

ANNUAL REPORT

DOWNTOWN WHITBY BIA

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20
23



Whitby

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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 2023 initiatives, events, advocacy and communication efforts, and 2024 financials.





NEW BOARD OF MANAGEMENT

The Downtown Whitby Business Improvement Area's (DWBIA) Board of Management oversees the improvement, beautification and maintenance of municipally-owned land and works to promote the downtown as a business and shopping area. Together with BIA staff members, they strive to execute the mission: "Feet on the street, dollars through the doors". This mission is achieved through place-making attractions, signature events, and both traditional and digital marketing.

Each member of the BIA Board of Management is elected by the BIA membership and must be an owner or tenant of commercial or industrial property within the BIA, or an individual appointed by a Corporation that is the owner or tenant of commercial or industrial property within the BIA.

At the 2022 Annual General Meeting (AGM), the Downtown Whitby BIA approved a proposed slate of eight new BIA Board of Directors for the 2022-2026 Term. Each new member, presented as follows, is thrilled to join the board and committed to represent the BIA membership across Downtown Whitby.



JENNIFER DIGUER
CHAIR

Jennifer Diguer is the Owner of Reiki Spirit Healing. For the past 10 years, she has volunteered with various community organizations, including Well Earth Collaborative. As a new business owner, she looks forward to helping promote the vibrant downtown core.



DIANDRA PERSAUD
VICE-CHAIR

Diandra Persaud is the Owner of Pranic Traditions. She has a background in Corporate Consulting and loves the downtown Whitby business community. She joined the BIA Board this year in hopes of furthering business transformation and improvement in the area.



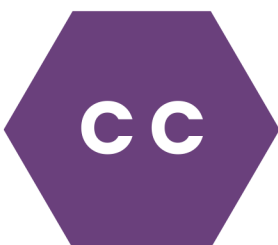
BOBBY MCBRIDE
TREASURER

Bobby McBride is a Financial and Investment Advisor with a passion for community engagement. He's very active within the Durham community and serves various boards throughout. This year, he was appointed to the BIA Board on behalf of The Food and Art Café.



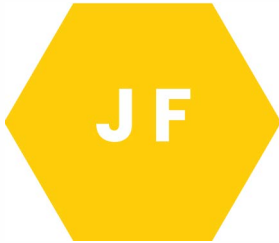
NELLA NOAKES
SECRETARY

Nella Noakes is the Owner of Unique Town Boutique. She has hosted many events at the Promenade over the years, including the Annual Winter Wonderland, and has always stepped up as an active and engaged member of the Downtown Whitby BIA.



CORINA CONTRERAS
BOARD MEMBER

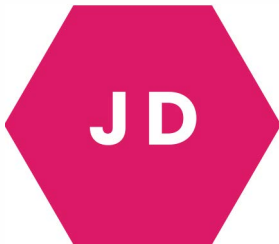
Corina Contreras is the Owner of Crystal Bliss and has been actively engaged with neighboring businesses in cross-promotion initiatives. She joined the BIA Board this year in hopes of taking that community engagement to the next level.



JAYNE FLIELER

BOARD MEMBER

Jayne Flieler is the Owner of Jayne Fashion Boutique. She loves the tight-knit business community on Brock St and is very involved in cross-promotion initiatives. She also clothes and styles her fellow neighboring business owners when they have functions to attend.



JEANNIE DHUN

BOARD MEMBER

Jeannie Dunn is the Founder of Osteo Genie Wellness Hub. She has a unique background in Nursing, Osteopathy, and Energy & Movement Medicine. She loves the downtown Whitby community and has a passion for helping others on their health and wellness journey.



STEPHANIE DAGA

BOARD MEMBER

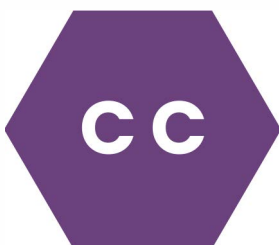
Stephanie Daga is the Owner of Blush Pretty Inc. and Lowe & Simone. With two thriving downtown businesses, Stephanie is motivated to help further the growth and development of the Downtown Whitby business community.



MAYOR ELIZABETH ROY

MAYOR, TOWN OF WHITBY

Elizabeth Roy has been a Member of Council for seventeen years and is serving her first term as Mayor of Whitby. She has held a variety of roles on both local and regional boards and committees, including the Downtown Whitby BIA.



