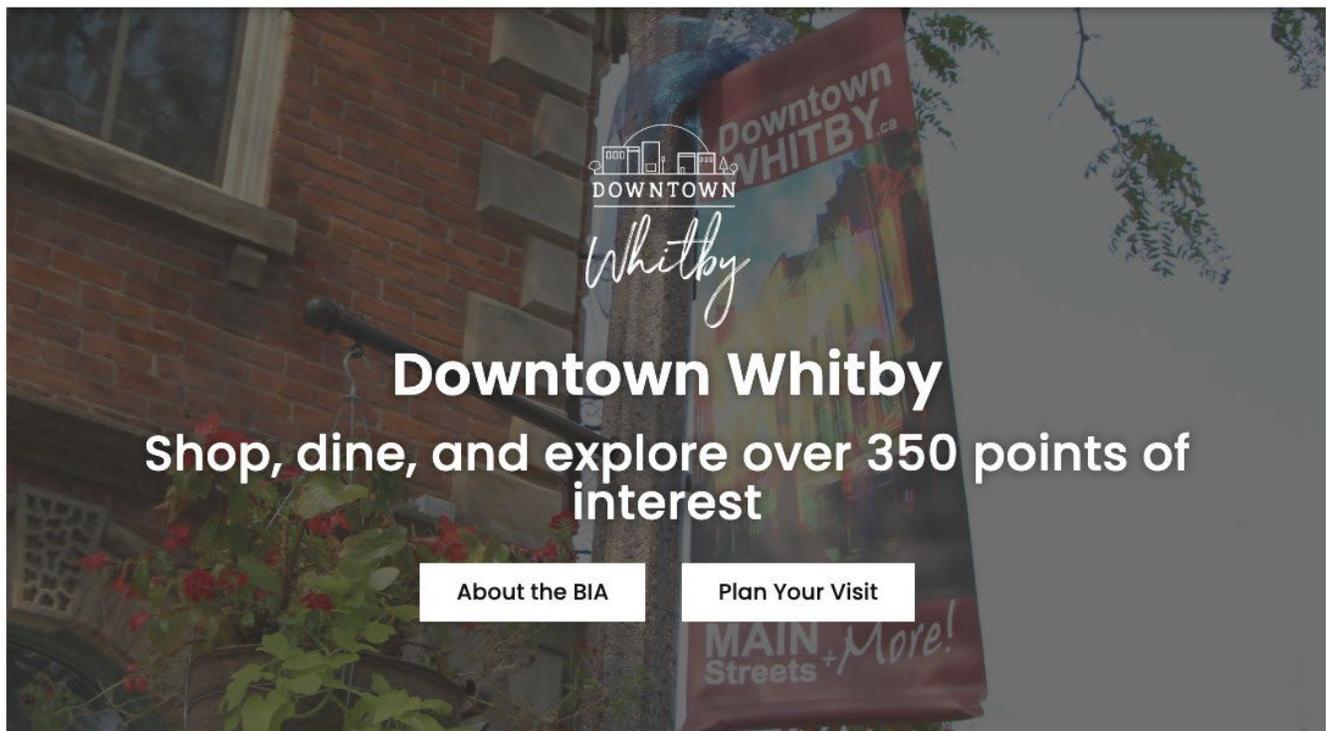
Like the e-newsletters, the BIA's website serves as a tool for BIA members as well as visitors of the downtown, to access information on a number of topics. The website was redeveloped in 2020 to make sure it complied with the AODA standards that came into effect in January 2021. The BIA worked to improve the accuracy of the directory and this large-scale project will be carried into 2023.



(905) 431-3271 info@whitbybia.org



Menu



GRANT APPLICATIONS

Tourism Relief Fund



In 2022, The Downtown Whitby BIA applied for a non repayable contribution of \$100,000 from Central Counties Tourism to boost economic viability of the downtown by provide a welcoming experience for visitors. This was part of the Government of Canada's [Tourism Relief Fund](#), delivered by the [Federal Economic Development Agency for Southern Ontario](#) (FedDevOntario). Central Counties Tourism received \$8.65 million from FedDevOntario to help local tourism organizations and businesses safely welcome back visitors, recover from the impacts of the pandemic and prepare for future growth. The investment from FedDevOntario, which was received in

2023, was to support in hosting our two signature events, the Downtown Whitby Beer Fest and the Downtown Whitby Christmas Market. Our event budget relies heavily on sponsorship funding. This infusion of funds was a welcome support as sponsorships have declined in recent years. This grant allowed us to divert some expenses and free up some cashflow to expand existing events and pursue new initiatives in 2023.

As we move into 2023, we look forward to focusing on bringing people directly to our businesses, connecting with community partners and cultural attractions to create an even more vibrant Downtown.

