

## Wednesday, September 1, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Wednesday, September 1 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

Download the list of the 90+ sculptures and art forms in Durham Region [https://pineridgearts.org/forms/locations\\_SculpturesOfDurham.pdf](https://pineridgearts.org/forms/locations_SculpturesOfDurham.pdf) and plan your private tour. Challenge family and friends to see who can collect the most images with the art installations on facebook and instagram and share with PineRidge Arts Council.

Durham Region has works from emerging to world-renowned artists, from abstract to life-like.

*Even though this art is outside, as the COVID-19 situation continues to change, a minute or two of extra planning is an important step in ensuring your visits to Durham Region art installations are a success. Follow the latest travel guidelines for your community and any communities you plan to visit.*

### BACD Start Up Session

Date and Time: Wednesday, September 1 9:30 am - 11:00 am

This session covers the essential steps to starting a small business including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

### Historic Lakeview Park Walking Tours

Date and Time: Wednesday, September 1 10:00 am - 11:30 am

Address: 1450 Simcoe Street South, Lakeview Park, Guy House

Every Wednesday morning in August, starting at 10am, the Oshawa Museum will lead a Historic Lakeview Park Walking Tour. Join us as we talk about the history of the park, sharing stories and places of interest along the way. Learn about the history of the Oshawa Harbour and explore the Port Oshawa Pioneer Cemetery.

The walk is approximately 1.5 hours in length. Guests will meet at the Oshawa Museum, Guy House.

Registration in advance is required, through Eventbrite. Admission is \$5/person. Rain or Shine.

COVID Procedures: Masks are required as Lakeview Park is very busy and social distancing may be challenging. Capacity for each walk is 15 people. Safety Plan for walking tours has been developed and is available to every participant.

## **Fossilized Sunshine**

Date and Time: Wednesday, September 1 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

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## **Digital Main Street Grant Information Session - BACD**

Date and Time: Wednesday, September 1 2:00 pm - 3:00 pm

Learn more about the Digital Main Street program, eligibility and how to apply for the Digital transformation grant.

The Digital Transformation Grant Program (DTG) provides businesses with:

- A digital assessment of their current online presence
- Structured video training series
- Guidance
- Advisory support
- Opportunity to apply for a grant up to \$2500.00

Through a partnership with FedDev Ontario and the Province of Ontario, qualifying businesses also have the opportunity to apply for a \$2500.00 grant to enable the digital transformation they have identified their business requires after completing all video training.

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## **Thursday, September 2, 2021**

## Snap a Selfie with Sculptures of Durham

Date and Time: Thursday, September 2 8:00 am

Address: Durham Region

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## BACD Business Fundamentals: Business Planning

Date and Time: Thursday, September 2 9:30 am - 11:30 am

In this session, you will work on a roadmap for your business. Presented by a BACD advisor we will work through each step with you, so you leave with an outline of plan you can implement.

## Fossilized Sunshine

Date and Time: Thursday, September 2 10:00 am - 4:00 pm

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## OPEN. Town Hall

Date and Time: Thursday, September 2 7:00 pm

We wouldn't be who we are, if we didn't give you a voice

Our upcoming OPEN. Townhall 2.0 will be an opportunity to virtually join your community to express your creative interests, and identify gaps and challenges you may be experiencing in your journey as a creative entrepreneur.

## Friday, September 3, 2021

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### Snap a Selfie with Sculptures of Durham

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Address: Durham Region

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### Fossilized Sunshine

Date and Time: Friday, September 3 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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### Fossilized Sunshine

Date and Time: Friday, September 3 10:00 am - 4:00 pm

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## Saturday, September 4, 2021

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### Snap a Selfie with Sculptures of Durham

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Address: Durham Region

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### Fossilized Sunshine

Date and Time: Saturday, September 4 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Sunday, September 5, 2021

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### Snap a Selfie with Sculptures of Durham

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### Fossilized Sunshine

Date and Time: Sunday, September 5 10:00 am - 4:00 pm

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# Monday, September 6, 2021

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## Snap a Selfie with Sculptures of Durham

Date and Time: Monday, September 6 8:00 am

Address: Durham Region

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# Tuesday, September 7, 2021

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## Snap a Selfie with Sculptures of Durham

Date and Time: Tuesday, September 7 8:00 am

Address: Durham Region

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## Planning and Economic Development Committee Meeting

Date and Time: Tuesday, September 7 9:30 am

## Fossilized Sunshine

Date and Time: Tuesday, September 7 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Fossilized Sunshine

Date and Time: Tuesday, September 7 10:00 am - 4:00 pm

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## Social Media for Your Business (Digital Main Street)

Date and Time: Tuesday, September 7 10:00 am - 11:30 am

Address: Webinar

Social media is an invaluable tool for today’s business, whether you are just starting out or have been established for years. Not understanding how to use social media effectively can leave you overwhelmed and ultimately hurt your bottom line as your potential customers can easily find your competitors. This workshop hosted by the Toronto Digital Service Squad will leave you with a better understanding of how to leverage the power of social media to grow your online community, drive sales and reduce marketing costs.

What you will learn:

- How to choose the right social media platform(s) for your business
- How to set up and optimize social media profiles
- The basics of Instagram & Facebook shopping and how to utilize shoppable feeds
- Best practices for engagement on Facebook, LinkedIn, Twitter, Instagram, TikTok and Pinterest
- Growing your social media community using both organic and paid strategies
- Planning and curating your social media content
- Tools for managing platforms and scheduling posts to save you time and energy

Join us to learn the ropes of building an engaging and profitable social media presence for your business.

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## Wednesday, September 8, 2021



## Snap a Selfie with Sculptures of Durham

Date and Time: Wednesday, September 8 8:00 am

Address: Durham Region

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## Works Committee Meeting

Date and Time: Wednesday, September 8 9:30 am

## Fossilized Sunshine

Date and Time: Wednesday, September 8 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Transit Executive Committee Meeting

Date and Time: Wednesday, September 8 1:30 pm

## BACD Start Up Session

Date and Time: Wednesday, September 8 5:00 pm - 6:00 pm

This session covers the essential steps to starting a small business including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

## Thursday, September 9, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Thursday, September 9 8:00 am

Address: Durham Region

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### Health and Social Services Committee Meeting

Date and Time: Thursday, September 9 9:30 am

### Fossilized Sunshine

Date and Time: Thursday, September 9 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Fossilized Sunshine

Date and Time: Thursday, September 9 10:00 am - 4:00 pm

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## The Power of Beliefs (BACD)

Date and Time: Thursday, September 9 12:00 pm - 2:00 pm

Learn about the power of letting go, practising daily affirmations, & creating a compelling vision statement.

