

# Memorandum to Council

Office of the Chief Administrative Officer

Strategic Initiatives Division



**To:** Mayor and Members of Council

**CC:** Chris Harris, Town Clerk,  
Sarah Klein, Director Strategic Initiatives

**Acknowledged by M. Gaskell,  
Chief Administrative Officer**

**From:** Christy Chrus, Manager Creative  
Communities

**Date:** January 29, 2024

**File #:** CLK 02-24 Council Participation at  
Community Events

**Subject:** Response to Questions on Report CLK 02-  
24 Regarding Façade Grants

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**This memo is in response to questions raised by Council at the January 15 Committee of the Whole meeting on Report CLK 02-24 regarding the Façade Grant Recognition Program.**

The Town of Whitby offers various incentive programs for business and property owners in Downtown Whitby and Downtown Brooklin to help transform the area into dynamic social and cultural spaces. The Façade Grant Program is a 50% matching grant up to a certain value that is used to support renovations to buildings including such things as signage, painting, brick repair, accessibility upgrades and more. Business and property owners apply annually and are issued a cheque once the work is completed by the applicant.

Each year, staff in Creative Communities organize a Façade Grant Recognition event with Mayor and all Members of Council to present each business / property owner that participated in the program from the pervious year with a plaque to commemorate their contributions and investment in the downtown. The Facade Grant Recognition event was initially an idea of the Downtown Whitby and Brooklin Development Steering Committees and has been held annually with all Members of Council being invited to attend the event.

Creative Communities staff work with the Mayor and Councillors' Office to confirm availability of the Mayor and Local Ward Councillor and their respective Regional partner to schedule the date(s) for the recognition event. All of Council is invited to attend through a meeting request from the Mayor and Councillors' Office along with

Creative Communities staff sharing the Façade Grant Recognition package by email to all Members of Council which showcases the participating businesses, date, time and route map for the event.

Creative Communities staff will continue to work with the Mayor and Councillors' Office to schedule this event and will advise all Members of Council of the date, times and circulate a copy of the Façade Grant Recognition package by email.