



2023 BEAUTIFICATION REPORT

DOWNTOWN WHITBY BIA

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POP-UP PATIOS

Since 2020, The Downtown Whitby BIA has partnered with the Town of Whitby to install an on-street patio on the northeast corner of Brock St. & Colborne St., in front of the businesses along Brock St. This project will be implemented in the same location in 2023.

The Town is responsible for the installation of the patio. The BIA takes on the responsibility of providing seating and will be responsible for the floral planters. The BIA owns several Adirondack chairs and picnic tables for this space.



LIGHT POSTS

During the holiday season, the Downtown Whitby BIA creates a festive ambiance in the downtown area by installing festive garlands and snowflakes on Dundas & Brock St. light posts. The BIA partners with the Town of Whitby to implement this project. The BIA provides the garlands and the Town of Whitby provides the snowflakes for this project.

The BIA will continue this tradition during the 2023 holiday season. As done so in previous years, the garlands and snowflakes will be installed by Skedaddle Wildlife.



DOWNTOWN CLEANUP

April 22, 2023 is Earth Day! The Downtown Whitby BIA will host a Downtown cleanup on this date. A clean and welcoming downtown is a downtown worth visiting and Downtown Whitby is no exception.

The BIA's Board of Management, committee members, BIA members, and prospective volunteers will be invited to join forces to clean up our downtown!

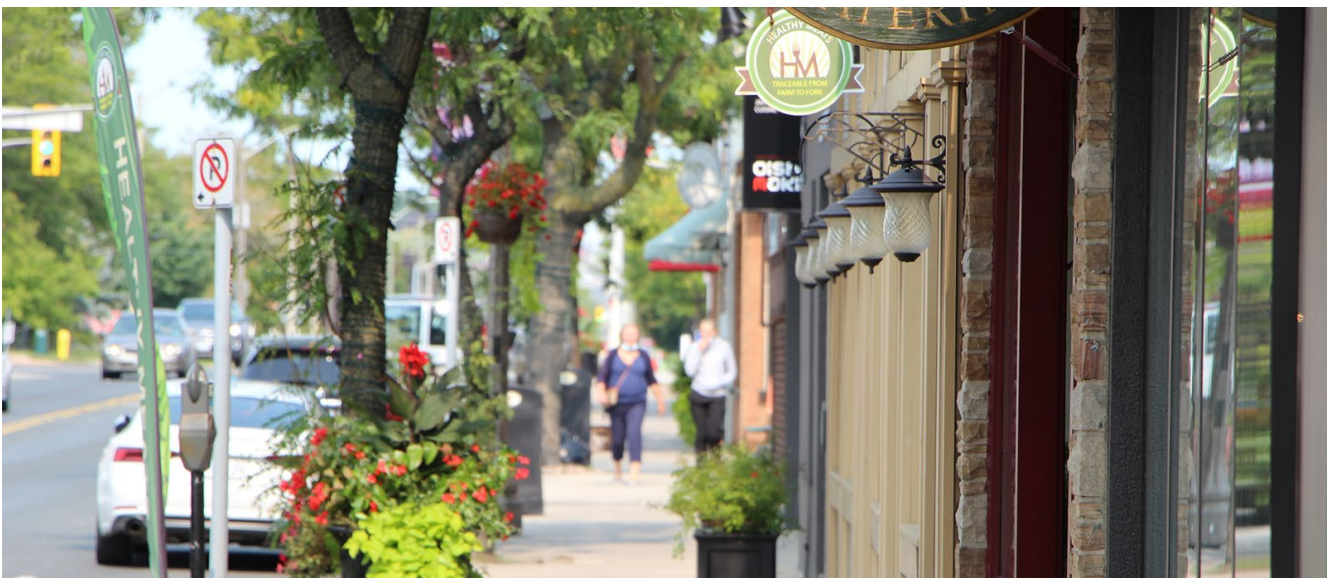


FLORAL BASKETS & PLANTERS

The BIA staff will continue to take on the responsibility for the management of flower baskets and planters in 2023. Management of this annual project includes overseeing the procurement process, picking out the foliage, ensuring maintenance and fulfilling invoices.

The Town will still be responsible for the financial aspect and will be reimbursing the BIA for all associated costs.

The BIA is happy to take on this responsibility, as BIAs are typically responsible for foliage in the downtown.



STEPS PUBLIC ART 2023

I HeART MAIN STREET PROGRAM

In 2023, the BIA aims to continue to work in partnership with STEPS Public Art through their I HeART Main Street Challenge to carry out public art initiatives, and create a mural activation in the downtown area.

The I HeART Main Street (also known as Main Street Art Challenge) is a main street recovery program by STEPS and presented in partnership with RBC Royal Bank to support BIAs in realizing creative placemaking initiatives to engage communities, support artists, and showcase local business success stories. Since the start of the program, STEPS has supported 50+ BIAs and artists in bringing one-of-a-kind public art projects to main streets across Ontario. Participating BIAs are also eligible for prizes valued at \$30,000 to support future placemaking projects.

The BIA envisions a mural that begins by highlighting Downtown Whitby's historic elements then slowly transitions into the modern and vibrant downtown we know today. The BIA and STEPS will be working closely with the selected property owner and business owner of the selected space to ensure that both parties accept the artist's proposed design.

The Downtown Whitby BIA will submit an application to the My Main Street Community Activator Program to recuperate the costs associated with this project. If the BIA is not successful in our application, we will be able to move ahead with this project using the funds allocated in our budget for murals and beautification.



STEPS PUBLIC ART 2023

WINDOW ACTIVATIONS

In addition to a mural activation, the BIA will work with STEPS to activate storefront windows in the downtown core. These activations will help draw people back to Downtown Whitby's main streets, encouraging them to support local. By animating vacant storefronts, these otherwise underutilized spaces will be beautified, making the street feel vibrant and welcoming.

Further, this project will strengthen the Whitby community by drawing visitors to open businesses and increasing local vibrancy through creative placemaking.

Active businesses will receive window decals, which will allow for window shopping and other displays, while vacant storefronts will receive full window wraps.



Filipino Kamayan Flavours at 30 Main St N (An example of Window Art in Brampton which was completed in partnership with STEPS)