## BACD Business Fundamentals: Marketing and Sales

Date and Time: Thursday, September 9 4:00 pm - 6:00 pm

This session will help you create a marketing plan that targets your ideal customer and help you identify the marketing tactics and sales channels for your business.

## Drive-in screening: Window Horses and At the Bottom of the Sea

Date and Time: Thursday, September 9 6:00 pm - 10:00 pm

For our second last drive-in screening of the season, DRIFF highlights two remarkable films which reflect on Asian heritage as they chart journeys of defiance and self-discovery.

Our feature presentation, *Window Horses: The Poetic Persian Epiphany of Rosie Ming*, is a dazzling animated film depicting the coming-of-age of a young Canadian poet travelling through Iran. In collaboration with the DRIFF team, *Window Horses* director Ann Marie Fleming has personally selected Caroline Soo Jung Lee’s short film *At the Bottom of the Sea* to open the evening.

For trailers, tickets, and more, visit [driff.ca/shifting-the-narrative-asian-heritage](http://driff.ca/shifting-the-narrative-asian-heritage)

**Show starts at dusk.**

**Earliest arrival time: 6:00**

**Latest arrival time: 7:25**

## Durham Region International Film Festival Drive-in Series

Date and Time: Thursday, September 9 6:00 pm - 10:00 pm

Address: Whitby Town Hall (parking lot behind the municipal building) 575 Rossland Rd E. Whitby ON L1N 2

This year, DRIFF is bringing back our smash-hit drive-in format for a summerlong screening series celebrating the rich diversity of Canadian stories by contemporary Canadian filmmakers. From June to September, *Shifting the Narrative* will pair five acclaimed feature films with five shorts by emerging Canadian directors.

[Click here for dates and the full lineup of feature films](#)

All screenings will be held at the Town of Whitby Municipal Building

(south parking lot), located at 575 Rossland Rd E.

Curious about COVID-19 safety protocols at our drive-in screenings?

[Click here to read our Frequently Asked Questions.](#)

**Tickets to each event will be \$15 per vehicle.**

Currently, only members of the same household can share a vehicle.

Vehicle can seat as many people as seatbelts available.

No dogs.

No entry after the "latest arrival time" stated on your ticket

**Ticket details for each event:**

**June 24**

Theme: PRIDE

Both films are French, with English subtitles

***Wanted: Strong Woman*** (15 mins)

Marilyn Cooke

*I:54* (102 mins)

Yan England

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 7:30pm

Latest arrival time: 8:50pm

Show starts at dusk

**July 29**

Theme: Canadian Mosaic

***Black and Belonging*** (13 mins)

Francesca Ekwuyasi

***Becoming Labrador*** (70 mins)

Rohan Fernando,

with Tamara Segura, & Justin Simms

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 7:10pm

Latest arrival time: 8:30pm

Show starts at dusk

## **August 26**

Theme: Caribbean Heat

*Pick* (11 mins)

Alicia K. Harris

*Home Again* (104 mins)

Sudz Sutherland

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 6:30pm

Latest arrival time: 7:50pm

Show starts at dusk

## **Sept 9**

Theme: Asian Heritage

**At the Bottom of the Sea** (11 mins)

Caroline So Jung Lee

*Window Horses* (129 mins)

Anne-Marie Fleming

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 6:00pm

Latest arrival time: 7:25pm

Show starts at dusk

## **Sept 30**

Theme: Creative Spirit

**Chocolate** (4 mins)

Charlene Moore

*Falls Around Her* (100 mins)

Darlene Naponse

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 5:30pm

Latest arrival time: 6:50pm

Show starts at dusk

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Earliest arrival time: 5:30pm

Latest arrival time: 6:50pm

Show starts at dusk

## **Artefact Care in the Library**

Date and Time: Thursday, September 9 6:30 pm - 8:30 pm

Address: 270 Simcoe Street N

Have you ever given a thought to how the modern staff of Parkwood clean the Estate? The preservation techniques and equipment used to ensure the material culture of the past, the artefacts, last for the next 100 years? In this intimate hands on event of the Library, Parkwood fans will get up close and personal as they learn to clean the decorative woods, polish decorative metals, surface clean upholstery, with our Curator while learning about the specific museological concerns associated with the Library, the book collection and the uniqueness of Parkwood as a site. At the conclusion of the event there will be light refreshments such as water and lemonade to quench your thirst from all your cleaning!

## **Social Media for Small Business: Online Webinar (The Ontario Digital Main Street Initiative)**

Date and Time: Thursday, September 9 7:00 pm - 8:30 pm

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels—including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest—and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy.

### ***You'll learn:***

- How other small businesses have built their brands on each social media channel, picking up tips and inspiration for your own social media activities
- What likes, hashtags, shares and retweets are, and how and when to use them
- How to determine the right content and tone for your business's social media posts, and the right time and

frequency to post them

- How to develop an editorial calendar, with tips for scheduling and automation
- How to analyze social media metrics and determine which ones to focus on for your business goals

## Friday, September 10, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Friday, September 10 8:00 am

Address: Durham Region

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### Fossilized Sunshine

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## Rotary Club of Ajax Ribfest

Date and Time: Friday, September 10 11:00 am - 8:00 pm

Address: Ajax Downs Racetrack and Casino

Our real walk-up ribfest is back!

Select from 1 of 6 amazing Ribbers, visit with numerous vendors and listen to live music with a drink from Brock Street Brewery. After filling your belly, climb aboard several rides at the family friendly on-site carnival.

This is an outdoor masked event. All visitors must wear masks when not eating.

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This is an outdoor masked event. All visitors must wear masks when not eating.

## Downtown Whitby Beer Fest

Date and Time: Friday, September 10 5:00 pm - 11:00 pm

Address: 405 Dundas St. W.

Attention all beer-lovers: the [Downtown Whitby Beer Fest](#) is back for 2021

Join us on Sept 10 and 11 for the return of Beer Fest in Downtown Whitby! Craft Brewers, live music and food trucks!

## Saturday, September 11, 2021

---

### Snap a Selfie with Sculptures of Durham

Date and Time: Saturday, September 11 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

Download the list of the 90+ sculptures and art forms in Durham Region <https://pineridgearts.org/forms/locati>

[ons\\_SculpturesOfDurham.pdf](#) and plan your private tour. Challenge family and friends to see who can collect the most images with the art installations on facebook and instagram and share with PineRidge Arts Council.

Durham Region has works from emerging to world-renowned artists, from abstract to life-like.

