



chamber
INSIDER

**IN THIS ISSUE: BOARD
NOMINATIONS AND
COMMITTEE VACANCIES**

IN THIS ISSUE



06	PETER PERRY & BUSINESS ACHIEVEMENT Terry Johnston named 65th Peter Perry Award winner
10	BOARD OF DIRECTORS Nominations now open
12	BOARD UPDATE Quarterly update from Board reporting committees
14	AN INTERVIEW WITH DAVE PATERSON Celebrating 30 years of membership
16	FULLY INSURED BENEFITS By your HMA The Benefits People rep, Wendy Matton
19	2021 BUYER'S GUIDE Make sure your information appears correctly
22	NEIGHBOURHOOD NEWS Durham-Scarborough Bus Rapid Transit: Metrolinx asking the public to provide feedback
23	NEIGHBOURHOOD NEWS Whitby releases five-point plan to support economic recovery



2020 CORPORATE PARTNERS



FROM NATALIE

What a year it's been! I think I say this every year, but I don't know that this statement has ever resonated more deeply, down in my gut, than this year. Our business community has been driven to the brink, challenged, forced to be innovative, use technology, develop new customer experiences and generally held on for dear life in many instances. #BeCustomerObsessed, our theme from this year's Business Summit couldn't have been more poignant, and who knew when we chose it last November! I've witnessed incredible, brave and creative behaviors and attitudes from our membership and its left me inspired.

I'm thankful for your ongoing support and contributions you make generously to our community and I'm also thankful for the incredible team I've had the pleasure to work with. Through the summer we saved membership investment by cutting down our staff and hours to 50 per cent, yet

managed to deliver more than 10 free events monthly, significant advocacy efforts and additional events and programming to help support our businesses.

Back in September we opened up our offices, came back at 100 per cent and managed to host three signature events in that time: our sold-out Fairway Friday Golf Tournament, virtual Business Summit, and celebrated excellence in style at the Peter Perry & Business Achievement Awards. Our staff's collective dedication to our membership reinforces the tagline that we launched in January 2020: Your Success is Everything.

Wishing your families and your business health, success and above all happiness in the coming year.



Natalie Prychitko,
Chief Executive Officer,
Whitby Chamber of
Commerce

UPCOMING EVENTS

**MMORNINGS:
CIBC AND TRANSIO TEK**

dec08

**FALL BUDGET 2020
WITH MINISTER
PHILLIPS AND
MPP COE**

dec09

CHAMBER ON TAP

dec17

CONNECT WOMEN



TRAINING FOR TOMORROW

mar02



LUNCH & LEARN



Fan\$aves

Hear their story and learn about the free tool in your marketing toolbox.

Wednesday, January 13

Terry Johnston named 65th Peter Perry Award winner at annual Whitby Chamber event

“Are there any Peter Perrys in this room tonight? Are there any in the Town of Whitby tonight?” Judge John Pritchard asked the crowd at a 1955 dinner sponsored by the Whitby Chamber of Commerce (WCC). The following

year, the first Peter Perry was awarded to Donald Wilson. Sixty-five years later, this tradition continues, recognizing outstanding contributions made by an individual to the Town of Whitby at the Peter Perry & Business Achievement

Awards hosted by the WCC.

On November 12, Mayor Don Mitchell announced the 2020 Peter Perry Award recipient, Terry Johnston. Johnston lives in Whitby and has worked in Durham Region for 28 years as

a morning show host of Durham Radio’s CKDO, supporting more than 100 events a year through fundraising as well as showcasing the great work being done in Whitby and across the Region. He is a Queen’s Diamond Jubilee Award winner, has received multiple Rotary Club Paul Harris Fellowship Awards and was the Recipient of the Ontario Association of Broadcasters Award for his work in the community and for his role in giving service and charity groups a voice on the radio. He is a Lifetime Director of Grandview Children’s Foundation and has played a significant role in Epilepsy Durham, Canadian Breast Cancer Society, Heart and Stroke Foundation, Charles H. Best Diabetes Centre, MADD Durham and the United Way.

