



PARTNERING WITH THE BUSINESS COMMUNITY: A COMMUNITY DEVELOPMENT LENS

Presented by

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Amanda MacDonald, Executive Director - Welland Downtown BIA



52,293
POPULATION

23,323
PRIVATE DWELLINGS

81.04 km²
LAND AREA

726
BUILDING PERMITS ISSUED

272
ACRES OF WATERWAY

24
KILOMETRES OF TRAILS

400+
ACRES OF PARKS

11%
FRANCOPHONE POPULATION

2.62%
2018 TAX RATE

WELLAND AT A GLANCE

Just 135 km from Toronto Pearson Airport, 70 km from Hamilton International Airport, 48 km from Buffalo International Airport, and 8km from Niagara Central Dorthy Rungeling Airport: Welland is easy enough to find and a great place to explore!

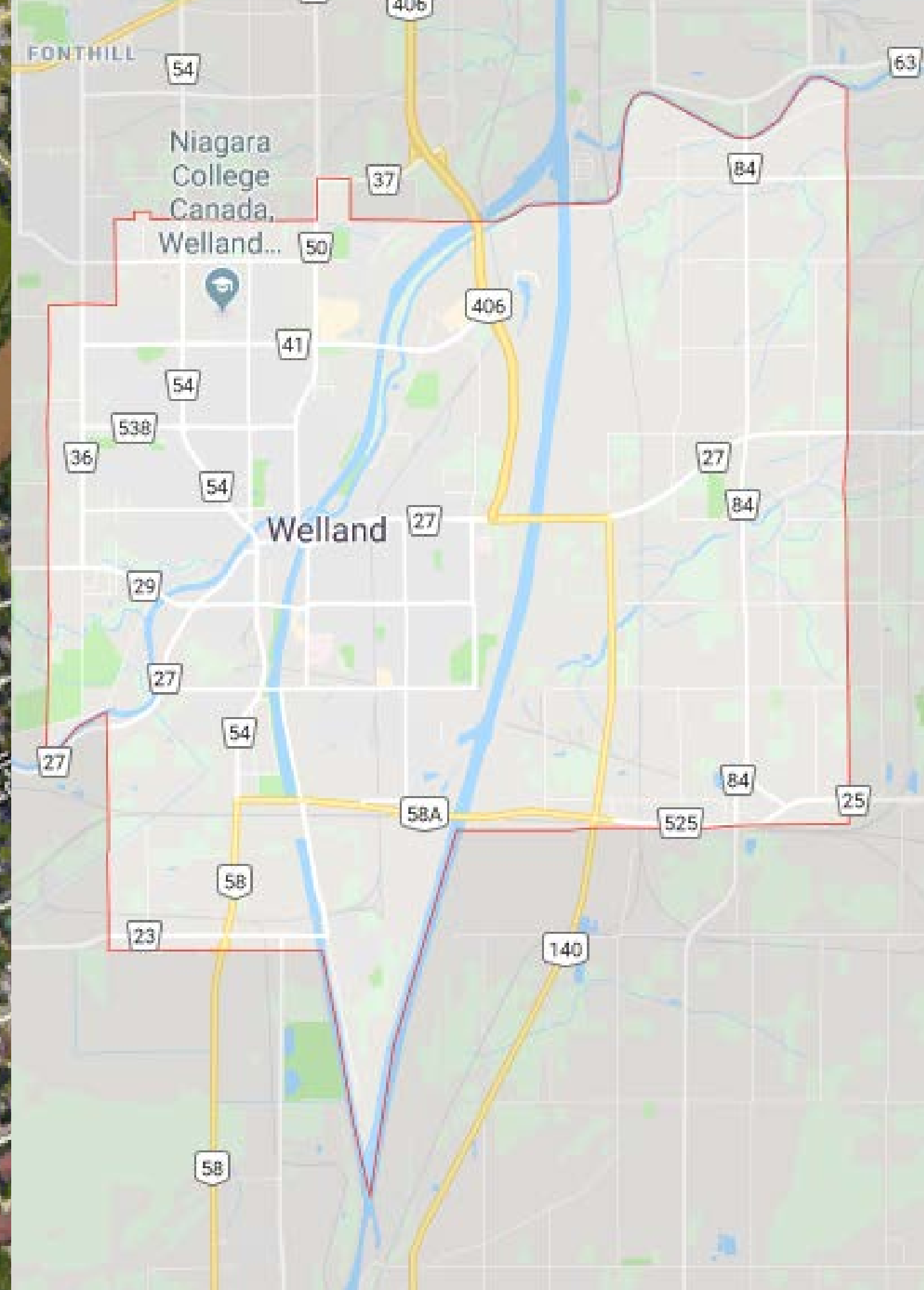
Home to the Welland
International
Flatwater Center