*Even though this art is outside, as the COVID-19 situation continues to change, a minute or two of extra planning is an important step in ensuring your visits to Durham Region art installations are a success. Follow the latest travel guidelines for your community and any communities you plan to visit.*

## **The Welder's Wife Market Days**

Date and Time: Saturday, September 11 9:00 am - 1:00 pm

Address: 1420 Conc 4 Thorah, Beaverton, ON

The Welder's Wife Fall Market Days will be held on Saturdays commencing Saturday Sept 11 and running every Saturday including Saturday October 9, 2021, from 9-1

It's Our Third Annual Event, we've just had to get creative in how we coordinate it around the Health and Safety Protocols

The Health and Safety of Everyone is most important and all protocols are strictly monitored during the Event

We will have 12-15 Local Artisans/Vendors set up Outdoors, in Our Rural Space surrounding The Welder's Wife Home & Cottage Store

We look forward to seeing you out supporting your Local Artisans/Vendors, it really is a good time

## **Fossilized Sunshine**

Date and Time: Saturday, September 11 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

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Attention all beer-lovers: the Downtown Whitby Beer Fest is back for 2021

Join us on Sept 10 and 11 for the return of Beer Fest in Downtown Whitby! Craft Brewers, live music and food trucks!

## Sunday, September 12, 2021

---

### Snap a Selfie with Sculptures of Durham

Date and Time: Sunday, September 12 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

Download the list of the 90+ sculptures and art forms in Durham Region [https://pineridgearts.org/forms/locations\\_SculpturesOfDurham.pdf](https://pineridgearts.org/forms/locations_SculpturesOfDurham.pdf) and plan your private tour. Challenge family and friends to see who can collect the most images with the art installations on facebook and instagram and share with PineRidge Arts Council.

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Date and Time: Sunday, September 12 11:00 am - 8:00 pm

Address: Ajax Downs Racetrack and Casino

Our real walk-up ribfest is back!

Select from 1 of 6 amazing Ribbers, visit with numerous vendors and listen to live music with a drink from Brock Street Brewery. After filling your belly, climb aboard several rides at the family friendly on-site carnival.

This is an outdoor masked event. All visitors must wear masks when not eating.

## **Durham Region's Children's Business Fair**

Date and Time: Sunday, September 12 11:00 am - 2:00 pm

Address: Grass Park, Brooklin, Ontario

Does your child love to make or collect things? If so, he or she can sell them at our upcoming Children's Business Fair on Sunday September 12th 2021!

In 2019 we had 20 booths and quite a few of them were sold out by the end of the event. So, if your child is interested in selling her toys, crafts, or dog treats, then this is the best event to be at.

This fair is for those children from 6 to 16 years old that want to learn great business skills and apply other skills into the real world. To sign up, visit <https://www.childrensbusinessfair.org/whitby>.

Applications are only \$25 per mini-business (\$20 for recurring businesses), and up to 2 kids can be part of a mini-business team.

This event is free for visitors! Come and see what amazing things our little kidpreneurs can do. If you want to volunteer, mentor or sponsor our mini-vendors, send us a direct message and we will be happy to work together to make this a great event.

## Cactus Workshop

Date and Time: Sunday, September 12 2:00 pm - 4:00 pm

Address: 270 Simcoe Street N

In this 2hr “Make & Take Workshop” you will utilize a variety of cacti to create a living centrepiece for your home or desk that you can enjoy all year round. Set in the Potting Shed of the newly restored Greenhouse complex, in an intimate group (8 adults) you will be guided by our Greenhouse Grower Assistant, who will provide her guidance and expertise. Your fees cover your container, 3-4 cacti, soil, and terrarium bar toppings (coloured sand, stones, etc)

If you have special items you would like included in your cactus centrepiece please feel free to bring them along. Aftercare will also be discussed before you leave.

## Monday, September 13, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Monday, September 13 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

Download the list of the 90+ sculptures and art forms in Durham Region [https://pineridgearts.org/forms/locations\\_SculpturesOfDurham.pdf](https://pineridgearts.org/forms/locations_SculpturesOfDurham.pdf) and plan your private tour. Challenge family and friends to see who can collect the most images with the art installations on facebook and instagram and share with PineRidge Arts Council.

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### Land Division Committee Virtual Meeting

Date and Time: Monday, September 13 9:00 am - 4:30 pm

### Jumpstart Your Facebook Marketing (BACD)

Date and Time: Monday, September 13 9:30 am - 11:00 am

Your Facebook Page can be incredibly useful in both reaching new audiences and establishing relationships with current followers. In order to take advantage of these benefits, however, people need to actually be able to find your page.

In this workshop you will learn:

- Understand why you can't miss out on Facebook marketing
- Latest Facebook Algorithm
- Benefits of Facebook Page Vs Facebook Group
- How to optimize your business page

## Golf and Grill presented by Avison Young

Date and Time: Monday, September 13 11:00 am - 5:00 pm

Address: Winchester Golf Club, 750 Winchester Road East, Brooklin, ON, L1M 1X6

Your choice of 9 or 18 holes of golf along with BBQ prepared by the “God Father of the Grill,” Celebrity Chef – Ted Reader, and his famous friends. No matter which course you chose, we promise a day of fun, a delicious feast, and most importantly all funds support melanoma and skin cancer patient education, and support programs.

### SCHEDULE:

**18 holes: 11 AM | 9 holes: 1:30 PM**

**Cocktails: 3 PM, Grill Demo: 3:30 PM**

**Closing Ceremonies: 4 PM**

## Tuesday, September 14, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Tuesday, September 14 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

Download the list of the 90+ sculptures and art forms in Durham Region [https://pineridgearts.org/forms/locations\\_SculpturesOfDurham.pdf](https://pineridgearts.org/forms/locations_SculpturesOfDurham.pdf) and plan your private tour. Challenge family and friends to see who can collect the most images with the art installations on facebook and instagram and share with PineRidge Arts Council.

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## Finance and Administration Committee Meeting

Date and Time: Tuesday, September 14 9:30 am

## Fossilized Sunshine

Date and Time: Tuesday, September 14 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

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## Durham Agricultural Advisory Committee Meeting

Date and Time: Tuesday, September 14 7:30 pm

## Wednesday, September 15, 2021

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## Snap a Selfie with Sculptures of Durham

Date and Time: Wednesday, September 15 8:00 am

Address: Durham Region

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## **Committee of the Whole Meeting**

Date and Time: Wednesday, September 15 9:30 am

## **Fossilized Sunshine**

Date and Time: Wednesday, September 15 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **Maker Meet-Up - Holiday Plans (BACD)**

Date and Time: Wednesday, September 15 10:00 am - 11:30 am

In this session we will discuss how to plan, organize and promote your business for the holidays. There is no fee to attend, registration is required.

