

Connected



Welcome to our Newsletter

2020 was a challenging year for everyone and while 2021 brings us more struggles, we do have hope. Whitby is strong. Our residents and businesses are resilient, and we will at some point, get back to our normal lives.

This newsletter is a new and exciting opportunity for us to bring to you a single voice from the unique perspective of a Town with two vibrant downtown cores.

For the better part of the last decade, there has been both a Downtown Whitby and a Downtown Brooklin Development Steering Committee.

These members are chosen from your community and in 2020 during the pandemic, we decided to join forces and speak with one voice – a voice of

collaboration and promotion of what makes our Town so wonderful.

We are excited about the possibilities of greater collaboration.

In the coming years there will be accelerated commercial and residential development and expansion in the Town, so our focus is strongly behind finding ways for the “livability” of the downtown cores.

As one member put it, “instead of driving through our respective downtowns, we want to make Whitby and Brooklin destinations to drive to.”

There are many local stories we plan to focus on. We will celebrate the successes and help profile the spirit and resilience that exists in our communities.

Upcoming Workshops

Window Displays

Thursday April 29 from 7 p.m. – 8 p.m.

We are out for a walk in the downtown. Our attention spans are shorter, and we do not often stop and look at a business. A standout window display can make the difference between people rushing past your store or coming into shop. What should we look for in creating the perfect window display for our business?

[Register Here](#)



Signage

Thursday May 6 from 8 a.m. – 9 a.m.

Good signage can boost your business. It can differentiate you from the crowd and your competitors. But what should you look for in creating the perfect signage for your business?

[Register Here](#)

Farmers' Market – Coming Soon to Whitby & Brooklin



Whitby has had a Downtown Farmers' Market since it was established in 1855. From the site we now know as Rotary Centennial Park to its current location, Celebration Square in front of the Whitby Public Library, residents have been able to enjoy fresh local seasonal produce and beautiful handmade items from local artisans along with ready to eat food items.

The Village of Brooklin, once a centre of agriculture, has long hosted markets for neighbouring farms. New this year, the Whitby Farmers' Market is expanding to Downtown Brooklin in Municipal Parking Lot 9 off Cassels Road East.

The tradition continues. Shop and support local at the Whitby Farmers' Market this season.

Downtown Whitby Farmers' Market will open on Wednesdays starting May 18 from 9 a.m. – 3 p.m.

Brooklin Farmers' Market will open on Saturdays starting June 12 from 9 a.m. – 3 p.m.

<https://www.whitbyfarmersmarket.ca/>



Business Profile – Chase the Glory Tattoos and Records



51 Baldwin Street (upper level)

Did you know that 1 in 5 Canadians have a tattoo?

Did you also know that even here in Brooklin, getting your first tattoo, a touch up or enhancing what you already have is just a call away?

Chase the Glory Tattoos and Records is tucked away, upstairs at 51 Baldwin Street in Downtown Brooklin.

The shop was founded in 2016 by Barry Mantle and his wife Jenny. It offers a great roster of talented artists in a clean, comfortable setting. And if you are not ready for ink, Barry has a diverse selection of vinyl records, spanning multiple genres.

Barry is also a record producer. "We started out as a record label for punk bands where we would start promoting their stuff and pressing records. We opened the shop just as we are releasing our second record and now, we're up to 17 titles that we put on our record label. We also have a record store inside the tattoo shop so that kind of makes us a little bit more original."

The pandemic forced him to close but he is back up operating with three artists and booking by appointment only. "Customers seem to be eager to get outside and get back to normalcy, and for some, this is a new tattoo. We are appointment only and cannot take the walk-in clients. We miss that."

But he assures everyone that they take sanitizing and safety as a priority. "We already had it up to, and beyond, the standards of what they expected for COVID. We did make additional changes to add better protection like splash guards at the front counter. Everything we use to tattoo is one-use only and thrown out after a tattoo is completed."