“It’s not about yourself, it’s about what you can do for others,” said the humble Johnston as he delivered his acceptance speech on the front steps of Deer Creek to a crowd of his friends, colleagues and family. “The late Jim Flaherty told me to talk about what I cared about – the small businesses in Durham Region. Those



A surprised Terry Johnston accepted the 2020 Peter Perry Award alongside his wife Susan Johnston on the outdoor steps of Deer Creek Golf & Banquet Facility.

Peter Perry & BUSINESS ACHIEVEMENT AWARDS

THE 2020 BUSINESS ACHIEVEMENT
AWARD WINNERS ARE:

BUSINESS ACHIEVEMENT AWARD
1-15 EMPLOYEES
BLUELINE REAL ESTATE GROUP

BUSINESS ACHIEVEMENT AWARD
16-49 EMPLOYEES
THE FOOD + ART CAFÉ

BUSINESS ACHIEVEMENT AWARD
50+ EMPLOYEES
GOLDER

NOT-FOR-PROFIT
ORGANIZATION OF THE YEAR
DURHAM MENTAL HEALTH SERVICES

NEW BUSINESS OF THE YEAR
LEV 2 INC.

BUSINESSPERSON OF THE YEAR
JEFF DAWLEY, CYBERSECURITY COMPLI-
ANCE CORP.

are the people who organize big events like Run for the Cure and get involved in Grandview Childrens Centre and Station Gallery. Those people put their heart and soul into these causes, and I can give them a voice on the radio. If you've written a script or have been one of those organizers, thank you for giving me the show prep."

In addition to awarding this prestigious honour, the WCC had the privilege of celebrating excellence through the Business Achievement Awards. This year, businesses were awarded in six categories.

"I was just so struck by

the words of the recipients this evening," said Mayor Mitchell in his address. "The passion they show – the creativity, the energy. We are so lucky to have a business community that has those qualities in such depth and who are so supportive of each other. You all deserve our deep thanks."

In the midst of a global pandemic, the WCC managed a nine-month nomination and submission process with two priorities in mind, recognizing a hard-working and resilient business community, while exceeding health and safety requirements. This year's event welcomed 44 guests (finalists and partners) to

enjoy a socially distanced meal at Deer Creek Golf & Banquet Facility and watch the show in-person, while the community was encouraged to support local by ordering in and watching the awards from the comfort of their homes.

"I would like to thank the Chamber for the support and love they've given us during these challenging times," said owner of BlueLine Real Estate Group Stephen Jones, who was able to accept the Business Achievement Award 1-15 Employees virtually, live from his home.



Chris Kellestine from Golder and Stephen Jones from BlueLine Real Estate Group were both streamed in live from their homes to accept their awards.



Whitby Chamber Board of Directors nominations now open

The Whitby Chamber of Commerce (WCC) has now opened its search for our new Board of Directors. These Directors will be sworn in at our AGM and begin their duties as of March 31, 2021. Except for federal, provincial, regional or municipal employees or elected officials, all active members in good standing and accepting our updated [Code of Conduct](#) are eligible to nominate or be nominated to serve as a Director.

Highlights:

The Board of Directors represents a cross-section of businesses and organizations in the community. Serving is considered an excellent opportunity to assist the Chamber in defining and reaching its objectives. All Directors are expected to commit substantial time and effort to give the proper attention to their responsibilities, including

preparing for and attending monthly Board of Directors meetings, attending multiple events, supporting social media marketing and being active in various committees. Current Board Committees include the Executive Committee, Policy & Governance and Finance. Additionally, some Board Members are asked to participate as a conduit in Chamber committees on Diversity, Equity & Inclusion; Advocacy or Membership. The Board of Directors is strategic and is expected to take a senior leadership role in directing our current and future state.

To ensure an ideal Board of Directors, there must be diverse representation, skills and abilities. In particular, cross-sectoral expertise or interest in the following is appreciated:

- Finance

- Equity, Diversity & Inclusion
- Law
- Human Resources
- Policy & Governance
- Owner/operator of small or medium business

The WCC proudly an accredited Chamber, meaning that Industry Canada approves its by-laws, which requires the Board of Directors to participate in an annual election process. The members shall elect each Director at the Annual General Meeting for a one (1) year term. All Directors shall be eligible for re-election for a maximum of five (5) additional terms (a total of six (6) years) but must then retire from the Board for a minimum of one (1) year before becoming eligible for re-election to the Board.