## **Fossilized Sunshine**

Date and Time: Wednesday, September 15 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **SEO Fundamentals: Online Webinar (The Ontario Digital Main Street Initiative)**

Date and Time: Wednesday, September 15 2:30 pm - 4:00 pm

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner-level workshop will teach you how to connect your business to customer searches on Google and how to optimize your website and digital presence fo



r Google, without costing you money.

### ***You'll learn:***

- What Search Engine Optimization (SEO) is and how Google and other search engines work
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results
- How listing and ranking websites can increase your SEO power
- How to use social media and links from other websites to improve your Google ranking
- How to measure your SEO efforts to see what's working and what's not

## **Digital Main Street Grant Information Session - BACD**

Date and Time: Wednesday, September 15 7:30 pm - 8:30 pm

During this FREE webinar hosted by the Business Advisory Centre Durham and the Digital Main Street Digital Service Squad team you'll learn what Digital Main Street can offer your business and if you can apply for the Digital Transformation Grant.

For more information about these programs, visit: <https://bacd.ca/digital-main-street/>

The deadline to apply for the \$2500 grant is end of October 2021.

The Digital Service Squad free assistance is until February 2022.

## **Thursday, September 16, 2021**

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### **Snap a Selfie with Sculptures of Durham**

Date and Time: Thursday, September 16 8:00 am

Address: Durham Region

## **Get your outdoor art fix in Durham**

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### **Sales, Marketing and Cyber Forum (Ajax Pickering Board of Trade)**

Date and Time: Thursday, September 16 9:00 am - 12:00 pm

Join us on Thursday, September 16 to explore what it will take to stay competitive over the next decade. This Sales, Marketing & Cyber Form (SMC Forum) is designed to deliver must have data to businesses of any size. Bring your team, to stay relevant and competitive while securing your data.

## Canada Revenue Agency Webinar for Small Corporations (BACD)

Date and Time: Thursday, September 16 9:30 am - 11:30 am

This event is for Small Corporations and will be conducted in the form of a webinar. An invitation will be emailed to all registrants a few days prior to the date with details on how to join the webinar. The webinar will last 2 hours including questions and answers.

## Fossilized Sunshine

Date and Time: Thursday, September 16 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Finding the ideal customers through market research (BACD)

Date and Time: Thursday, September 16 4:00 pm - 5:30 pm

Market research is essential when starting a business and should be a continual process for existing businesses too. Staying up to date with the latest trends in your industry can give you a competitive edge and boost your business growth.

**In this session we will cover:**

- What is market research and WHY is market research important
- Identifying your target market
- Marketplace identification
- How to conduct market research
- Analyzing your market research findings

## Passion to Profit - (Whitby Chamber of Commerce)

Date and Time: Thursday, September 16 6:00 pm - 8:00 pm

Presented by The Landing Pad and in partnership with the Whitby Public Library, join us for a casual evening of learning and networking with small business experts. Whether you're ready to consider turning a passion into a business venture, creating a small business in your home but need some guidance, or want to meet others poised to do the same, here is your opportunity.

## Durham Active Transportation Committee Meeting

Date and Time: Thursday, September 16 7:00 pm

## Friday, September 17, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Friday, September 17 8:00 am

Address: Durham Region

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### Java Jolt (Whitby Chamber of Commerce)

Date and Time: Friday, September 17 8:30 am - 9:30 am

Twice a month, join members and non-members for a virtual coffee to discuss business-focused topics which will be posted in advance and members will have the opportunity to influence. For members, by members, this long-standing program continues its primary objective to support the business community and give them an oppo

rtnuity to network and refer.

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## **Durham Region Roundtable on Climate Change Meeting**

Date and Time: Friday, September 17 10:00 am

## **Fossilized Sunshine**

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## **Durham Nuclear Health Committee Meeting**

Date and Time: Friday, September 17 1:00 pm

## **Winding Roads Live Drive In Concert Featuring Crown Lands**

Date and Time: Friday, September 17 6:00 pm - 11:30 pm

Address: 15585 Simcoe St N, P.O. Box 961

Winding Roads Live is back and and bigger than ever with TWO drive in concerts this September!

On Friday September 17<sup>th</sup> get ready to rock with Canadian rock-duo Crown Lands with special guests Hunter S heridan and Matt Gunn!

Both concerts take place at the Port Perry Fairgrounds. All proceeds go directly to Big Brothers Big Sisters of North Durham.

Tickets are on sale now! [www.windingroadslive.com](http://www.windingroadslive.com)

## Saturday, September 18, 2021

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### Snap a Selfie with Sculptures of Durham

Date and Time: Saturday, September 18 8:00 am

Address: Durham Region

## Get your outdoor art fix in Durham

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### Reuse Days

Date and Time: Saturday, September 18 9:00 am - 1:00 pm

Address: Waste Management Centre, 4600 Garrard Road, Whitby

Drop off reusable items such as clothing, textiles, shoes, home decor, bedding, sporting goods and more. Only items deemed to be suitable for reuse by local charities will be accepted. Materials refused by charities must be removed by residents and may be disposed of at one of the Region's waste management facilities (fees may apply)

Mask and physical distancing are required.

### The Welder's Wife Market Days

Date and Time: Saturday, September 18 9:00 am - 1:00 pm

Address: 1420 Conc 4 Thorah, Beaverton, ON

The Welder's Wife Fall Market Days will be held on Saturdays commencing Saturday Sept 11 and running every

Saturday including Saturday October 9, 2021, from 9-1

It's Our Third Annual Event, we've just had to get creative in how we coordinate it around the Health and Safety Protocols

The Health and Safety of Everyone is most important and all protocols are strictly monitored during the Event

We will have 12-15 Local Artisans/Vendors set up Outdoors, in Our Rural Space surrounding The Welder's Wife Home & Cottage Store

We look forward to seeing you out supporting your Local Artisans/Vendors, it really is a good time

## Fossilized Sunshine

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## Uxbridge Art on the Fringe

Date and Time: Saturday, September 18 10:00 am - 5:00 pm

Address: Uxbridge Historical Centre

The Festival features emerging and established artists displaying their artwork ... paintings, ceramics, fibre arts, jewelry, furniture.

**Visit the Fringe Art Festival at the Museum Historical Centre, just north of the Brock Street West roundabout where you can:**

- **Browse and shop at more than 20 Exhibitors**
- **Eat lunch and snacks from Annina’s Temptation food truck.**

- **Listen to live music provided by local Musicians**

**... plus Exhibits and Washrooms are accessible.**

**While you are visiting Art on the Fringe don't forget to see the many Museum Centre buildings and farm equipment from yesteryear. This is truly a great location high on a hill overlooking Uxbridge. A large parking lot is on the south side for those arriving by car or you can get your exercise by walking the trail to the venue. Paved accessible parking is available closer to the buildings.**

**<https://artistsofuxbridge.ca/art/art-on-the-fringe/>**

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**<https://artistsofuxbridge.ca/art/art-on-the-fringe/>**

## **Winding Roads Live Drive In Concert Featuring River Town Saints**

Date and Time: Saturday, September 18 6:00 pm - 11:30 pm

Address: 15585 Simcoe St N, P.O. Box 961

Winding Roads Live is back and bigger than ever with TWO drive in concerts this September!