CHRISTY CHRUS

LIASON, TOWN OF WHITBY

Christy Chrus is the Manager of Creative Communications at the Town of Whitby. She is very active in the Whitby community and has been an indispensable resource for the BIA, assisting with navigation of new projects, initiatives, and community concerns.

BIA STAFF MEMBERS

The Downtown Whitby BIA is operated by two full time staff members who manage the day-to-day administration of the BIA. Executive Director, Clorraine Dennie, and Marketing & Communications Manager, Nina Hotak, have been working diligently over the last two years to help ensure the success of the BIA programs and projects established in previous years as well as new initiatives.

In 2023, the DWBIA also welcomed Lorena Purchase to the team to serve as Digital Main Street Ambassador, assisting businesses with DMS Grants applications and enhancing their online presence.



CLORRAINE DENNIE
EXECUTIVE DIRECTOR

Clorraine Dennie is a seasoned BIA professional. With over 10 years of BIA leadership experience and a passion for community partnerships and local economic development, she has been determined to make Downtown Whitby a vibrant destination in Durham Region.



NINA HOTAK
MARKETING & COMMUNICATIONS MANAGER

Nina Hotak joined the BIA in 2022 to oversee the Shop Durham Region Online Marketplace and took on the role of Marketing & Communications Manager in 2023. She has a background in Digital Marketing, e-Commerce, and Graphic Design.



LORENA PURCHASE
DMS DIGITAL SERVICE AMBASSADOR

Lorena Purchase is the Owner of Brock St. Espresso. She served as Chair of the BIA Board of Directors in the previous term. This year, she took on the role of Digital Main Street Ambassador and has helped businesses to receive DMS grants and enhance their online presence.

DIGITAL MAIN ST.

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, structured training programs, grants and Digital Service Squad teams of street-level experts that help main street small businesses manage and grow their operations through technology adoption.

In 2022, The Downtown Whitby BIA successfully secured nearly \$47,000 in funding through Digital Main Street. This allowed the BIA to hire Lorena Purchase as the new Digital Service Squad Member in 2023. Lorena's vast business experience, as well as connection to and familiarity with Downtown Whitby allowed her to successfully take on the new role.

From May 2023 to December 2023, Lorena was able to serve 100 businesses in person, as well as virtually via phone, zoom, and email. Additionally, she assisted several businesses in securing the \$2,500 Digital Transformation Grant, while also helping businesses improve their digital literacy and enhancing their online presence on various social media platforms.



COIN DOWNTOWN WHITBY Meet & Greet

DOWNTOWN WHITBY MEET & GREET

On Tuesday, March 21, 2023, the Downtown Whitby BIA joined the Town of Whitby and the Whitby Chamber of Commerce for a drop-in style Meet and Greet event at Brock Street Brewery.

The event had an impressive turnout, and fostered valuable connections among the participating Downtown Whitby business and property owners. Everyone had the opportunity to engage in networking, getting to know their neighbors and local community, and learning more about upcoming activities and initiatives.

Each of the three participating organizations had a designated booth with informative presentations to engage attendees and facilitate interactive discussions, as well as gain valuable community feedback and insights. The Downtown Whitby BIA distributed postcards equipped with QR codes and was able to encourage attendee registration for upcoming signature events, as well as offering avenues for inquiries, feedback, and deeper engagement with the BIA's mission and activities.

BUILDING NEW PARTNERSHIPS

One of the ongoing goals of the Downtown Whitby BIA is to continue to build and foster partnerships within Whitby in efforts to develop a more vibrant and engaged community.

The BIA is pleased to announce collaboration this year with the Whitby Legion and Wounded Warriors Canada for a Remembrance Day initiative. Additionally, the BIA formed partnerships with Visit Durham Region for the Holidays, as well as Beech Street Theatre Company, Crock A Doodle Whitby, North Brothers, and Kaylan Phillips Videography, all of whom participated in the 2023 Christmas Market.



NORTH BROS.
FILMS



WHITBY HOMELESSNESS TASK FORCE

Durham is currently the fastest-growing region in Canada, with Whitby alone expecting an additional 101,000+ residents by 2051.

