

# Community and Sector Profiles

[whitby.ca/Business](http://whitby.ca/Business)







The Town of Whitby is in the midst of remarkable transformation from a quiet suburban community to a thriving commercial centre.

This moment of extraordinary growth means there is no better time or place for business owners, entrepreneurs and investors to take advantage of everything we have to offer.

As we attract residents and become more diverse, **new ideas, abilities and experiences are driving innovation and creativity.**



**Population** (149,000) is expected to grow to 193,000 by 2031



More than 25% of our population identifies as **visible minorities**

We continue to be a community of choice for development as **permit values exceeded** over \$500 million in 2023.



1,158 **building permits** (2023)

**3X**

**Increase in construction value** from 2015 to 2023

Our **labour force** pipeline is fueled by major research projects, co-op student placements and job-ready graduates.



22,000+ students at our three **leading Universities and Colleges**

**\$10M**

expansion of Durham College's **Centre for Skilled Trades and Technology** (CSTT)

## Whitby has a resilient and **diverse economic base**.



**3,493 businesses** that employ approximately 43,300 people

**3**

**new business park areas** in proximity to Highway 407 and Highway 412

Compared to northern and western Greater Toronto Area municipalities, **Whitby offers real-estate savings.**



**Industrial land prices and leasing rates remain lower** than the surrounding area



Detached house prices are approximately **30 to 45% lower** than other western and northern GTA communities

**Whitby has a beautiful waterfront, 2 vibrant downtowns and a rich arts and culture scene.**

**86%**

enjoy a “good” or “excellent” **quality of life in Whitby**

**+30%**

**\$136,169—Average Household Income** (30% higher than the National average)

The Town’s thriving innovation ecosystem **provides entrepreneurs and innovators resources** to develop and commercialize.

- Business Advisory Centre of Durham
- Downtown Whitby Business Improvement Area
- 1855 Whitby Innovation Accelerator
- Spark Centre Regional Innovation Centre
- Ontario Power Generation (OPG) X-Lab nuclear innovation accelerator
- Whitby Chamber of Commerce



International Airport



Shipping Port



Highway



Commuter Train

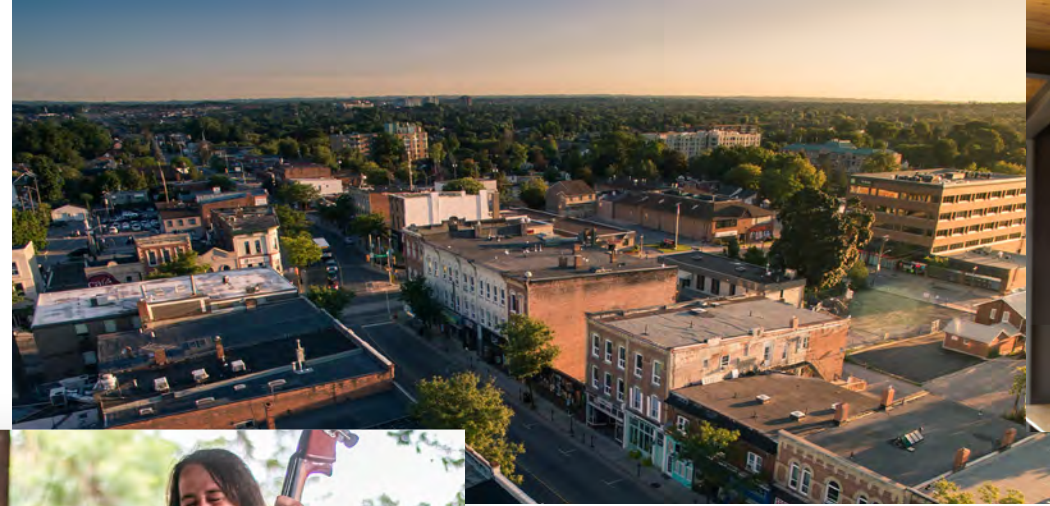
# DOWNTOWNS AND LIFESTYLE

Representing our past, present and future, our downtowns are hubs of business creativity, economic diversity, and an attraction for visitors, businesses, and talent.

Our community features two historic downtowns, Whitby and Brooklin.

Downtown Whitby is our community's commercial and historic centre.

- Features amazing examples of historic architecture mixed with modern-day charm
- Over 470 shopping, dining and entertainment options
- Year-round events, programming, arts and culture, including the Whitby Courthouse Theatre, Lynde House Museum and Whitby Public Library
- Whitby Farmers' Market features fresh produce, baked goods, and handmade products



Founded in 1840, Downtown Brooklin is a designated heritage conservation district in north Whitby.