On Saturday September 18th we go back to our country roots with Canadian country group River Town Saints with special guests Lemon Cash!

Both concerts take place at the Port Perry Fairgrounds. All proceeds go directly to Big Brothers Big Sisters of North Durham.

Tickets are on sale now! [www.windingroadslive.com](http://www.windingroadslive.com)

## **Sunday, September 19, 2021**

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### **Uxbridge Art on the Fringe**

Date and Time: Sunday, September 19 10:00 am - 5:00 pm

Address: Uxbridge Historical Centre

The Festival features emerging and established artists displaying their artwork ... paintings, ceramics, fibre arts, jewelry, furniture.

**Visit the Fringe Art Festival at the Museum Historical Centre, just north of the Brock Street West roundabout where you can:**

- **Browse and shop at more than 20 Exhibitors**
- **Eat lunch and snacks from Annina's Temptation food truck.**
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<https://artistsofuxbridge.ca/art/art-on-the-fringe/>

## **Monday, September 20, 2021**

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## Fossilized Sunshine

Date and Time: Monday, September 20 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## Fossilized Sunshine

Date and Time: Monday, September 20 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

## Tuesday, September 21, 2021

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### Canada's Innovation Corridor Summit

Date and Time: Tuesday, September 21 7:30 am - 5:00 pm

Regional connectivity and collaboration fuel success in the modern global economy. Canada's Innovation Corridor is anchored by the Greater Toronto & Hamilton Area (GTHA) and Waterloo regions – a high growth economic zone in Southern Ontario defined by a dense cluster of advanced manufacturing and technology firms. The long-term goal of the summit is to inform and drive transformational actions that shape the corridor's future as a world-class region measured by talent, productivity and quality of life.

### Facebook and Instagram Advertising on a Small Budget: Online Webinar (Ontario Digital Main Street Initiative)

Date and Time: Tuesday, September 21 9:00 am - 10:30 am

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this fast paced, intermediate-level webinar.

#### *You'll learn:*

- How the Facebook and Instagram algorithms work, so your content can cut through and be seen, even without spending money

- How to decide when to boost a post, and how much to spend
- What your options are for advertising on Facebook and Instagram
- How to target your ads to your ideal customer or client based on demographics, geographic area, and more
- How to create successful written copy and imagery for Facebook and Instagram ads

## Fossilized Sunshine

Date and Time: Tuesday, September 21 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

## Fossilized Sunshine

Date and Time: Tuesday, September 21 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## eCommerce 101: What, why, and how. (Digital Main Street)

Date and Time: Tuesday, September 21 10:00 am - 11:30 am

Address: Webinar

More consumers than ever before are turning to online shopping for greater convenience, safety, and variety. In this webinar, the Toronto Digital Service Squad will teach you the basic steps to setting up an online store. We will cover everything from what you need to prepare before launching a store, to choosing an e-commerce platform, to providing excellent customer service online. You’ll finish this session feeling excited about how e-commerce can help you reach new customers and expand into different markets.

What you will learn:

- What is e-commerce, why it’s important and the benefits of selling online
- What platforms are available and how to pick the right one for you
- The basics of inventory management, choosing the right solution, and streamlining point-of-sale for both in-store and online
- Optimizing your website content, choosing the right themes, and the basics of search engine optimization (SEO)
- How to set up secure payments and various shipping options & costs
- Look at the basics of driving traffic to your store and boost sales through a variety of digital marketing channels

- How to provide excellent customer service throughout the e-commerce purchase funnel

## **Ontario at the Global Energy Show (Ontario Investment Office)**

Date and Time: Tuesday, September 21 10:00 am - 5:00 pm

Address: BMO Centre at Stampede Park - Calgary, Canada

Ontario's cleantech companies are helping organizations and communities around the world implement effective, efficient solutions to tough environmental challenges. Worth nearly \$20B in annual revenues and \$1B in exports, Ontario's cleantech industry is at the forefront of sustainable development. Every year more than \$14B is spent in Ontario on industrial, university-based, and private sector research. If you are looking for R&D incentives and government programs, Ontario offers one of the best incentive packages in the world.

## **BACD Business Fundamentals: Financials & Operations (BACD)**

Date and Time: Tuesday, September 21 2:00 pm - 4:00 pm

Take better control of your business by understanding the accounting basics. We will also discuss why developing operational strategies can help you make more money.

## **Learn how to Optimize Google my Business to get found locally (BACD)**

Date and Time: Tuesday, September 21 6:00 pm - 7:30 pm

This workshop is designed to give you the tools to optimize your local listing. Here you will learn how to get your Google My Business listing, set it up and optimize your listing to grow your local audience online. Google My Business is a great tool to drive traffic to your website.

## **Transit Advisory Committee Meeting**

Date and Time: Tuesday, September 21 7:00 pm

## **Wednesday, September 22, 2021**

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## **The Business Summit: Culture without Compromise (Whitby Chamber of Commerce)**

Date and Time: Wednesday, September 22 8:00 am - 5:00 pm

In partnership with Great Place to Work® Canada, the Whitby Chamber of Commerce is proud to host this one-day virtual conference, presented by MicroAge Peterborough-Whitby, focused on the next evolution of successful business recovery: culture. Without compromising your business or bottom-line, learn how and why culture is the foundation of your organization and will not only fuel employee retention, but sales.

## **Fossilized Sunshine**

Date and Time: Wednesday, September 22 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

## **Maximize the potential of your Intellectual Property (Ministry of Economic Development, Job Creation and Trade)**

Date and Time: Wednesday, September 22 10:00 am - 11:30 am

**Safeguarding your Intellectual Property is one of the most important actions you can take as a business owner.**

As one of the world’s leading jurisdictions in the creation of IP through research and development, Ontario is also home to leading IP experts.

Register now to hear from top experts and experienced business leaders about:

- Key principles of IP law
- How your IP can raise capital to help grow your business
- How other business leaders have protected their intellectual property and how they have leveraged theirs to expand their companies

**Guest Speakers:**

**Lally Rementilla**, Managing Director, IP Backed Financing, Business Development Bank of Canada

**Curtis Behmann**, Partner and National Lead, Borden Ladner Gervais LLP

**Case Studies** presented by:

**Xanadu Quantum Technologies and Li-Cycle Corp.**

## **Website Essentials: Make Sure You Tick all The Boxes (BACD)**

Date and Time: Wednesday, September 22 10:00 am - 11:30 am

In this workshop, we walk you through the steps to creating a website (whether by you or a professional) including domain registration, hosting, platform to choose and factors affecting Google ranking.