Canada 





**2023
FINANCIALS**

2023 PROPOSED BUDGET

Revenue	BUDGET 2022	ACTUAL 2022	BUDGET 2023	2023 Notes
BIA Tax Levy	200,000	200,000	210,000	5% increase lower than current inflation rate
T shirts and hoodie sales	-	-	-	
GIC Dividends	40	-	-	
Donations & Sponsorships	40,000	21,342	21,400	Less due to shorter planning window for events. Some sponsors have also diverted funds to other initiatives to stretch their sponsorship dollars
Beer Fest Vendor Fees	-	-	-	
Beer Fest Event Income	50,000	34,616	50,000	Earlier planning and marketing in 2023 and modified pricing structure of ticket sales will provide increased revenue
Cask and Comedy - CANCELLED	-	-	-	
Christmas Market	7,000	2,848	8,000	Booth spaces were offered to member businesses at no cost in 2022 to promote brick and mortar establishments in the BIA.
New 2021 Street Event - CANCELLED	10,000	-	-	
Grants - Digital Main Street 3.0	10,000	31,955	46,349	The BIA successfully applied for a Digital Main Street grant to support the hiring of a Digital Squad Member
Grants - Digital Main Street FuturePROOF	-	-	-	
Grants - My Main Street	-	8,320	-	My Main Street Grant from 2021 towards 2021 Christmas Market
Shop Durham Region (SDR) - Regional Funding	40,000	28,727	-	Funds from Region to cover SDR wages. This was a covid initiative which will not be continuing in 2023.
Flowers - Town of Whitby Funding	19,000	9,801	19,000	Planters and hanging baskets funds from Town.
Extra Taxation Growth in Area	-	-	-	
Transfer from Reserve	-	-	693	
Surplus from prior years	-	-	-	
Transfer to Petty Cash	-	-	-	
In Kind Donations TOW	5,000	5,000	5,000	In kind support from Town of Whitby
Tourism Grant	-	-	-	
Regional Municipality of Durham Wage Subsidy	-	-	-	
Ontario BIA Association	-	-	-	
Other Revenues	-	-	15,000	Proposed new events for 2023 to promote shopping local and cross promotions with merchants and tourism partners
Total Revenue	381,040	342,609	375,442	
Expenditures	2022	ACTUAL 2022	2023	2023 Notes
Administrative Expenditures				
Salaries and Wages	110,000	70,459	115,000	Two full time staff
Sponsorship commission	-	-	7,000	Commission based on sponsorships and grants
Grant commission	-	10,855	-	Commission paid on 2021 grants and sponsorships
Digital Main Street (DMS) Wages & expenses	10,000	27,202	46,349	Funds from DMS grant for Digital Squad member
Digital Main Street FuturePROOF	-	-	-	
Shop Durham Region (SDR) Wages	40,000	41,600	-	SDR wages. Funding and program has ended
Benefits	14,000	8,251	8,700	Chamber benefits for employees
Payroll Taxes and Deductions (Employer CPP & EI)	31,000	10,637	12,000	Lower now that arrears from previous years have been paid
Office Supplies	3,650	3,252	4,000	
Membership Fees	1,000	348	888	OBIAA and Chamber
OBIAA Conference	2,000	1,447	2,000	OBIAA conference
Misc. Seminar Fees	500	-	-	
Rent	8,150	7,470	10,000	Rent at Chamber office
Accounting/Auditing	2,500	5,550	8,500	The BIA has secured a bookkeeper to support sound practices and ease of reporting
Computer software subscriptions	-	2,569	2,000	QBO and Adobe subscriptions
Storage Unit	4,800	4,298	4,995	Storage unit for event staging
Banking	300	139	300	
Interest and arrears	-	3,173	-	
Miscellaneous	-	175	90	
Subtotal	227,900	197,424	221,802	
Capital and Maintenance				
Phone	1,500	2,873	2,500	
Beautification	8,000	3,002	7,000	Holiday lighting and décor
Flowers & Planters	19,000	9,598	19,000	2022 spend lower as hanging baskets were not available in 2022.
Murals	5,000	-	-	
Data Collection	-	-	-	
COVID 19 Expenses	-	-	-	
Maintenance	3,500	700	2,500	Installation and removal of library banner
Other (Capital)	-	-	-	
Subtotal	37,000	16,173	31,000	
Events				
Shop Late Shop Local	-	-	-	
Beer Festival	60,000	59,179	50,000	Will be offset by sponsorships
Cask and Comedy - new for 21	-	-	-	
Christmas Market	23,000	54,843	50,000	Comparative to year over year expenses. Expenses will be offset by updated pricing and sponsorship
Volunteer Appreciation Event	1,000	-	1,000	
New 2021 Street Event	10,000	-	-	
Other (Events)	3,000	-	15,000	New proposed local tourism events in 2023 that will leverage town initiatives.
Shop Durham Region Expenses	-	5,855	-	
Subtotal	97,000	119,877	116,000	
Promotion and Advertising				
Website - Domain Registration	40	425	40	
Hosting & Maintenance	2,600	-	2,600	
AODA Compliance	-	-	-	
Local Advertising	1,000	2,265	2,000	
Printing & Production	1,000	-	1,000	
Promotion Items	1,000	-	1,000	
Subtotal	5,640	2,690	6,640	
Assessment Loss & Reserves				
Year-End Assessment Loss	500	-	-	
Transfer to Reserves	13,000	-	-	
Subtotal	13,500	-	-	
Total Expenditures	381,040	336,163	375,442	
Surplus/Deficit	-	6,446	-	