As the Town of Whitby continues to grow, there is also a growing concern for homelessness and food insecurity. The Downtown Whitby BIA members have reported numerous occasions of people experiencing homelessness in the area. In efforts to address this important issue in the community, the Downtown Whitby BIA joined the Town of Whitby's new Homelessness Task Force which strives to serve as an integrated and accessible system of supports to help those in need.

The new Whitby Homelessness Task Force was created by the Town to focus and partner on several initiatives related to shelter, food security, and other supports for those experiencing homelessness. Current initiatives include:

- A new shelter for individuals, seniors, and families experiencing homelessness (1635 Dundas)
- Durham's first family shelter (316 Colborne Street West)
- A "marketplace model" foodbank for working families & individuals
- Programming to support those experiencing homelessness in Whitby

Whitby's new Homelessness Task Force includes members from the Town of Whitby, Whitby Public Library, Durham Region Income, Employments and Homelessness Supports Division, Durham Regional Police, Salvation Army, and the Downtown Whitby Business Improvement Area (BIA).



REMEMBRANCE DAY

In November of 2023, the Downtown Whitby BIA, in partnership and consultation with the Whitby Legion and Wounded Warriors Canada (WWC), created a Banner to commemorate Remembrance Day and honour our Veterans. The banner was displayed at the Whitby Public Library's central location in Downtown Whitby.

Wounded Warriors Canada is a nationally recognized organization and mental health service provider dedicated to serving ill and injured Trauma Exposed Professionals (TEPs) and their families in both official languages.

The organization recognizes that only through ongoing partnerships, multi-organizational collaboration, and sustained community involvement can TEP's and their families recover from their injuries and return to a state of well-being in community.

Their range of clinically facilitated programs are developed to support individuals, couples and spouses,

surviving Family members, and children of those who serve or have served our country and communities.

The Downtown Whitby BIA is proud and honoured to have partnered with the WCC and Whitby Legion on this project, and hopes to continue to foster this relationship in the years to come.



Tourism Relief Fund



GRANT APPLICATIONS

Towards the end of 2022, The Downtown Whitby BIA applied for and successfully secured a non repayable contribution of \$100,000 from Federal Economic Development Agency for Southern Ontario (FedDevOntario) and Central Counties Tourism to boost economic viability of the downtown by providing a welcoming experience for visitors.

The contribution was part of the Government of Canada's Tourism Relief Fund, delivered by the Federal Economic Development Agency for Southern Ontario. 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 generous funding from Central Counties and FedDevOntario allowed for the BIA to divert some expenses and free up some cashflow to expand existing events. The grant was able to cover the majority of the costs of the BIA's main signature events in 2023, the Downtown Whitby Beer Fest and Christmas Market.

In 2023, the Downtown Whitby BIA was also able to secure an additional \$7,000 in sponsorship funds from Central Counties Tourism for the Downtown Whitby Beer Fest, thereby significantly reducing the cost of running this major event.



PLANTERS & FLORAL BASKETS

As part of its beautification efforts for 2023, the Downtown Whitby BIA worked with Ranger Greenhouses to install floral baskets and planters along Brock Street. The BIA oversaw the procurement process, including picking out the foliage, ensuring maintenance, and fulfilling invoices, while the Town of Whitby covered the associated costs.

LIGHT POSTS & PATIOS

Continuing its seasonal beautification traditions, the BIA partnered with the Town of Whitby in the summer of 2023 to install the on-street patio in front of the businesses along the northeast corner of Brock Street. The DWBIA provided the floral planters as well as several Adirondack chairs and picnic tables for the installation.

During the holiday season, the DWBIA wrapped all of the light posts along Brock Street in lit garlands and bows. The Town of Whitby completed the activation by installing winter-themed banners and lit snowflakes for a festive ambiance.



STEPS PUBLIC ART PARTNERSHIP DOWNTOWN WHITBY WINDOW ART INITIATIVE

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.

Both STEPS Public Art and Whitby Economic Development 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 by spring/summer of 2024:

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





DOWNTOWN WHITBY BEER FEST

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 to Downtown Whitby, and makes historic Downtown Whitby a tourism destination of choice. The event has become much anticipated among residents and visitors alike. In 2022, it even won the Durham Region Reader's Choice Diamond Award for Best Local Event!

The 2023 Beer Fest took place on September 8 and September 9 in Celebration Square (405 Dundas St. W). The BIA hosted a total of three sessions and was able to draw over 1100 people to Downtown Whitby, locally and even from the GTA.