## **Fossilized Sunshine**

Date and Time: Wednesday, September 22 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeol

ogy and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

## **Ontario at the Global Energy Show (Ontario Investment Office)**

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## **How to Hire Website and Social Media Help for Your Small Business (The Ontario Digital Main Street Initiative)**

Date and Time: Wednesday, September 22 7:00 pm - 8:30 pm

When it comes to digital marketing, there are many things you can do yourself. But should you? Do you want to? In this workshop, a digital professional will give you all the tips for getting the most out of your working relationship. If you’re considering hiring a digital pro for website design, development, or social media management, this workshop is for you.

### ***You’ll learn:***

- How to determine what you need before you start looking for help
- What’s a realistic budget for different digital services
- How to search for a professional, and where to find them
- 10 important questions to ask any digital professional
- What should be in your professional services contract
- How to get the most out of your working relationship

## **Thursday, September 23, 2021**

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### **How to Get Started With Online Courses (BACD)**

Date and Time: Thursday, September 23 8:30 am - 9:30 am

During this session, you will learn the nuts and bolts of creating an online course – how to teach what you know in an online course, how to record, host and market your course and increase your revenue without working around the clock.

### **Fossilized Sunshine**

Date and Time: Thursday, September 23 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

Fossilized Sunshine brings together the work of 7 artists who explore the relationship between cultural archeology and decolonial future building. Through the exploration of different “counter futurisms” including Afghan, Palestinian, Indigenous, and Afro-Futurism, each project employs polyphonic communities’ artefacts and their respective cultural histories as the building blocks to imagine diverse fictional realities divorced from Eurocentric subjugation.

## **Fossilized Sunshine**

Date and Time: Thursday, September 23 10:00 am - 4:00 pm

Address: 143 Simpson Avenue, Bowmanville, L1C 2H9

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## **BACD Start Up Session**

Date and Time: Thursday, September 23 3:00 pm - 4:30 pm

This session covers the essential steps to starting a small business including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

## **Haunted Ghost Walks**

Date and Time: Thursday, September 23 6:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

Take a guided walking tour of the historic village at night and hear stories from the past that still haunt us today. Learn about paranormal investigations that have found evidence of spirits and ghosts, and hear stories of past tragedies that actually took place in Pickering's past.

Registration required in advance online. Cost per person is \$25 including tax. The program is 1 hour. There is a maximum of 9 people in the program. Call 905.683.8401 for assistance.

## **Durham Environmental Advisory Committee Meeting**

Date and Time: Thursday, September 23 7:00 pm

## **Friday, September 24, 2021**

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### **Coffee with... Heather McMillan**

Date and Time: Friday, September 24 8:00 am - 10:00 am

Swing by (virtually) and have a coffee with a CEO, entrepreneur or leader in our community! Bring your coffee and your questions. Unscripted and unapologetic, have a real conversation with a leader. No membership, no cost, no registration, no worries.

### **Buzzing Bees Adventure Farm - Monster Mystery Corn Maze**

Date and Time: Friday, September 24 12:00 pm - 5:00 pm

Address: Buzzing Bees Adventure Farm, 1070 Concession rd 5, Sunderland, ON L0C 1H0

Looking for a different Corn Maze experience??? Come try the family friendly monster mystery game within the Buzzing Bees Adventure Farm's 9-acre corn maze. Hidden throughout the maze are monster riddles. Find and solve all 8 riddles to reveal the secret code number. If your team of sleuths can submit the correct code, you win! The corn maze monster mystery game takes approximately 2 hours, but make sure to leave yourself more time as there are a number of other fun activities such as pedal karts, toddler tractor course, pumpkin bowling, elastic band shooting range and more. So, assemble your team of friends and family and come enjoy a fall day out on the farm.

### **Haunted Ghost Walks**

Date and Time: Friday, September 24 6:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

Take a guided walking tour of the historic village at night and hear stories from the past that still haunt us today. Learn about paranormal investigations that have found evidence of spirits and ghosts, and hear stories of past tragedies that actually took place in Pickering's past.

Registration required in advance online. Cost per person is \$25 including tax. The program is 1 hour. There is a maximum of 9 people in the program. Call 905.683.8401 for assistance.

## **Saturday, September 25, 2021**

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## The Welder's Wife Market Days

Date and Time: Saturday, September 25 9:00 am - 1:00 pm

Address: 1420 Conc 4 Thorah, Beaverton, ON

The Welder's Wife Fall Market Days will be held on Saturdays commencing Saturday Sept 11 and running every Saturday including Saturday October 9, 2021, from 9-1

It's Our Third Annual Event, we've just had to get creative in how we coordinate it around the Health and Safety Protocols

The Health and Safety of Everyone is most important and all protocols are strictly monitored during the Event

We will have 12-15 Local Artisans/Vendors set up Outdoors, in Our Rural Space surrounding The Welder's Wife Home & Cottage Store

We look forward to seeing you out supporting your Local Artisans/Vendors, it really is a good time

## Buzzing Bees Adventure Farm - Monster Mystery Corn Maze

Date and Time: Saturday, September 25 10:00 am - 6:00 pm

Address: Buzzing Bees Adventure Farm, 1070 Concession rd 5, Sunderland, ON L0C 1H0

Looking for a different Corn Maze experience??? Come try the family friendly monster mystery game within the Buzzing Bees Adventure Farm's 9-acre corn maze. Hidden throughout the maze are monster riddles. Find and solve all 8 riddles to reveal the secret code number. If your team of sleuths can submit the correct code, you win! The corn maze monster mystery game takes approximately 2 hours, but make sure to leave yourself more time as there are a number of other fun activities such as pedal karts, toddler tractor course, pumpkin bowling, elastic band shooting range and more. So, assemble your team of friends and family and come enjoy a fall day out on the farm.

## Culture Days

Date and Time: Saturday, September 25 10:00 am - 5:00 pm

Address: Scugog Arts Space, 175 B Queen St

**Explore art workshops and demonstrations, enjoy live music and theatre, and experience Indigenous culture at Culture Days in Scugog.**

Visit the Scugog Arts Space in downtown Port Perry on Saturday, September 25th from 10 AM to 5 PM and discover a world of arts and culture. There will be art demonstrations that take you through the process of creating a masterpiece, live music in an array of styles, hors d'oeuvres made with only pre-colonial ingredients, and more!

Culture Days is an annual celebration of arts and culture that takes place in communities across Canada every fall. Scugog Arts acts as the community organizer for locals and visitors to Port Perry.