- Home to restaurants, retail shops, spas, yoga studios and other unique local businesses
- New commercial and public sector investments strengthen Brooklin as a commercial and cultural centre in north Whitby
- Agricultural heritage is celebrated each year with the historic Brooklin Spring Fair
- Grass Park in Downtown Brooklin hosts Music In The Park spotlighting local musicians
- Brooklin Farmers' Market features fresh produce, baked goods, and handmade products





Whitby's Station Gallery

Our Downtowns are dynamic social and cultural districts where entrepreneurs and residents want to live and work.

- Incentives to downtown developers and businesses include Development Charge Exemptions; Tax rebates for non-residential development / redevelopment and Maintenance and Improvement Grants
- The Town has invested \$3.26 million into Downtowns since 2018

Historic buildings and cost competitiveness make our Downtowns a must consider.

- Office rents are 10% lower compared to other western and northern GTA communities
- Historic former homes / buildings offer a wide range of sizes and layouts to suit many retail or hospitality environments
- Density will support expected 40+% population growth through 2031

“

A huge reason why we thought Whitby is a perfect place to open Aspire Climbing is access to all the different communities around Durham Region.”

Sarah Kostadinov, Aspire Climbing

## Station No. 3

A mixed use redevelopment by Brookfield, Station No. 3 is the largest new development in Downtown Whitby in the last thirty years, featuring 160 residential units with approximately 9,500 sq. ft. of commercial floor space.



# PROFESSIONAL & TECHNICAL SERVICES

With low business costs, nationally recognized education partners providing exceptional talent, and an elevated quality of life, Whitby is strategically positioned for professional service companies to thrive and grow.

Whitby is a top location for Professional & Technical Services.

- Nearly 700 companies in Whitby provide professional services
- Three new business park areas in proximity to Highway 407 and Highway 412 provide available space for new or existing businesses
- The Ontario Power Generation supply chain creates many unique opportunities



Our large and diverse pool of skilled individuals allow for growth.

- 68% of our working-age population has college, university or apprenticeship level education
- Access to 39K workers who currently commute out of Whitby each day
- Industries by Labour Force: #1 Professional Services

“

Whitby has a small town feel with the big town opportunity and culture.”

Chris Kellestine, Golder Associates WSP







The cost of doing business here is highly competitive.

- Office rent is 10% lower in Whitby than in other suburban markets in north and west GTA

Leading academic institutions supply a robust pipeline of talent related to business, engineering and finance.

- 22,000+ students at Ontario Tech University, Durham College and Trent University Durham Campus
- 30+ education institutions within an hour's drive
- Engineering & related fields of expertise employ over 10% of the workforce
- Whitby has over 30% of its labour force in management, business and finance occupations

## Sector Leaders

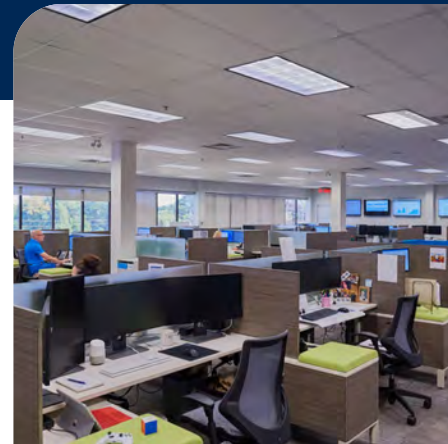
- Mitch Insurance
- Golder Associates WSP
- GHD
- T2 Utility Engineers

### Mitch Insurance

A family owned and operated business for over seventy years, Mitch Insurance is headquartered in Whitby.

A leading insurance brokerage in Ontario, they have been recognized as one of Canada's Top Growing Companies by The Globe and Mail's Report on Business magazine.

Adam Mitchell's team chose to expand in Whitby because they knew they could draw employees from a pool of people who didn't want to commute to Toronto any more and because the demographics closely matched their most desirable customer profile.



# INFORMATION COMMUNICATION TECHNOLOGIES

Whitby's Information Communication Technology sector features a region-wide innovation ecosystem providing entrepreneurs and innovators with the necessary tools and resources to develop and commercialize their technologies.



1855 Whitby Technology Accelerator



We partner and collaborate with other support organizations in the innovation and technology fields.



**1855 Accelerator** was established as a strategic initiative funded by the Town of Whitby and the CEO of local tech industry leader 360Insights. 1855's vision is to accelerate growth and expand the innovation sector by enabling entrepreneurs to secure resources and capital.



**Spark Centre** is an industry-led non-profit technology incubator providing innovators, technology based businesses and researchers with space, services and programs to help them develop a minimal viable product with a distinct competitive advantage.