Attendees were able to sample drinks from 10 amazing vendors, including Brock Street Brewing, Town Brewery, Glory Days Brewing, 5-Paddles, C'est What Durham, Paniza Brewing, Old Flame Brewing, Sir Monty's Brewing, Durham Distillery and Hip Vodka.

Attendees paired their drinks with authentic wood-fire pizzas from Lowland Fire Foods, and snacks and Jerk chicken from Express Fusion. Patrons were able to capture the fun with selfies at the photo kiosk. To complete the festival vibes, everyone jammed out to the sweet tunes of Zac Honey, Justin Cooper, Ian Conboy, The Doozies, as well as Beer Fest first-timers, Gypsy Blue, who instantly became a crowd favourite!

This year, the BIA also launched a brand new Beer Fest website aiming not only to bolster its marketing efforts but also to lower the fees tied to ticket and token sales, offering a much more cost-effective alternative to platforms such as Eventbrite. The website effectively showcased each sponsor, vendor, and musician by offering brand descriptions and relevant backlinks to their websites and social media profiles.

The BIA was able to secure \$17,500 in sponsorships in addition to the FedDevOntario Tourism Grant to help fund this event. Sponsors included:

- Central Counties Tourism
- Durham Tourism
- Dentistry on Dundas
- Brookfield Residential
- 360 Insights
- Jacquelynn Tanner, Sutton Group





Sponsorship dollars, ticket sales, token sales and a strategic budget allowed the BIA to successfully host this event at a significantly reduced cost this year compared to previous years. As is the case each year, the overall feedback from all participants and guests was very positive!

During Beer Fest 2023, the BIA collected postal codes from visitors, a sample of which was used by Central Counties Tourism to conduct a Postal Code Analysis. The data was based on a sample of 388 postal codes and is summarised as follows:

- 6.70% attendees tourists (40km+) vs. 93.3% locals
- 33.5% attendees visible minority group
- Avg. Household Income: \$148, 402
- Avg. Age of Household Maintainer: 51
- Top 10 markets that visited: Whitby (57.99%), Oshawa (12.89%), Ajax (7.73%), followed by Toronto, Pickering, Clarington, Markham, Mississauga, Stouffville, & Quebec.
- Top 5 social media apps used by attendees: Facebook, Youtube, WhatsApp, Instagram, & LinkedIn

This data was helpful in shedding light on which markets came to Beer Fest and which ones the BIA could target in the future.





DOWNTOWN WHITBY CHRISTMAS MARKET

Alongside Beer Fest, the Downtown Whitby BIA also 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. This event has become a well-loved tradition in Downtown Whitby and was able to snag the Durham Region Reader's Choice Platinum Award in 2021, as well as the Diamond Award in 2022, for Best Local Event.

The 2023 Christmas Market took place on November 18 in Celebration Square (405 Dundas St. W.). This new date allowed the BIA to take advantage of much better weather so visitors could stroll the downtown after enjoying the market. This free, family-friendly event drew interest from over 4,500 people, and was very well attended and received by all participants and visitors alike. Similar to last year, the BIA offered Downtown Whitby BIA Member businesses a free designated booth at the Square to showcase their products and services and promote their business.



The 2023 Christmas Market featured amazing marketplace vendors from the downtown, fabulous food vendors including Gangster Cheese and Express Fusion, performances from Beech Street Theatre Company and Zac Honey, and festive activities including Christmas crafts with Crock-a-Doodle, face painting, and photos with Santa!



This year, the Downtown Whitby BIA saw an unprecedented increase in traffic not just at Celebration Square but also throughout the downtown as witnessed by many BIA businesses. Within the first hour of opening, the BIA ran out of all 500 complimentary tote bags and brochures which highlighted event activities and promoted participating businesses in the area. Several of the vendors at Celebration Square were completely sold out midway through the event.



Activity stations were consistently full through out the event. Attendees eagerly lined up to have photos of their little ones taken with Santa. The face painting booth was packed through out the day with the artists barely taking a break. The Crock-a-Doodle craft station ran out of ornaments within a few hours of the event, but luckily the DWBIA came prepared with a fun backup painting activity for the kids.

Efforts were made to drive this traffic further by offering free rides on the Town Trolley which saw long line-ups all day with the driver reporting to have onboarded at least 1000 visitors. The trolley made quick and frequent stops around the downtown including to and from Unique Town Boutique's Third Annual Winter Wonderland on Mary Street, which also had an impressive turnout.