What to expect at Culture Days, here: <https://scugogarts.ca/culture-days/>



## Fall Planter Workshop

Date and Time: Saturday, September 25 11:00 am - 1:00 pm

Address: 270 Simcoe Street N

In this “Make & Take Workshop” you will utilize a variety of live materials to create a living planter to showcase on your front porch or the front of your home. Set in the Potting Shed of the newly restored Greenhouse complex, you will be guided by our Greenhouse Grower, who will provide her guidance and expertise. Your fees cover your plants, soil, and container. If you have special items you would like included in your planter please feel free to bring them along.

## Haunted Ghost Walks

Date and Time: Saturday, September 25 6:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

Take a guided walking tour of the historic village at night and hear stories from the past that still haunt us today. Learn about paranormal investigations that have found evidence of spirits and ghosts, and hear stories of past tragedies that actually took place in Pickering's past.

Registration required in advance online. Cost per person is \$25 including tax. The program is 1 hour. There is a maximum of 9 people in the program. Call 905.683.8401 for assistance.

## Sunday, September 26, 2021

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### Buzzing Bees Adventure Farm - Monster Mystery Corn Maze

Date and Time: Sunday, September 26 10:00 am - 6:00 pm

Address: Buzzing Bees Adventure Farm, 1070 Concession rd 5, Sunderland, ON L0C 1H0

Looking for a different Corn Maze experience??? Come try the family friendly monster mystery game within the Buzzing Bees Adventure Farm's 9-acre corn maze. Hidden throughout the maze are monster riddles. Find and solve all 8 riddles to reveal the secret code number. If your team of sleuths can submit the correct code, you win! The corn maze monster mystery game takes approximately 2 hours, but make sure to leave yourself more time as there are a number of other fun activities such as pedal karts, toddler tractor course, pumpkin bowling, elastic band shooting range and more. So, assemble your team of friends and family and come enjoy a fall day out on the farm.

## Haunted Ghost Walks

Date and Time: Sunday, September 26 6:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

Take a guided walking tour of the historic village at night and hear stories from the past that still haunt us today. Learn about paranormal investigations that have found evidence of spirits and ghosts, and hear stories of past

tragedies that actually took place in Pickering's past.

Registration required in advance online. Cost per person is \$25 including tax. The program is 1 hour. There is a maximum of 9 people in the program. Call 905.683.8401 for assistance.

## **Tuesday, September 28, 2021**

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### **9-1-1 Management Board Meeting**

Date and Time: Tuesday, September 28 9:30 am

### **Business Financing for the Black Female Entrepreneur (DRABPE)**

Date and Time: Tuesday, September 28 12:00 pm - 1:00 pm

The Government of Canada has made funds available for loans to Black businesses. This webinar is designed to help Black female entrepreneurs (and other members of the Black community) become better prepared to secure the funds needed to grow their business. Presented by Susan Henry, Director of Microfinance & Economic Inclusion at Alterna Savings and Frances Delsol, Executive Director of the Black Business and Professional Association (BBPA).

### **Virtual BACD Biz Lunch**

Date and Time: Tuesday, September 28 12:30 pm - 1:30 pm

Here is an opportunity for you to meet other business owners and to open new relationships - you never know what could transpire from those connections.

### **Durham Advisory Committee on Homelessness (DACH)**

Date and Time: Tuesday, September 28 1:00 pm - 3:00 pm

### **Durham Advisory Committee on Homelessness (DACH)**

Date and Time: Tuesday, September 28 1:00 pm - 3:00 pm

### **Accessibility Advisory Committee Meeting**

Date and Time: Tuesday, September 28 1:00 pm

### **Writing Successful Web Content (The Ontario Digital Main Street Initiative)**

Date and Time: Tuesday, September 28 2:30 pm - 4:00 pm

Great website content can help you achieve your site's desired results - whether that's more sales, more signups, or more visitors. But before you've put a pen (or cursor, if you like) to page, you have to do your research. This webinar will help you write better content for your website that will appeal to your target audience, as well as search engines such as Google.

***You'll learn:***

- How to write for your target audience
- How to develop a consistent voice and tone for your brand
- The tricks professional copywriters use to create website content that speaks to your ideal client or customer
- What role search engine optimization (SEO) plays in content development
- How often to refresh the content on your website, and whether you need a blog or not

## **Behind the Scenes Conservation Tour**

Date and Time: Tuesday, September 28 6:30 pm - 8:30 pm

Address: 270 Simcoe Street N

This event will allow guests to experience Parkwood in a new way. In this walk and talk intimate session, you will take a unique tour of the mansion with Parkwood's Curator and Conservator Miriam Harris/ Along the way you see completed conservation projects, while learning about the tools, resources and methods that were used in the conservation process. In addition you will have the chance to see other artifacts that are in need of conservation and learn about the methods that will be used.

## **Energy from Waste - Waste Management Advisory Committee Meeting**

Date and Time: Tuesday, September 28 7:00 pm

## **Wednesday, September 29, 2021**

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### **The Importance of a Defensible Workplace Investigation (Clarington Board of Trade)**

Date and Time: Wednesday, September 29 8:30 am - 9:30 am

This webinar will provide participants with the skills and tools necessary to conduct an effective, legally compliant workplace investigation.

Topics include:

- Why Investigate? Legal requirements and practical considerations.
- The importance of the investigative process – how to ensure your investigations pass muster
- Investigation Mistakes and how to avoid them.
- The Verdict and Next Steps – You've conducted the perfect investigation – now what?

## **Durham Region Transit Commission Meeting**

Date and Time: Wednesday, September 29 9:00 am

## Regional Council Meeting

Date and Time: Wednesday, September 29 9:30 am

## BACD Business Plan Masterclass

Date and Time: Wednesday, September 29 4:00 pm - 6:00 pm

Are you already in business and wanting to put together your business plan for growth or financing options? This hands on masterclass will take you through the steps of writing your business plan and financial projections.

## Social Media Content: Strategy and Planning (Ontario Digital Main Street Initiative)

Date and Time: Wednesday, September 29 7:00 pm - 8:30 pm

Social media is a never satiated content beast - it's always hungry for more! It can be tough to keep up with social media content creation, but if you create and repurpose your content smartly, you can stay ahead of the curve. Discover how in this workshop, where you'll learn the tricks of how to efficiently plan a month's worth of social media content in one sitting.

### *You'll learn:*

- How to create a content plan that reaches your social media goals
- How to establish the best voice for each of your business's social media channels
- Tactics and ideas for repurposing content, so creating content doesn't become your full-time job
- How to share content across different social media channels without just copying and pasting
- How to build (and populate) an editorial calendar
- How to create and reuse "evergreen" content

## Thursday, September 30, 2021

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### BACD Start Up Session

Date and Time: Thursday, September 30 9:30 am - 11:00 am

This session covers the essential steps to starting a small business including registering a business name, licenses & permits, HST, business banking, insurance and hiring employees.