Your participation in this nomination process creates an excellent opportunity for new voices to impact charting the way forward. Eligible candidates from racialized groups, those with the training and interest to serve as Treasurer, and a candidate for the Secretary are specifically encouraged to put themselves forward for nomination.

Nomination Process:

To be nominated for a position on the Board of Directors, please submit your completed nomination

form to [Natalie Prychitko via email](#). Nominations must be received no later than Friday, January 8, 2021. Any questions can be directed to the Chair of our Nomination Committee, [Matthew Mackenzie](#), by email.

[Download the nomination form.](#)

Please consider recommending others for this opportunity. Now more than ever, the Chamber’s rich history can only be supported by a diverse group of active members, ready to serve their business

community. The WCC is committed to an inclusive, barrier-free nomination process. If you identify or experience any barriers to your participation in this process, please advise us. We will do our best to address any identified obstacles and learn from it to improve the process for future years. We genuinely want the most diverse and inclusive Board possible to represent our membership for the upcoming year.



Are you a member of the Whitby Chamber of Commerce? Submit a business-related question to a specific elected representative.









Board Update

Your new quarterly update from the Chamber Board of Directors

The Whitby Chamber of Commerce (WCC) Board of Directors are member volunteers who have shown an interest in using their time and expertise to guide the WCC. There are also many volunteer opportunities through Chamber committees, three of which report directly to the Board: Advocacy; Membership and Diversity, Equity & Inclusion. In order to increase transparency, the Board of Directors will be providing quarterly updates from these three committees in this publication.

Advocacy Committee

Recent weeks have been incredibly busy for the Advocacy Committee. As part of the pre-budget consultation process, Chris Bovie, Chair of the Advocacy Committee, presented to the Minister of Finance Rod Phillips, Minister Peter Bethlenfalvy, MPP Lorne Coe and MPP Lindsey Park. This presentation mirrored the written submission that the Advocacy Committee

submitted as part of this process, advocating for support related to personal protective equipment, broadband access and skilled trades opportunities.

Bovie also represented the WCC membership at a recent roundtable hosted by MPP Coe and Prabmeet Sarkaria, the Minister of Small Business and Red Tape Reduction. Discussions focused on equity across the business sector for supports to manage COVID-19, concerns about Durham Region moving back to Stage 2 modified public health measures and supporting the Durham Region ICON broadband network application.

The Advocacy Committee is thrilled the Province released various tax reform measures aimed at reducing the tax burden on small business in the 2020 Fall Budget. The WCC Advocacy Committee has been actively pursuing tax reform advocacy for many years.

Diversity, Equity & Inclusion

The Diversity, Equity & Inclusion (DEI) committee is the newest of the Chamber's committees, formed in July 2020. The committee was created with the goal of fostering and institutionalizing policies, practices and strategies to support and accelerate DEI goals within the WCC and the business community. Working towards this goal, the committee has outlined specific objectives to strengthen organizational diversity, equity and inclusion competencies within the Chamber and to provide consultation, research and report finding in order to make recommendations as necessary on DEI matters within the WCC membership.

The committee is currently composed of eight Chamber members, a Town of Whitby liaison, a Region of Durham liaison, a WCC Board liaison and a WCC staff

member. Members of the committee reflect a cross-section of professional and lived experience in relation to diversity, equity and inclusion. Tricia Williams from geekspeak Commerce is the committee's inaugural Chair, offering strong leadership and insight to lead the committee to success. The committee has two vacancies and any Chamber member in good standing with professional or lived experience is invited to apply to sit on the committee.

The DEI Committee meets monthly and has quickly got to work identifying starting points to effect change and growth within the Chamber. As part of the objective to provide advice on how to increase engagement of the business community to foster dialogue to gain a greater understanding

of relevant DEI issues, you will see questions within the WCC's annual survey (launching in January) to include a membership census designed to offer some insight into the diversity and background of the current membership. By asking these questions, the Chamber commits to creating programming tailored to the membership, holding space for the stories and business journeys of members. As well, the committee is organizing an event on February 2 celebrating Black History Month and has launched [a call out to members to participate in the business panel](#). Keep an eye out for more information!