So if it is your first tattoo or you want to commemorate your time during lockdown, give Barry a call Ph: 905-425-1553



<https://www.facebook.com/ctgtattoosandrecords/>



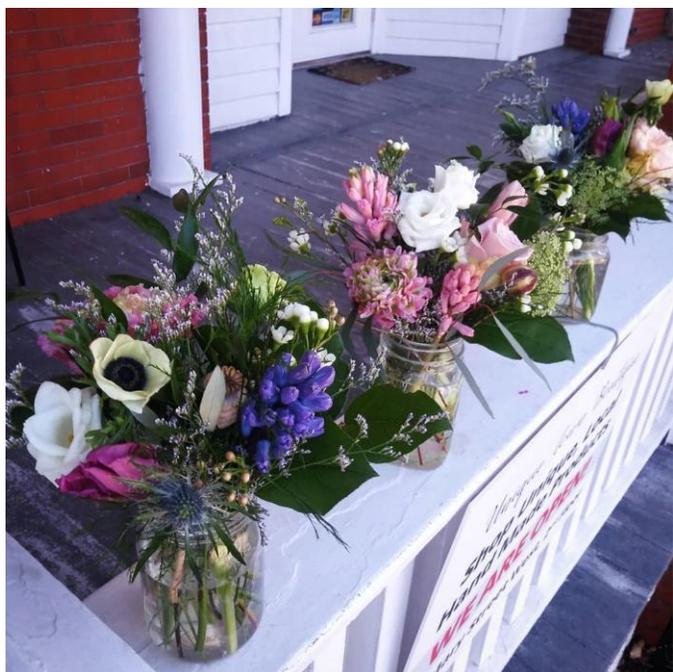
<https://www.instagram.com/chasetheglorytattoosrecs/>

In their words – Brookstead Fine Flowers



I am Hilary Rambachan, owner of Brookstead Fine Flowers located in beautiful, historic Downtown Whitby. We opened our flower shop this past July 2020, during the pandemic, crazy right?

It was an ambitious choice, and some may say a little crazy, but I am so incredibly glad that I took that leap of uncertainty!



103 Mary Street West

During the pandemic, I am finding that people are wanting and needing to show those that they aren't able to see in person, that they are still thinking about them. I find that many more people are sending flowers to their loved ones during this isolating time.

This seems to be the norm for flower shops across the country right now.

So, with that said, I find that the comparison to how business was going for me in my small home studio, compared to here in this physical shop is not even comparable! The growth has been great, and I can't wait to see what's next for Brookstead!



<https://www.facebook.com/brooksteadfineflowers2>



<https://www.instagram.com/brookstead.fineflowers/>

It was an ambitious choice [to open during the pandemic], and some may say a little crazy, but I am so incredibly glad that I took that leap of uncertainty!

Historic Grass Park, 41 Baldwin Street

Grass Park was once the site of Brooklin's Globe Hotel, which included comfortable suites, a well with pumps, and horse stables. Built around 1855, it was destroyed 30 years later by fire. Charles Grass (hence the name Grass Park), purchased the land across the street from his house (Endless Ideas). This park was the very first home of the Brooklin Spring fair back in 1911. That first one-day fair showcased cattle, horses, other farm animals, crafts, plants and food. Grass Park was also used for meetings and political gatherings.

Eventually, the little tract of land became the centre of the village. Mr. Grass, who operated the Brooklin Mill, planted trees and maintained the grounds for the community. This property had a lower tax rate so that it allowed Mr. Grass to focus on maintenance and beautification. In 1949, Mr. Grass's executor hoped to sell the park to a developer. Residents made several attempts to purchase, led by the Women's Institute, IOOF, and the Brooklin Horticultural Society. When the \$1,600 price tag proved to be too costly, they appealed to the community.

The first attempt was unsuccessful, and the estate wasn't able to sell this property. In June 1951, Brooklin residents re-grouped, made a deal with the executor to purchase before this property was sold. This community was canvassed several times. Households that missed the canvassers, left donations at the bank and the local newspaper encouraged donations.



By July 13, 1951, the community had raised sufficient funds to purchase Grass Park and the newspaper published all the donor names. The list was long and included many, if not all, of Brooklin's prominent families. The largest donation was \$200 made by local farmer and breeder of Ayrshire cattle, Gerald M. Brawley, and the smallest donation was 25 cents. Several years ago, bricks on the walkway and under the pagoda were purchased by local residents to pay for the overhead structure.