**Ontario Power Generation (OPG)**  
**X-Lab** is an innovation accelerator, with the mandate to create minimum viable products that improve the overall reliability and safety of OPG nuclear stations.





Our education partners offer several innovative and unique undergraduate and graduate programs focusing on all aspects of information technology.

- Ontario Tech University
- Durham College
- Trent University Durham Campus
- Courses include: Computer Science, Data Science, Game Development & Interactive Media, Networking and Information Technology Security, and more

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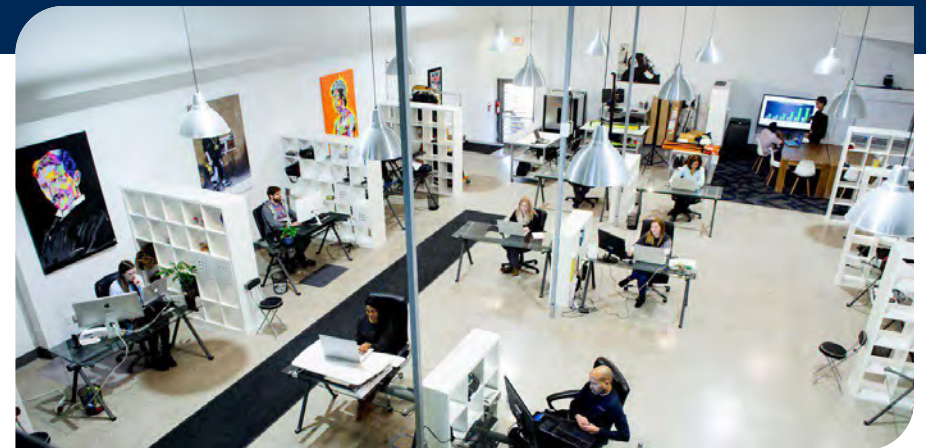
You’ve got access to a huge amount of talent that would rather work in the town that they live in versus commuting to Toronto. That’s a real advantage, so Whitby is like the best kept secret for tech.”

David Lahey, Predictive Success Corporation

## geekspeak

Proudly located in Downtown Whitby, geekspeak works closely with retailers, manufacturers, distributors and marketplaces worldwide to create content that drives sales for eCommerce platforms. geekspeak has become a central player in Durham Region’s burgeoning technology sector, serving well-known brands like Amazon, Canadian Tire, Walmart, Staples, New Balance and Best Buy.

Active participants in the growth and development of the sector and its workforce in Whitby, geekspeak’s Founder, Isaac Wanzama says, “You start with two, and then three, then four, and as that happens (and 1855 is a great reason for this), you see this ecosystem happening, and then people think of Whitby and Durham differently. We begin to be able to tell different stories about what we’re good at as a community. All of a sudden, you can work in the tech industry in Durham without having to go to Toronto.”



# ADVANCED MANUFACTURING

Whitby and the surrounding area's history in manufacturing has resulted in several leading global manufacturers and their supply chain partners making their home here.

Whitby offers significant real-estate advantages for advanced manufacturers.

- Lower industrial land prices and lease rates than comparable Greater Toronto Area municipalities
- 3 new business park areas in proximity to Highway 407 and Highway 412 provide available space for new or existing businesses



Companies tap into a deep talent pool in Whitby.

- Over 3,600 workers are employed in manufacturing roles making the sector a significant source of employment
- Areas of specialty including automotive, pharmaceutical, nuclear and more
- 100+ manufacturing companies



“

We export all over the globe. Our products are in 53 countries. We have a ready ability to ship our products anywhere they need to go from right here in Whitby.”

Jodi Glover, CEO, Real Tech Inc.





## The geographic centre and heart of Durham Region.

- 45 minutes from the City of Toronto
- Easy access to Pearson International Airport and the Port of Oshawa
- 400-series highways (Highways 401, 407 and 412) offer excellent access to major markets
- 13 million customers within an hour's drive
- 135 million customers within a day's drive

## Sector Leaders

- Real Tech Inc.
- Lear Corporation
- Paramount Pallet
- Timbren Industries
- WEGU Manufacturing
- Gerdau

## Gerdau

Gerdau operates in 10 countries and employs 30,000 individuals. The organization is also one of the largest recyclers in the world, transforming millions of tons of scrap each year into new steel products for the construction, manufacturing, and transportation industries.

Gerdau recently received \$20 million in funding from the Government of Canada, through the Strategic Innovation Fund, to support the company's \$81.2 million upgrade project of its Whitby and Cambridge locations.



### Sources:

Statistics Canada, 2021 Census, Ontario Ministry of Agriculture, Food and Rural Affairs, EMSI Data Set, Town of Whitby Economic Development Strategy, Situational Analysis



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