Membership

Another important committee in the Chamber is the Membership Committee.

Over the last year, this committee has developed a new member lifecycle that included highlighting areas for opportunity as [new members](#) engage with the Chamber in their first year, the Chamber Champions program, reviewed [Savings Partners](#), reviewed staff recommendation to leverage the [FanSaves mobile app](#) and continues to evaluate opportunities to enhance the membership experience. This committee meets monthly and is looking for two new committee members.

If you're interested in joining either the DEI or Membership Committees, email [Natalie Prychtiko](#) for the Terms of Reference and application forms.

SHARE YOUR STORY



We're looking for Black business owners in our membership interested in participating as panellists

An interview with Dave Paterson: Celebrating 30 years of Chamber membership

Each year, the Whitby Chamber of Commerce (WCC) recognizes member milestones by dropping by long-time Chamber member businesses to deliver a certificate congratulating them on their membership and dedication to the business community. Local staple [Royal Ashburn Golf Club](#) is celebrating their 30th year as part of the membership, so we took this opportunity to ask owner Dave Paterson a few questions about his business and family history in the Durham Region.

Royal Ashburn has been a member of the Whitby Chamber of Commerce for 30 years! Tell us about your earliest Chamber memory.

As a second-generation Paterson I am unable to go back 30 years, but my first Chamber memory goes back to my first breakfast

networking event. These events were very popular and I walked into a room of unfamiliar faces and was overwhelmed to say the least. Not to mention I was doing a two-minute presentation on our business with all eyes on me. Since then the room has changed to familiar faces and many businesspeople in the room I call friends – so to anyone reading this don't be intimidated, we live and work in a great community.

Royal Ashburn is a family owned and operated business in the Durham Region. Can you tell us a little bit about the history of the golf club?

After 57 years we have amassed a great deal of history, but it all started in 1959 when my father Wilson Paterson purchased farmland and started constructing his vision. In 1961 we unofficially opened with nine holes late in the golf season and then in 1962 opened officially as a Championship 18-hole golf course. Since then we have

hosted the Fall Canadian Tour Qualifier for more than 35 years, the Canadian Open Qualifying round, the Royal Canadian Golf Association University/College National Championships twice and many other local tour events. For our family



Royal Ashburn has been a labour of love and we have continued to grow and improve throughout our 57-year history.

Your father, Wilson Paterson, was named the 2009 Peter Perry Award winner for his outstanding contributions to our community. What was that experience like for him?

It was an overwhelming experience for him and one he is still very humbled and proud of. Wilson is a very modest person and has lived a very accomplished life. What many people don't know about him is he was instrumental in starting and promoting junior golf throughout Durham Region. He took it upon himself to contact all of the golf courses in Durham Region and have each course donate hundreds of rounds of golf. The passes were then distributed throughout Durham's high schools allowing thousands of kids to compete in organized sport within the Durham District School Board and Lake Ontario Secondary School Athletics.

So, were you and your brother born with golf

clubs in your hands? How old were you when you started golfing?

Obviously we grew up with golf and started playing at a very young age with our father. My earliest memories are teeing it up at the 150-yard marker and playing from there. Today I still love golf and try to play as much as I can.

What's your favourite Town of Whitby spot to grab some grub?

There are so many great spots to eat in Whitby, but I really like The Brock House. The atmosphere is great, the bar is great, and the food is always good.

You are a past president of the Whitby Chamber of Commerce Board of Directors. Why did you decide to volunteer to sit on the Board?

I enjoy being involved in the community and it seemed like a great opportunity to achieve this. The Whitby Chamber is a great organization and is so well connected at the local business level, but also with our municipal and regional leaders, so it provides a great opportunity

to build relationships within our community. Again, for those who don't know, the Chamber is a champion for the business community and a great resource so I encourage all businesses to get involved on whatever level you are comfortable with.

What has been your biggest takeaway or lesson learned from your time as part of the Whitby Chamber of Commerce membership?