The BIA provided each participating business with an event A-Frame sign to place at their storefront for additional visibility. Each business was also given the opportunity to provide coupons, swag, and other marketing material for the BIA to distribute to visitors at Celebration Square. These promotional items too, were all collected within the first

few hours of the event along with the tote bags and brochures.

The Downtown Whitby BIA was able to secure \$10,000 in sponsorship for this year's Christmas Market. Sponsors included:

- Trafalgar Castle School
- Durham Tourism
- Blyth Academy
- Brookfield Residential
- Jacquelynn Tanner, Sutton Group

This generous funding in addition to the FedDevOntario Tourism Grant assisted the BIA greatly in covering the majority of the costs of running this major event. The BIA gained valuable insights this year and is sure to make this annual event even better in years to come!



DOWNTOWN WHITBY

Ladies'

NIGHT

September 28 - 5pm to 8pm

LADIES NIGHT SIP AND SHOP

In late September of 2023, the DWBIA facilitated a Ladies Night shopping extravaganza in efforts to support its local businesses. Select shops joined in on the fun, extending their hours for an evening of exclusive shopping, complete with enticing sales, swag bags, treats and more. There was a beautiful outdoor market along the Promenade with over 25 vendors! The Downtown Whitby BIA provided branded shopping bags & balloons, adding a touch of charm to the festivities. The event reached close to 10,000 accounts on Facebook and Instagram organically with nearly 200 shares, and was further amplified by the Town of Whitby & BIA partners.



GRAND OPENINGS

The Downtown Whitby BIA has hosted many Grand Openings over the years since its establishment in 2017. With every new business that opens its doors within the BIA boundaries, the BIA makes sure to reach out and welcome the business and business owners to the community. The BIA helps to facilitate each grand opening by inviting special dignitaries. On the day of, the BIA leads the formal portion of the grand opening which includes remarks from the attending dignitaries, as well as the ribbon-cutting ceremony, for which the BIA supplies the ribbon and large scissors.

Throughout 2023, Downtown Whitby welcomed many new businesses to the community, and the BIA organized and celebrated many of their Grand Openings. These new businesses included *Indraprastha Kitchen & Bar*, *Marito's Coffee and Things*, *Harbord Fish & Chicken*, *Coryma Dental* and *Lloyd's Lunchbox*. The DWBIA also welcomed *Style Loft Boutique*, *Branton Law* and *Another Spin Records!*

The DWBIA hopes to welcome more new businesses in 2024 and looks forward to celebrating many more grand openings!



INDRAPRASTHA KITCHEN & BAR

227 BROCK ST S

*Grand Opening:
March 11, 2023
11:00am*



MARITO'S COFFEE & THINGS

105 MARY ST W

*Grand Opening:
July 23, 2023
9:00am*

HARBORD FISH & CHICKEN

201 DUNDAS ST W

*Grand Opening:
August 18, 2023
11:00am*





CORYMA DENTAL

220 DUNDAS ST W
Grand Opening:
September 29, 2023
12:00pm

LLOYD'S LUNCHBOX

111 DUNDAS ST W
Grand Opening:
November 1, 2023
2:00pm



ADDITIONAL GRAND OPENINGS

Style Loft Boutique
Branton Law
Another Spin Records



SOCIAL MEDIA, E-NEWSLETTERS & PRINT MARKETING

The Downtown Whitby BIA continues to leverage social media to communicate to the BIA membership, residents, and tourists. The majority of the BIA's social media graphics, and content is created in-house. Similarly, most of the photos shared on social media are sourced by the BIA team and all copy is written by the BIA team, making social media a laborious, but worthwhile task.

In 2023, the BIA had five large social media campaigns: *Downtown Whitby Appreciation Month*, *Beer Fest*, *Christmas Market*, *Ladies Night*, and *Discover Downtown Whitby Holiday Campaign*. These campaigns were carried out on all platforms across the social media board.

The BIA team manages 3 Facebook pages (Downtown Whitby BIA, Whitby Christmas Market, and Whitby Beer Fest) along with the official BIA Twitter, Instagram, and LinkedIn accounts. The BIA also has a Youtube Channel which it hopes to revive in the coming years with high quality video content.