ParaPan Am
TORONTO
2015



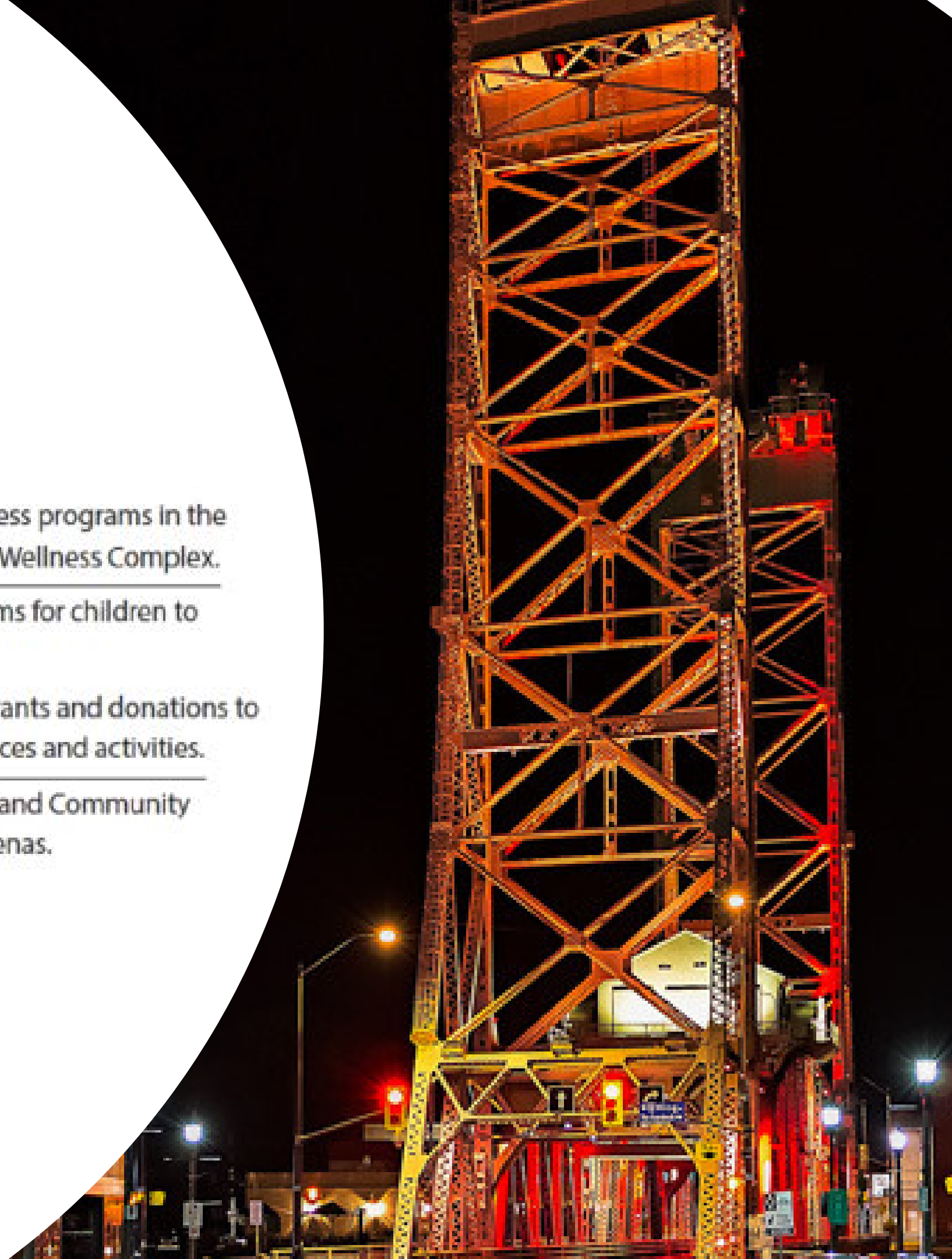
—JEUX DU—
CANADA
—GAMES—
NIAGARA REGION



DOWNTOWN WELLAND CATCHMENT & CITY OF WELLAND

The City of Welland Offers a Variety of Programs and Services for Niagara

- ◆ Launched the Healthy Kids Community Challenge to prevent childhood obesity. Over 3,300 participated.
- ◆ Facilitated special community events that attracted more than 10,000 participants.
- ◆ Launched Friday Night Live Concert Series with 6 shows at the Wellness Complex attracting over 1,000 attendees.
- ◆ Hosted 6 special community events and the Jammin' Concert series at the Welland Farmers' Market.
- ◆ Introduced the new Aqua Bike fitness programs in the therapeutic swimming pool at the Wellness Complex.
- ◆ Introduced new recreation programs for children to enhance physical literacy.
- ◆ Acquired more than \$154,000 in grants and donations to support recreation programs, services and activities.
- ◆ Installed bilingual signs at the Welland Community Wellness Complex and Welland Arenas.