Whitby has an amazing business community filled with so many talented people achieving successes we should all be proud of. Put yourself out there and get involved because you really do reap what you sow!

What is something most people don't know about you?

I work hard, but I appreciate time outdoors with friends and family above all.

Fully insured benefits: Are they the right fit for your small business?



from your Chamber Benefits Plan rep, Wendy Matton

Many initially feel that life insurance is not a necessary component of a group plan, citing that they already have some in place. However, as discussions deepen, the number of individuals who don't know what or how much coverage they have in place is surprising. And, in many instances, they have "mortgage" insurance (bank's description) whereby the bank, (not a loved one) is the beneficiary.

Why group life insurance?

Group life insurance is low in a cost. Plus, depending on the group size, medical underwriting may not be required which can be extremely important to employees who may otherwise be uninsurable. Within group

plans, the life insurance component is often mirrored with accidental death & dismemberment which means that double the benefit will be paid if the death is accidental.

Common structure of group life offerings

While flat amounts are available, as part of compensation, it is not unusual to provide a life insurance benefit based on an individual's earnings. In larger groups, you may opt for differences in that option between different subgroups or 'classes' of employee. For example, senior roles within the organization that have a larger impact on the company's financial outcomes may have a benefit that is 2x or 3x of

their annual earnings.

Taxability of benefits and probate

Life insurance premiums paid by the employer on the employees' behalf is considered a taxable benefit. This simply means the premium is subject to income tax and will show up in box 40 of their T4 slip. The payout of these benefits, however, are tax-free to the beneficiary and they're not subject to probate.

Two important caveats to this are when there is no named beneficiary and a minor being designated a beneficiary without a named trustee. In the first example, when there is no named beneficiary, a life insurance benefit is paid out to the estate and becomes subject

to probate. Additionally, where the beneficiary is a minor and there is no named trustee, there can be months of delay and legal proceedings in order to have a trustee named after the fact and recover the benefit.

When you consider the nominal cost to your organization, whether you are providing a flat \$25,000 - \$50,000 or an earnings-based life insurance benefit, when you're dealing with grieving families, as an employer, you have a large impact when you help them

through the worse situation their family has to encounter.

For more information contact:

[Wendy Matton](#),
Group Benefits Consultant
905-668-3518



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- Electrostatic disinfection
- Wellness solutions (linking panels, protective barriers)

Visit grandandtoy.com/chamber to get started or reach out directly to:

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2021 Buyer's Guide

Update your information by January 4

Update your information for the Whitby Chamber of Commerce's (WCC) 2021 Buyer's Guide! Make sure your information appears correctly in the printed directory and take advantage of advertising opportunities.

Ensure your information appears correctly!

There is nothing worse than having outdated information inaccurately representing your business. Make sure your business description and contact information is correct so

fellow members can find you! Need help updating your profile or signing in? Contact [Brenda Bemis](#), Office Manager, she'd be happy to help.

Have you had any staff changes in 2020?

Review your active reps to ensure the right people in your organization are getting Chamber communications. Did you know that all of the employees in your organization are members? That means everyone can redeem exclusive deals on the free [FanSaves](#) mobile

app using your company's code. Didn't get your code via email? [Contact us!](#)

Advertising opportunities!

The WCC's Buyer's Guide is an annual printed publication and includes a number of advertising opportunities. Check out the [2021 ad rates!](#) Questions about advertising? Contact Engagement & Outreach Manager, [Lorna McGhee](#).

The deadline for updating your directory information is Monday, January 4 at 5 p.m.

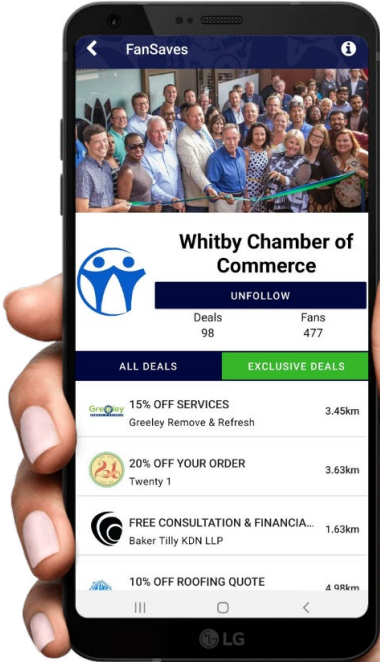


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Are you one of them?