The table below depicts the steady growth in followers across the BIA’s main social media channels.

In 2023, the Downtown Whitby BIA focused its social media efforts on Instagram, being the platform that typically gets the most engagement. Throughout the year, the BIA was able to increase its Instagram following organically by 25.67% compared to a 10% increase from the previous year.

In addition to social media, the BIA also relies on monthly e-newsletters to communicate with its members. These newsletters include information about events, programs, initiatives, and important BIA & Town of Whitby

updates. In 2023, a consistent and above average email open rate indicates that communications are being received effectively.

In 2023, the BIA also created brochures as part of its Christmas Market print-marketing efforts. The brochures were designed in-house and highlighted event activities as well as a map of the Town Trolley stops. It also promoted participating businesses in the area as well as market sponsors. The brochures were distributed to visitors at Celebration Square along with coupons, and branded Downtown Whitby BIA tote bags which were also a big hit.

SOCIAL MEDIA PLATFORM	2022	2023	INCREASE (%)
INSTAGRAM	3,611	4,538	927 (25.67%)
FACEBOOK	2,117	2,324	207 (9.78%)
X (TWITTER)	991	1,052	61 (6.15%)



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 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. After great feedback and success, the BIA decided to make March the official Downtown Whitby Appreciation Month (WAM).

In 2023, the Downtown Whitby BIA successfully ran the campaign again and collaborated with twelve BIA member businesses to host gift card giveaways on social media, generating an increase in followers and putting dollars directly in the pockets of participating businesses.

The 2023 lineup of businesses included, Blush Pretty, Lowe & Simone, Computer Parts & Direct, Osteo Genie Wellness Hub, Unique Town Boutique, Bohemian Bliss Yoga, Artisanthropy, Words on Wood, Crystal Bliss, Jayne Fashion, Pranic Traditions and Frame by Design.



BLUSH PRETTY

117 Brock St. S
2nd Floor Unit 1

BlushPretty is your premier provider of makeup and hair for bridal and special events in the Durham region.

Fun Fact: BlushPretty has had the pleasure of providing services to many celebrities, including Lucy Lawless, a.k.a Xena the Warrior Princess! If you grew up in the 90s - you know her character was iconic!



VISIT DURHAM REGION COLLABORATION

During the holidays, the Downtown Whitby businesses decorated and lit up their windows with the most festive displays! Inspired by the festive ambiance, and to get everyone into the holiday spirit, the Downtown Whitby BIA hosted a Downtown Whitby Photo Contest in partnership with Visit Durham Region on Instagram. The coordinators from Visit Durham Region went strolling through the downtown in early December to capture video reels of all the festive window displays. What better way to encourage holiday shopping and invite shoppers to explore BIA businesses!

The video reel was posted to Instagram and followers were encouraged to go out and snap a photo with their favourite shop and window display, for a chance to be entered into a draw for a \$100 Downtown Whitby Gift Card.

Nearly 20 holiday window displays were captured by the Visit Durham Region team, with the collaborative post reaching 3,500 accounts on Instagram with nearly 6000 video playbacks, and dozens of shares!

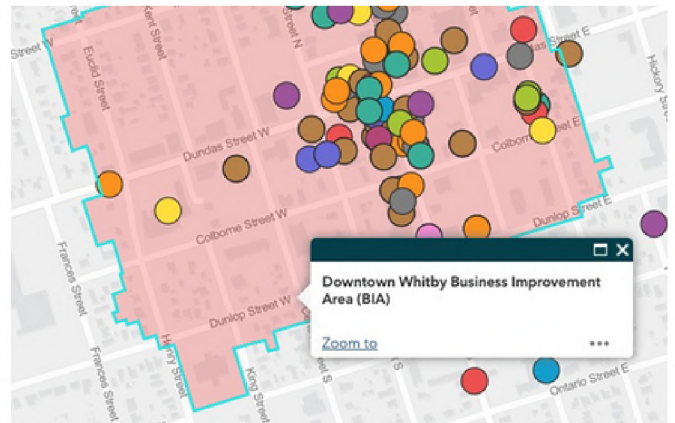


DISCOVER DOWNTOWN WHITBY: HOLIDAY SHOPPING CAMPAIGN

In December of 2023, the Downtown Whitby BIA launched a holiday social media campaign called “Discover Downtown Whitby”. The goal of this campaign was to encourage local shopping during the busy holiday season and support local BIA businesses. From December 13 until December 21, 2023, the BIA featured a total of ten Downtown Whitby businesses across its social media platforms.