DOWNTOWN WELLAND BIA: WHO ARE WE?



Beautification



Revitalization and Maintenance



Marketing and Promotion



Communication



Special Events



Business Recruitment

HOW DO WE CONNECT TO RECREATION AND COMMUNITY DEVELOPMENT?

BIA's take on a community development model, often used in Recreation and Culture Departments where a City assists community members in coming together to take collective action and generate solutions to common problems - our community just happens to be our membership! Of the six mandates of a BIA, the community development model is most prominent with special events.

Downtown Welland events/partnered events include: Feast Street Niagara, Concerts on the Canal, Welland Supper Markets, Canada Day, Santa Claus Parade, and in 2018 the Canoe Polo World Championship Opening Ceremonies!

DOWNTOWN WELLAND ASSETS

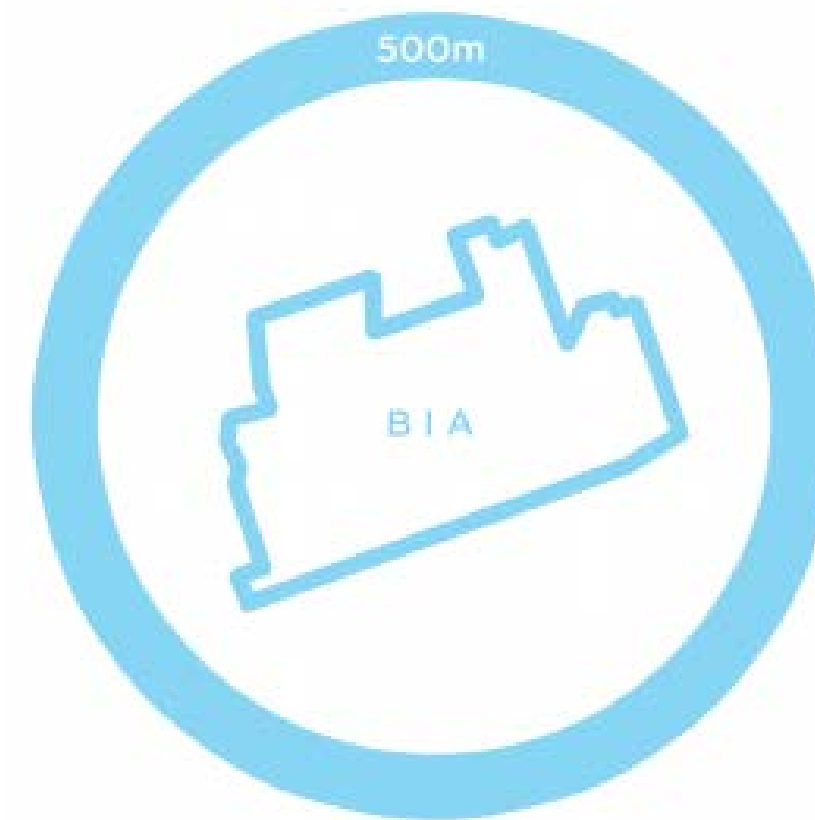
Downtown Welland has numerous assets that include, but are not limited to:

1. Canal Terrace/Greater Niagara Circle Route
2. Central Fire Hall
3. Recreational Waterway
4. Welland Bridge 13
5. Floating Stage and Amphitheatre
6. Welland Courthouse
7. Welland Farmers Market

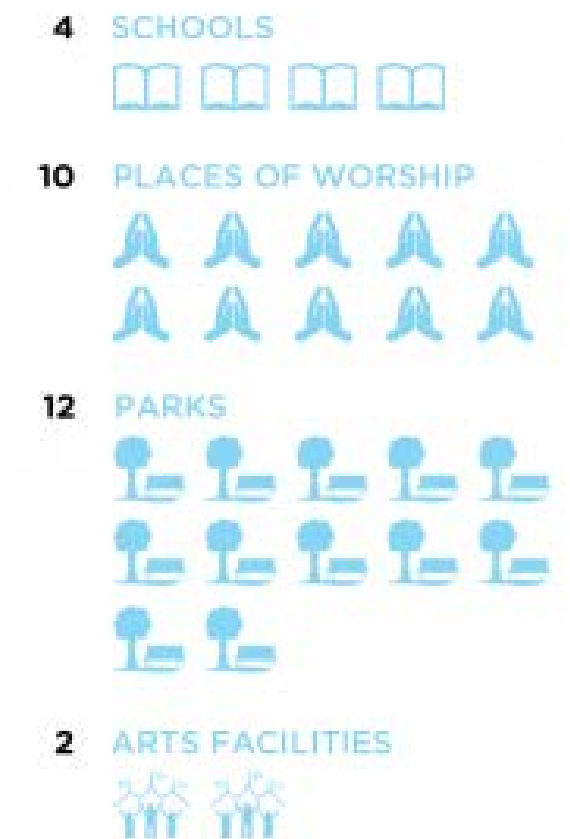


ROI of BIA's

EVENTS



PLACEMAKING ASSETS



"84% of BIA staff rate their level of collaboration with their Municipal partners between 7-10 (10 being excellent). BIA staff are working with a range of upwards of 15 different departments, with the vast majority focused on Economic Development, and Tourism & Culture"

Aligning Goals: Recreation and Business Sectors

RECREATION FOSTERS:

*Wellbeing of
individuals*

*Wellbeing of
built & natural
environments*

*Wellbeing of
community*



BUSINESS FOSTERS:

*Promotion &
development
of economic
opportunities*

*Improving civic
gathering
spaces*

*Attracting
residents,
tourists &
employers*

active & connected
vibrant
COMMUNITY

WHEN WE THINK OF COMMUNITY DEVELOPMENT.....

EFFECTIVE COMMUNITY DEVELOPMENT SHOULD BE:

- a long-term endeavour
- well-planned
- inclusive and equitable
- holistic and integrated into the bigger picture
- initiated and supported by community members
- of benefit to the community
- grounded in experience that leads to best practices

COMMUNITY DEVELOPMENT IS A GRASSROOTS PROCESS BY WHICH COMMUNITIES:

- become more responsible
- organize and plan together
- develop healthy lifestyle options
- empower themselves
- reduce poverty and suffering
- create employment and economic opportunities
- achieve social, economic, cultural and environmental goals

**THIS PARTNERSHIP IS OF MUTAL BENEFIT TO ALL PARTIES,
AND SEEKS TO BUILD CAPACITY TO IMPROVE OUR COMMUNITY**

“

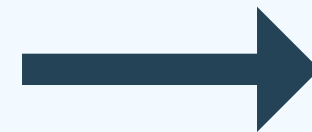
“Increasingly, innovative public-private partnerships in recreation have been shown to support park renewal efforts, sponsorship, product and service innovation, cooperative access to facilities, and the delivery of tourism products and services.”