Download the free FanSaves mobile app today and follow the Whitby Chamber of Commerce to tap in to sweet savings and support local.

www.whitbychamber.org/fansaves



WELCOME NEW MEMBERS

Artists and Artisans
Development and Network
416-363-3674
artistsandartisans.org

B/A Vintage
905-493-7005
bavintage.com

Bingham Controls Ltd.
905-725-8994

For the Love of Dog
Wellness Centre
289-385-6339
fortheloveofdogwellnesscen-
tre.ca

Lakeridge Heights
Retirement Residence -
An All Seniors Care
Living Centre

905-706-8044
allseniorscare.com

LPA Solutions Installation
905-706-8044
lpawalls.com

McDougall Insurance &
Financial
905-579-1317
mcdougallinsurance.com/
oshawa

One Guy Creative
905-493-2090
oneguycreative.com

OREA
416-445-9910
orea.com

Pink Palm Marketing &
Communications
905-925-2784
pinkpalm.ca

Sardinha Portuguese
Chicken
647-291-1977
sardinhaportuguesechicken.
ca

TOSCA Banquet &
Conference Centre
905-404-9400
toscabanquethall.com

Unique Town Boutique
437-580-0600
uniquetownboutique.ca



Cap off the year with a festive
Chamber on Tap!

Thursday, December 17
5:30 TO 7 P.M.
www.whitbychamber.org/events



A Chambers Plan won't squeeze your budget!

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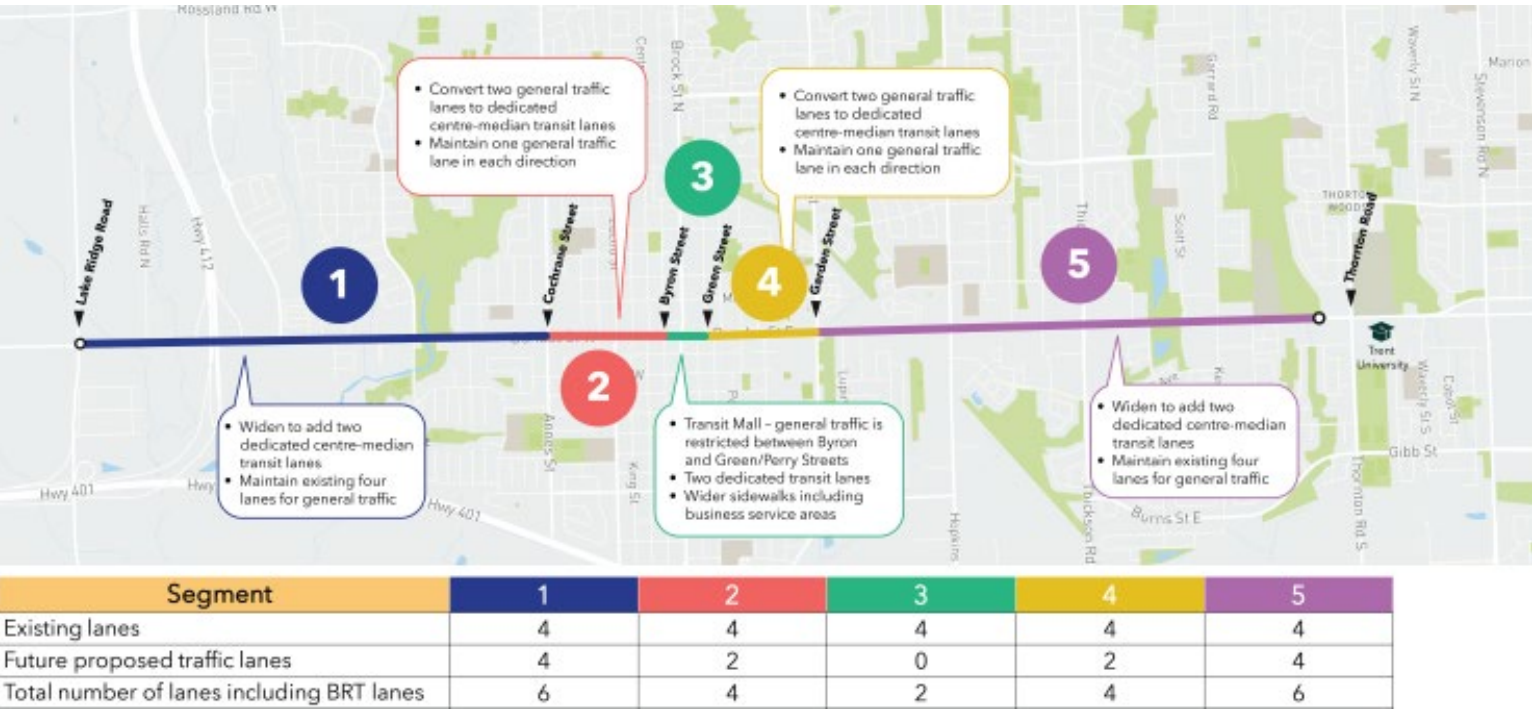