With the launch of the campaign, the DWBIA also promoted the Town of Whitby’s GIS mapping platform, Shop Where You Live-Whitby. This platform allows users to apply filters to the map to see the businesses within a

set of categories, with BIA member businesses being highlighted in the red centre area of the map. Businesses that did not have their information uploaded to the platform were, and still are, encouraged to add their details to the site through designated business intake form.



WEBSITE REVAMP INITIATIVE

In 2021, the Downtown Whitby BIA’s website was redeveloped in order 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 site and its directory and this large-scale project was carried into subsequent years. The BIA website serves as a tool for BIA members as well as visitors of the downtown, to access information on a number of topics.

In 2023 the Downtown Whitby BIA recognized that in order for the website to be fully leveraged as an effective informational and marketing tool, it would need a major update and revamp.

Various web developers were sought out to get the project started, however, due to time constraints, this large scale project will be carried into 2024.



 (905) 431-3271  info@whitbybia.org



≡ Menu



Downtown Whitby

Shop, dine, and explore over 350 points of interest

2024 FINANCIALS

30

2024 PROPOSED BUDGET

Revenue	2024 Budget	2023 YE Estimate	2023 ACTUALS TO SEPT 30 (Unaudited)	2023 Budget	2023 Notes
BIA Tax Levy	\$ 220,500.00	\$ 210,001.00	\$ 155,001.00	\$ 210,000.00	5% increase
T shirts and hoodie sales				\$ -	
GIC Dividends				\$ -	
Donations & Sponsorships	\$ -	\$ 11,000.00	\$ 11,000.00	\$ 21,400.00	Beerfest
Beer Fest Event Income	\$ -	\$ 52,692.00	\$ 52,692.00	\$ 50,000.00	
Cask and Comedy - CANCELLED				\$ -	
Christmas Market	\$ 8,000.00	\$ 7,500.00	\$ 500.00	\$ 8,000.00	Xmas Market
New 2021 Street Event - CANCELLED				\$ -	
Grants - Digital Main Street 3.0		\$ 36,017.54	\$ 36,017.54	\$ 46,349.00	
Grants - Digital Main Street FuturePROOF				\$ -	
Grants - Tourism destination grant		\$ 99,315.67	\$ 99,315.67	\$ -	For Christmas Market and beer fes for 2022
Grants - Central County Partnership grant		\$ 7,000.00		\$ -	For Beerfest
Shop Durham Region - Regional Funding				\$ -	
Flowers - Town of Whitby Funding	\$ 19,000.00	\$ 19,000.00	\$ 1,344.70	\$ 19,000.00	Still to be invoiced
Extra Taxation Growth in Area				\$ -	
Transfer from Reserve				\$ 693.00	
Surplus from prior years	\$ 29,783.00			\$ -	Surplus in 2022 was \$66,725
Transfer to Petty Cash				\$ -	
In Kind Donations TOW	\$ 5,000.00	\$ 5,000.00		\$ 5,000.00	
Regional Municipality of Durham Wage Subsidy					
Ontario BIA Association			\$ -		
Other Revenues				\$ 15,000.00	
Total Revenue	\$ 282,283.00	\$ 447,526.21	\$ 355,870.91	\$ 375,442.00	
Expenditures	2024 Budget	2023 YE Estimate	2023 ACTUALS TO SEPT 30 (Unaudited)	2023 Budget	2023 Notes
Administrative Expenditures					
Salaries and Wages	\$ 120,750.00	\$ 115,000.00	\$ 94,539	\$ 115,000.00	
Sponsorship Commission				\$ 7,000.00	
Grant commission	\$ 5,000.00	\$ 24,063.14	\$ 24,063	\$ -	