PATHWAYS TO WELLBEING: A FRAMEWORK FOR RECREATION IN CANADA,
CANADIAN PARKS AND RECREATION ASSOCIATION
NOVEMBER 2014

Our story of a community development partnership....

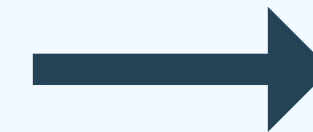
2014/2015

A local multi-cultural non-profit group informed the City they no longer had capacity to host the Canada Day celebrations! The WDBIA expressed interest and the City relocated the festivities to downtown!



2016

The City and WDBIA hold their first joint event and Welland Celebrates Canada Day in the Downtown for the first time. 5,000 residents attend throughout the day.



2017

Sarah Ane (City of Welland) and Stephanie Hicks (WDBIA) continue growing the relationship between the two organizations, and leave Welland to work in Lincoln in late 2017! Krista Bowie (City of Welland) and Amanda MacDonald (WDBIA) carry on the torch!

Working together since you last saw us, projects in 2017!

SATURDAY
November 18, 2017

PARADE STARTS AT 4PM
Route: Canadian Tire Financial Services (corner of East Main & Wellington Streets), West on East Main St. ending at Civic Square

Join in the fun as Welland welcomes Santa Claus

Meet Santa
Visit Santa Claus at Civic Square, while warming up with free hot chocolate and treats. Design a spectacular holiday craft.

Tree Lighting
Join Santa once he arrives at Civic Square and help him with the lighting of Welland's Christmas Tree. Bridge 13 will be lit in red and green on parade night.

Hey Kids!
Bring your letters addressed for Santa to the parade. Canada Post carriers will be picking them up along the route. Make sure you put your return address on your letter.

MERRY MADAGASCAR
After the parade stay for the movie 5:15pm on the Big Screen at Civic Square

www.welland.ca

Canada 150
Presented by: **Enviro-Niagara** HEATING & AIR CONDITIONING

Canada's 150th in 1867-2017
Welland Signature Event

Join us **February 2nd** as we present the 15 contestants of the North Welland BIA Talent Showcase at our Red Carpet 150 Day Countdown to Canada Day! Reception at 5pm, event starts at 6pm. At the Welland Community Wellness Complex 145 Lincoln St. **Come out and cheer them on!**

NORTH WELLAND Business Improvement Area
TALENT SHOWCASE

Meet Our Judges
CORY CRUISE

SYDNEY BERGEVIN	SHAUN FERGUSON	SYLVIA BRABSON MANDOLIN ORCHESTRA OF NIAGARA	GRACE GARNER
AVERY TURNER	GARY & GARYN BURNS	DAWN MARIE MACSPORRAN	STARLA BLAIS
DAVID TYRELL	CAMERON LEE	JAKE SHERK	LISA CAMPION
			MISS DAR'S DANCE SCHOOL
			DAVID VUKOVICH
			SAMANTHA MARCHIONDA

HEATHER GLABB

www.canada150inwelland.com

Thank you to our sponsors.

CELEBRATE IN DOWNTOWN WELLAND
CANADA 150
SATURDAY, JULY 1, 2017 - MERRITT PARK - 12PM TO 10PM

North Welland Business Improvement Area
TALENT SHOWCASE
TOP 10 ACTS AND AWARDS MERRITT PARK AMPHITHEATRE AT 2:30PM

the KINGS
MERRITT PARK AMPHITHEATRE
The beat definitely goes on this Canada Day when the legendary '80s band The Kings take to the Merritt Park Amphitheatre, where they will no doubt perform their greatest hit: "This Beat Goes On/Switchin' To Glide".

OPENING ACT: THE MADHATTERS 7:30pm

ON THE WATER
FREE ON CANADA DAY!
Paddle boards, Pedal Boats, Canoes & Kayaks at the King Street Dock. IT DOESN'T GET ANY BETTER THAN WIBIT ON THE WATER! Reach the peak on the massive Ice Tower XXL. Ride the tubes on Rodeo Splash for the ultimate cooling-down experience.