Wendy Matton
905-668-3518
wmatton@hmabenefits.ca



Neighbourhood News

Durham-Scarborough Bus Rapid Transit: Metrolinx asking the public to provide feedback



The Durham-Scarborough Bus Rapid Transit project proposes approximately 36 kilometres of dedicated transit infrastructure, connecting downtown Oshawa, Whitby, Ajax, Pickering and Scarborough. This project builds on the existing PULSE service and will provide more dedicated transit infrastructure along Highway 2 and Ellesmere Road to connect to Scarborough Centre.

The purpose of the [Public Information Centre](#) is to

present and seek feedback on the preliminary design and results of the technical studies, including potential impacts and proposed mitigation measures. The Public Information Centre will run until Friday, December 18, 2020.

Metrolinx presented to Town of Whitby Council in November, and Whitby Chamber of Commerce (WCC) members in the downtown had the opportunity to attend a Metrolinx presentation

specific to the downtown design. The WCC Advocacy Committee have been engaged in learning and providing feedback to Metrolinx since 2019.

If you are a business along the Hwy #2 corridor, please feel free to reach out to natalie@whitbychamber.org for more details. [Provide your feedback to Metrolinx here.](#)

Neighbourhood News

Whitby releases five-point plan to support local economic recovery

Whitby Town Council unanimously approved a local [Economic Recovery Plan](#) aimed at supporting Whitby business through the pandemic to the end of 2021.

Whitby's Five-Point Plan for economic recovery is focused on:

- retaining existing businesses by providing resources and support programs
- revitalizing and rediscovering Whitby's downtowns and managing the main street impact
- fostering and sustaining the innovation economy
- engaging with post-secondary institutions and other service providers to improve and match people's skillsets to work opportunities through education and training
- improving customer service processes and business experiences

The plan identifies 58 action items to help minimize the ongoing impacts of mandated COVID-19 shutdowns on local businesses. New actions to be taken include:

- the availability of grants for renovations related to reopening requirements for properties in Downtown Whitby and Downtown Brooklin
- collaboration with [Palette Skills](#) to help provide Whitby businesses with access to skills training programs for new and in-demand job opportunities
- new supports to help local businesses navigate the government procurement process and more easily bid on local infrastructure projects and business service opportunities

In addition, the Town will continue to support local

businesses through:

- the [What's Open Whitby portal](#) to help encourage residents to #ShopLocal
- a dedicated [webpage](#) for COVID-19 business resources to make it easier for businesses to access information like available financial supports
- free parking and 15-minute parking spaces in our downtowns to support safe curbside pick-up
- a fast-tracked outdoor patio permit process
- free business development webinars and virtual events to share best practices and help keep businesses connected virtually

To read the full Economic Recovery Plan, visit whitby.ca/businessresources.

CHECK OUT OUR COMMUNITY EVENTS CALENDAR



whitbychamber.org/communityevents



All Whitby Chamber of Commerce initiatives
are made possible with the support of our
membership, partners and volunteers.

...thank you.