

BEAUTIFICATION REPORT

DOWNTOWN WHITBY BIA

209 Dundas St. E, Whitby, Ontario, L1N 7H8

www.whitbybia.org

info@whitbybia.org

(905) 431 - 3271

20
24



Whitby



ABOUT THE BIA

Historic Downtown Whitby is more than just a downtown; it's a destination. In the heart of the Durham Region, Downtown Whitby offers a unique mix of historic charm and modern vibrancy. In 2017, business and property owners within the downtown voted to establish the Downtown Whitby Business Improvement Area (DWBIA). Since then, the DWBIA has continued to serve business and property owners through advocacy, beautification, and tourism efforts.

As a town-supported organization, the DWBIA accounts for the downtown core as a whole and operates to benefit all businesses within the area. In the past six 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 beautification initiatives for 2024.



PLANTERS & FLORAL BASKETS

Since 2022, the Downtown Whitby BIA has been managing the installation of floral baskets and planters in the downtown along Brock Street as part of its annual beautification initiatives. Previously managed by Town of Whitby, BIA staff have since been overseeing this project from start to finish. While the Town of Whitby covers the associated costs, the Downtown Whitby BIA oversees the procurement process, selection of the foliage, fulfillment of invoices, and maintenance.



In 2024, the Downtown Whitby BIA will continue to manage this beautification initiative. In efforts to support local businesses, the BIA aims to collaborate with local vendors or nurseries to procure a variety of colorful and seasonal foliage.



This beautification initiative not only adds a burst of color and beauty to the streets but also fosters a sense of community pride and engagement. Businesses, residents and visitors alike can enjoy the visual display of blossoming flowers and lush greenery, enhancing the overall ambiance of the downtown!

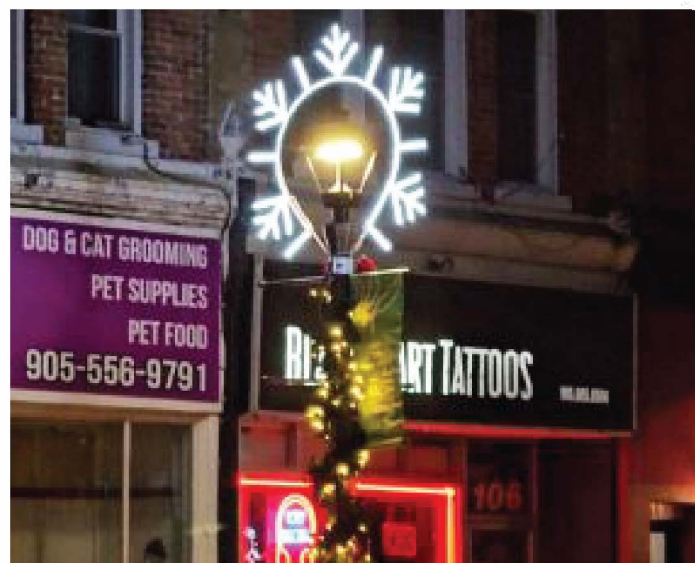
PATIOS & LIGHT POST ACTIVATIONS

In 2024, the The Downtown Whitby BIA will once again partner with the Town of Whitby to install its annual on-street patio on the northeast corner of Brock St. & Colborne St., in front of the businesses along Brock St. This beautification initiative allows local businesses to utilize the space to expand their seating capacity and attract more customers, and contributes to a vibrant street scene, encouraging foot traffic and fostering a sense of community connection.

The Town of Whitby will oversee the installation process of the patio while the BIA will provide Adirondack chairs and picnic tables as well as floral planters for this space.

As the 2024 holiday season approaches, the Downtown Whitby BIA will continue to work with the Town of Whitby to activate the lightposts along Brock Street, illuminating the streets with a magical and festive glow.

As done so in previous years, the DWBIA and the Town of Whitby will work with Skedaddle Wildlife to install lit garlands and bows, and winter-themed banners and lights.





STOREFRONT WINDOW ART ACTIVATIONS

In fall of 2023, the Downtown Whitby BIA (DWBIA) partnered with Whitby Economic Development and STEPS Public Art to facilitate an upcoming public art initiative that aims at transforming storefronts into vibrant storytelling windows, depicting the past, present, and future of Downtown Whitby.

The project seeks to foster inclusivity, economic revitalization, and cultural tourism. STEPS Public Art and Whitby Economic Development have both offered to contribute to the BIA's budget for this project to ensure an ethical artist selection process, and recruitment of a well qualified artist for the project.

The team worked closely to identify the following four business locations, aiming to complete art installations in 2024:

- One More Cocoa
- Multiplex Office
- Couture Alterations
- Turquoise Boutique

The selected businesses look forward to having their storefronts beautified as it fosters community pride, supports local artists and attracts visitors to the area.



DOWNTOWN WHITBY EARTH DAY CLEANUP

April 22, 2024 is Earth Day! Earth Day is an annual event aimed at demonstrating support for environmental protection. It serves as a reminder of the importance of preserving our planet, and a day to reflect on its beauty.

Earth Day is marked by a wide range of activities and initiatives, both large-scale and grassroots. The Downtown Whitby BIA plans to do its part by hosting a Downtown Whitby cleanup campaign.

The BIA's Board of Management, along with BIA members, and prospective volunteers will be invited to join forces to clean up our downtown and restore its beauty by removing litter and debris! After all, a clean and welcoming downtown is a downtown worth visiting and Downtown Whitby is no exception!

Beyond April 22nd, the DWBIA hopes this initiative will serve as a reminder that every day is an opportunity to make a positive impact on our communities and our planet through our individual choices, collective efforts, and commitment to protect and preserve the Earth for future generations.

