



# Downtown Whitby BIA

Annual Town Council Report 2024 Recap

## 2024 Highlights

### EVENTS

- 2024 Duck Hunt
  - 1000 rubber ducks hidden in Durham Region (100 in Downtown Whitby)
  - 5100 Participants within Durham Region
  - 43 Downtown Whitby participants
  - 150 Prizes from Local Businesses
  - 150% increase in social media engagement for DWBIA
  
- Summer Art Series
  - 7 weeks, over 25 artists (of all mediums) engaged the downtown with their art
  - Partnered with Station Gallery for Family Craft Pop Ups

- Utilized all corners of the Downtown area.
  
- Downtown Outdoor Movie Nights
  - Wonka and Super Mario Bros 2 - outdoor screening
  - 7 local business vendors
  - 2 food vendors
  - Over 500 attendees total
  - VIP SEATING - contest included Blue Jays Tickets and swag donated by local DWBIA business.
  
- Whitby FanCon
  - Partnered with Whitby Public Library
  - Over 2000 attendees (600% increase from previous year)
  - 13 Downtown Whitby businesses and 40 local and regional vendors
  - Over 100 cosplayers, Batman with the batmobile.
  
- Trick or Treat in the Downtown
  - 48 businesses participated in the Downtown
  - Over 500 families walked through the Downtown area, during the 2 hr. time slot.
  
- Christmas Market 2024
  - 26 vendors (local)
  - Over 7000 attendees (1500 in the first 2.5 hours)
  - 1285 Scavenger Hunts Completed
  - Over 25 local performers
  - Reached approximately 18K social media accounts in the week prior to the Market event.
  - Over 100 local children performers
  
- Holiday Activities in the Downtown
  - Hosted over 350 families with 7 Breakfasts with Santa

- 88 Holiday Activity participants at 6 local businesses

### **DIGITAL MARKETING AND TRANSFORMATION**

- Social Media Growth - increased overall engagement by 371% between May and December and visits by 233%.
- Website - updated DWBIA website and complete business listings for all 300+ businesses within the DWBIA
- Marketing Assistance - created marketing plans and social media content templates for 6 businesses
- Whitby Appreciation Month (WAM) - completed 26 downtown business spotlights through social media platforms

### **DOWNTOWN BEAUTIFICATION**

- Downtown flowers and hanging baskets, and patios along Brock Street
- Increased holiday lighting and garland up onto Dundas Street at the 4 corners
- DWBIA Board worked with flower vendors to change color and flower selection.

### **PHILANTHROPIC INITIATIVES**

- Christmas Market 2024
  - Partnered with the Mayor's office and collected 2000 pairs of socks, then donated to local outreach programs and shelters

## **2025 AT A GLANCE**

### **EVENTS**

- Shop Local and Win
  - Close to 400 receipts uploaded, showing increased shopping within the Downtown
  - 3 weekly customer winners and 3 business winners of \$250 each!
  - 1 grand prize customer winner and 1 business winner of \$500 each!

- Campaign promoting Shop Local small businesses
- Partnered with local influencer, who brought 4000 views/engagements within Durham Region
- Downtown Whitby Food Tours
  - 18 tours
  - 20 businesses participating
  - Anticipating over 350 attendees
- Outdoor Movie Nights
  - Celebration Square - June, July and August Dates TBD
- Summer Art Series
  - 4 weekends of Saturday afternoon outdoor music and art within the downtown
- Home Sweet Home Festival
  - Saturday July 26th
- Trick or Treat in the Downtown
  - Free trick or treating in Downtown
  - Saturday October 25, 2025 1pm - 3pm
- Christmas Market
  - Friday November 14 and Saturday November 15
  - Celebration Square - Whitby Public Library

### **DIGITAL MARKETING AND TRANSFORMATION**

- Website - revamp branding and SEO, linking to all DWBIA businesses

### **DOWNTOWN BEAUTIFICATION**

- Downtown flowers and hanging baskets, and patios along Brock Street
- Increased holiday lighting and garland up onto Dundas Street at the 4 corners
- The DWBIA Board worked with flower vendors to change up color and flower selection.
- Work with the Town on Brock St. Redesign

### **PHILANTHROPIC INITIATIVES**

- Gowns for Grads
  - Partner with DRPS - April 26, 2025
- Cozy Toes
  - November 2025
- Home Sweet Home Helps the Homeless
  - TBD during Home Sweet Home Festival