Digital Main Street Wages	\$ 18,545.00	\$ 26,208.00	\$ 17,472	\$ 46,349.00	
Digital Main Street FuturePROOF				\$ -	
Shop Durham Region Wages				\$ -	
Benefits	\$ 10,100.00	\$ 10,022.67	\$ 7,517.00	\$ 8,700.00	
Payroll Taxes and Deductions	\$ 8,600.00	\$ 8,510.67	\$ 6,383.00	\$ 12,000.00	
Office Supplies	\$ 2,000.00	\$ 5,000.00	\$ 1,356.00	\$ 4,000.00	
Membership Fees	\$ 1,000.00	\$ 909.00	\$ 909.00	\$ 868.00	
OBIAA Conference				\$ 2,000.00	
Misc. Seminar Fees				\$ -	
Rent	\$ 9,625.00	\$ 9,625.99	\$ 7,126.00	\$ 10,000.00	
Accounting/Auditing	\$ 8,000.00	\$ 7,930.00	\$ 4,930.00	\$ 8,500.00	
Computer Software	\$ 2,000.00	\$ 3,657.33	\$ 2,743.00	\$ 2,000.00	
Storage Unit	\$ 4,428.00	\$ 4,428.00	\$ 3,321.00	\$ 4,995.00	
Banking	\$ 200.00	\$ 200.00	\$ 152.00	\$ 300.00	
Advertising				\$ -	
Computer				\$ 90.00	
Subtotal	\$ 190,248.00	\$ 215,554.80	\$ 170,511.00	\$ 221,802.00	
Capital and Maintenance					
Phone	\$ 1,080.00	\$ 2,085.00	\$ 1,732.00	\$ 2,500.00	
Beautification	\$ 7,000.00		\$ -	\$ 7,000.00	Lightpost banners, STEPS
Flowers & Planters	\$ 24,000.00	\$ 23,911.00	\$ 23,911.00	\$ 19,000.00	Managed by BIA, funded by Town, in & out (Flowers - Town of Whitby Funding under revenue)
Murals	\$ 5,000.00	\$ 1,695.00	\$ 1,695.00	\$ -	Paid for design in the previous year
Data Collection				\$ -	
COVID 19 Expenses				\$ -	
Maintenance	\$ 2,500.00	\$ 1,200.00		\$ 2,500.00	Banner installation and removal (Beer Fest, Remembrance Day)
Other (Capital)				\$ -	
Subtotal	\$ 39,580.00	\$ 28,891.00	\$ 27,338.00	\$ 31,000.00	
Events					
Shop Late Shop Local			\$ -	\$ -	
Beer Festival	\$ -	\$ 61,419.00	\$ 61,419.00	\$ 50,000.00	
Cask and Comedy - new for 21				\$ -	
Christmas Market - 2020	\$ 50,000.00	\$ 50,000.00	\$ 20.00	\$ 50,000.00	
Volunteer Appreciation Event				\$ 1,000.00	
New 2021 Street Event				\$ -	
Other (Events)	\$ 18,000.00	\$ 1,225.52	\$ 1,225.52	\$ 15,000.00	Sidewalk Sale
Shop Durham Region Expenses				\$ -	
Subtotal	\$ 68,000.00	\$ 112,644.52	\$ 62,664.52	\$ 116,000.00	
Promotion and Advertising					
Website - Domain Registration		\$ 6,000.00	\$ 922.00	\$ 40.00	
Hosting & Maintenance	\$ 1,000.00	\$ -	\$ -	\$ 2,600.00	
AODA Compliance				\$ -	
Local Advertising	\$ 2,000.00	\$ 2,832.00	\$ 1,732.00	\$ 2,000.00	
Printing & Production				\$ 1,000.00	
Promotion Items				\$ 1,000.00	
Subtotal	\$ 3,000.00	\$ 8,832.00	\$ 2,654.00	\$ 6,640.00	
Assessment Loss & Reserves					
Digital mainstream grant deferred to 2024	\$ 18,545.00		\$ 18,545.00		Balance of Digital Mainstream Grant of \$46,349 to be applied to salary in 2024
Grant received in 2023 for 2022 Events		\$ 99,315.68	\$ 99,315.68	\$ -	Transfer of Grant by Audit to 2022 because was for 2022 Beerfest and Xmas market
Commission paid on 2022 Grants		\$ (24,063.14)	\$ (24,063.14)	\$ -	Transfer of Commission paid by Audit to 2022 related to 2022 grants and sponsorships
Subtotal	\$ (18,545.00)	\$ 75,252.54	\$ 56,707.54	\$ -	
Total Expenditures	\$ 282,283.00	\$ 441,174.86	\$ 319,875.06	\$ 375,442.00	
Surplus/Deficit	\$ -	\$ 6,351.35	\$ 35,995.85	\$ -	