The telephone box in this park was painted in 2015 by Brooklin artist Emma Inkpen. This box has images of our old community centre, the Brooklin Mill, the new library and community centre, skating on ponds, farms, fields, poppies, the skate ramp at our Brooklin Memorial

park, and our old water tower. Over seventy years later, Brooklin's Horticulture Society still maintains the gardens.

Business Profile – The Thirsty Jester

Shawn Parkinson has been involved in the hospitality industry for over 20 years. What started as a job during his university years evolved into an enjoyable career. As he progressed, he learned the ropes of the restaurant business. While in management roles in several chains, he caught the ownership bug. Since he grew up in Downtown Whitby, the location of his pub is a natural fit.

Shawn did not plan to open during the pandemic. The idea had been brewing for months before. The turning point was the welcome and support of landlords and suppliers in the spring. Once the decision was made, his industry experience helped launch his dream. As well as contacting familiar suppliers, he invited local brewers to provide their products.

When he opened his doors in October 2020, customers of the previous pub returned and were pleased to see old and new favourites on tap. He also welcomed old friends he grew up with. When he was locked down in late December, he pivoted to a take-out service to keep staff working. He is excited to be open again and has ambitious plans for his spacious patio.



112 Colborne Street East

Those that know Shawn, recognize that the name, The Thirsty Jester, is most appropriate. He truly has come home.



<https://www.facebook.com/thirstyjester>



<https://www.instagram.com/thethirstyjester/>

Downtown Whitby BIA

Downtown Whitby's Business Improvement Area (BIA) is a specially designated zone within the downtown core. Businesses within the BIA's boundaries contribute to the BIA through a mandatory municipal tax.

Member contributions are used to make Downtown Whitby a destination of choice through events, beautification efforts, business support, and more. Two full-time staff members, a voluntary [Board of Management](#) and two voluntary committees operate the BIA. **The Downtown Whitby BIA's mandate is "Feet on the street, and dollars through the door."**

The Downtown Whitby BIA is still relatively new, being established in mid-2017; however, over the three years, has slowly gained momentum becoming a well-respected organization in the Town. The BIA events and initiatives have drawn over 20,000 people to the Downtown Whitby area with businesses seeing direct impact of the efforts.

2020, like many, brought its challenges to the Downtown Whitby BIA as they had to pivot quickly to a support and advocacy role to assist business and property owners alike. Through these tough times, the BIA is thrilled to have had 17 new businesses open and when it is safe to do so, look forward to celebrating a formal grand opening with them all to give them a true warm welcome to beautiful historic Downtown Whitby.



<https://www.facebook.com/DowntownWhitbyBIA>



<https://www.instagram.com/downtownwhitby/>

Business Profile – East Coast Social

Last fall, during the pandemic, Jamie Fisher opened her dream store, East Coast Social in Downtown Brooklin. It is a retail store with various items and brands from the east coast. To Jamie, it was a way to bring a little bit of back home to her new home. Originally from Cape Breton, Nova Scotia, Jamie is married to a Whitby man, the couple have family in Brooklin and saw an opportunity to bring goods and wears from the east coast to a community where many people had their original roots from back home in Atlantic Canada.

What is East Coast Social? Well Jamie says, "We have established brands as well as independent brands from the east coast, we carry clothing lines and homemade items from creators in the different east coast provinces."



51 Baldwin Street (ground level)

She is a true believer in supporting these people and admits the store is small but has a friend who helps with the business on weekends. Essentially it is a family shop that has embraced social media to help promote and sell products.

During the restrictions, most of the business moved online and really took off. "I think we're pretty lucky because of social media, people were excited to see us open. It was a lot of messages and text messages and just kind of being available 24/7 to get them to understand what our store was."

Opening a traditional store during a pandemic is challenging but Jamie is glad she did it and has taken all of the appropriate safety measures. She enjoys

being part of the Brooklin community. "I always say I don't want a customer just once – I want people that come repetitively and like to come shop from me – it's about the experience and the connections. I enjoy hearing the stories and getting to know people." It is the east coast way, the East Coast Social way...and it's the Brooklin way.



<https://www.facebook.com/Eastcoastsocialbrooklin/>



<https://www.instagram.com/eastcoastsocialbrooklin/>