### Startup Grind Presents Planes, Trains, Automobiles and Boats!

Date and Time: Thursday, September 30 10:00 am - 12:00 pm

Join Spark Centre and Launch Lab at Startup Grind September 30<sup>th</sup> as Robert Weese from B2B Sales Connections sits down with trailblazers in the transportation sector who are revolutionizing the way we move!

## Durham Region International Film Festival Drive-in Series

Date and Time: Thursday, September 30 5:30 pm - 10:00 pm

Address: Whitby Town Hall (parking lot behind the municipal building) 575 Rossland Rd E. Whitby ON L1N 2 M8

This year, DRIFF is bringing back our smash-hit drive-in format for a summerlong screening series celebrating the rich diversity of Canadian stories by contemporary Canadian filmmakers. From June to September, *Shifting the Narrative* will pair five acclaimed feature films with five shorts by emerging Canadian directors.

[Click here for dates and the full lineup of feature films](#)

All screenings will be held at the Town of Whitby Municipal Building

(south parking lot), located at 575 Rossland Rd E.

Curious about COVID-19 safety protocols at our drive-in screenings?

[Click here to read our Frequently Asked Questions.](#)

**Tickets to each event will be \$15 per vehicle.**

Currently, only members of the same household can share a vehicle.

Vehicle can seat as many people as seatbelts available.

No dogs.

No entry after the "latest arrival time" stated on your ticket

**Ticket details for each event:**

### **July 29**

Theme: Canadian Mosaic

*Black and Belonging* (13 mins)

Francesca Ekwuyasi

*Becoming Labrador* (70 mins)

Rohan Fernando,

with Tamara Segura, & Justin Simms

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 7:10pm

Latest arrival time: 8:30pm

Show starts at dusk

### **August 26**

Theme: Caribbean Heat

*Pick* (11 mins)

Alicia K. Harris

*Home Again* (104 mins)

Sudz Sutherland

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 6:30pm  
Latest arrival time: 7:50pm  
Show starts at dusk

### **Sept 9**

Theme: Asian Heritage

**At the Botton of the Sea** (11 mins)

Caroline So Jung Lee

*Window Horses* (129 mins)

Anne-Marie Fleming

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 6:00pm

Latest arrival time: 7:25pm

Show starts at dusk

### **Sept 30**

Theme: Creative Spirit

**Chocolate** (4 mins)

Charlene Moore

*Falls Around Her* (100 mins)

Darlene Naponse

Location: 575 Rossland Rd E, Whitby, ON  
(the parking lot behind the Municipal Building)

Earliest arrival time: 5:30pm

Latest arrival time: 6:50pm

Show starts at dusk

## **Durham Region International Film Festival Drive-in Series**

Date and Time: Thursday, September 30 5:30 pm - 10:00 pm

Address: Whitby Town Hall (parking lot behind the municipal building) 575 Rossland Rd E. Whitby ON L1N 2 M8

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[Click here for dates and the full lineup of feature films](#)

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Currently, only members of the same household can share a vehicle.

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No dogs.

No entry after the "latest arrival time" stated on your ticket

**Ticket details for each event:**

### **June 24**

Theme: PRIDE

Both films are French, with English subtitles

***Wanted: Strong Woman*** (15 mins)

Marilyn Cooke

*1:54* (102 mins)

Yan England

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 7:30pm

Latest arrival time: 8:50pm

Show starts at dusk

### **July 29**

Theme: Canadian Mosaic

***Black and Belonging*** (13 mins)

Francesca Ekwuyasi

***Becoming Labrador*** (70 mins)

Rohan Fernando,

with Tamara Segura, & Justin Simms

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 7:10pm

Latest arrival time: 8:30pm

Show starts at dusk

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Alicia K. Harris

***Home Again*** (104 mins)

Sudz Sutherland

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 6:30pm

Latest arrival time: 7:50pm

Show starts at dusk

## **Sept 9**

Theme: Asian Heritage

**At the Botton of the Sea** (11 mins)

Caroline So Jung Lee

*Window Horses* (129 mins)

Anne-Marie Fleming

Location: 575 Rossland Rd E, Whitby, ON

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Earliest arrival time: 6:00pm

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## **Sept 30**

Theme: Creative Spirit

**Chocolate** (4 mins)

Charlene Moore

*Falls Around Her* (100 mins)

Darlene Naponse

Location: 575 Rossland Rd E, Whitby, ON

(the parking lot behind the Municipal Building)

Earliest arrival time: 5:30pm

Latest arrival time: 6:50pm

Show starts at dusk

## **Drive-in screening: Falls Around Her preceded by the short film Chocolate**

Date and Time: Thursday, September 30 6:00 pm - 10:00 pm

Address: Whitby Town Hall (parking lot behind the municipal building)

Summer is almost over... and so is the [#DRIFFDriveIn](#). We're wrapping up the season with two powerful films directed by Indigenous women.

Marking Orange Shirt Day and the National Day for Truth and Reconciliation, we present Darlene Naponse's ***Falls Around Her*** as our last feature presentation of the season. The film stars Tantoo Cardinal as Mary Birchbark, an Anishinaabe musician whose fame causes unexpected turmoil when she returns to her Northern Ontario reserve to reconnect with the land and her roots.

In collaboration with the DRIFF team, ***Falls Around Her*** director Darlene Naponse has personally selected the short film ***Chocolate***, directed by Charlene Moore, to open the evening.

**A limited number of complimentary tickets to this screening are available for Indigenous community members. Please contact us at [v-chair@driff.ca](mailto:v-chair@driff.ca) to claim a ticket.**

For trailers and more, visit [driff.ca/shifting-the-narrative-creative-spirit](http://driff.ca/shifting-the-narrative-creative-spirit)

Show starts at dusk.



Earliest arrival time: 6:00  
Latest arrival time: 7:10

There will be accessible washrooms available on site.

## Haunted Ghost Walks

Date and Time: Thursday, September 30 6:00 pm - 9:00 pm

Address: 2365 6th Concession Rd, Greenwood ON L0H 1H0

Take a guided walking tour of the historic village at night and hear stories from the past that still haunt us today . Learn about paranormal investigations that have found evidence of spirits and ghosts, and hear stories of past tragedies that actually took place in Pickering's past.

Registration required in advance online. Cost per person is \$25 including tax. The program is 1 hour. There is a maximum of 9 people in the program. Call 905.683.8401 for assistance.

<https://calendar.durham.ca>