KING STREET
EXPLORE THE MUSEUM'S 150TH EXHIBIT
ROBERT WOOD SINGERS
SMUDGE FUNDAS
FOOD TRUCKS
BIKE VALET ON SITE

FIREWORKS 9:50PM

www.downtownwelland.ca

Working together since you last saw us, projects in 2018!



CÉRÉMONIES D'OUVERTURE OPENING CEREMONIES

JOIN US AS WE WELCOME THE WORLD TO WELLAND
VENEZ ACCUEILLIR LE MONDE ENTIER À WELLAND

MERRITT AMPHITHEATRE, WELLAND | JULY 30, 2018 | 6PM TO 10PM
AMPHITHÉÂTRE MERRITT, WELLAND, 30 JUILLET 2018 DE 18H À 22H

FEATURING/EN VEDETTE
**PARADE OF ATHLETES
DÉFILÉ D'ATHLÈTES**

MUSIC BY/MUSIQUE:
**HONEYMOON SUITE
THE ASSOCIATES**

FOOD TRUCKS AND VENDORS ONSITE
CAMIONS-RESTAURANTS ET VENDEURS SUR PLACE





A FREE CELEBRATION IN DOWNTOWN WELLAND! VENEZ CÉLÉBRER AU CENTRE-VILLE DE WELLAND. ENTRÉE GRATUITE.

FÊTE DU CANADA DAY

DIMANCHE 1ER JUILLET 2018
PARC MERRITT | 15H À 22H

SUNDAY, JULY 1, 2018
MERRITT PARK | 3PM TO 10PM

MERRITT PARK AMPHITHEATRE
Katy Perry Tribute @ 5:30pm
Jessica Wilson @ 7:30pm
Pink Floyd Niagara @ 8:30pm
(entertainment on stage from 3 to 10pm. Full lineup see www.welland.ca)

ON THE WATER
Paddle boards, pedal boats, canoes, and Kayaks at the King Street Docks (all free on Canada Day!)
Wibit Flip and Rodeo Splash

IN THE PARK
Inflatables, Face painting, Arts & Crafts, Canada Day Cake, PopUp in the Park, Vendors and KubKar Racing

ON KING STREET
Food Trucks and Bike Valet

FIREWORKS @ 9:50PM

AMPHITHÉÂTRE DU PARC MERRITT
Katy Perry Tribute @ 17h30
Jessica Wilson @ 19h30
Pink Floyd Niagara @ 20h30
(Spectacles sur scène et divertissements de 15h à 22h. Horaire complet : www.Welland.ca)

SUR L'EAU
Planches de surf, pédalos, canoés et kayaks au quai de la rue King (GRATUIT le jour de la fête du Canada)
Wibit Flip et Splash Rodeo (jeux aquatiques)

DANS LE PARC
Jeux gonflables, peinture sur visage, artisanats, gâteau de la fête du Canada, « popup » dans le parc, vendeurs et « KUB Kar Racing »

SUR LA RUE KING
Camions-restaurants
Service de valet-vélo

FEUX D'ARTICE @ 21H50




CONCERTS ON THE CANAL

MERRITT AMPHITHEATRE @ 7PM
* July 14 Matinee Performance @ 2pm

This free concert series is brought to you in partnership with:



 STEVE STRONGMAN JUNE 22	 PINK FLOYD NIAGARA JULY 01	 FRESH HORSES Garth Brooks Tribute JULY 06
 DESIRE U2 Tribute JULY 13	 TAYLOR MADE Taylor Swift Tribute JULY 14*	 PRACTICALLY HIP Tragically Hip Tribute JULY 20
 HONEYMOON SUITE * ICF Canoe Polo World Opening Ceremonies JULY 30	 DESTROYER Kiss Tribute AUG 10	
 TURBO STREET FUNK AUG 17	 MY SON THE HURRICANE AUG 24	 Experience Our Heart DOWNTOWN WELLAND Venez l'expérimenter downtownwelland.ca Dates and artists are subject to change.

Working together since you last saw us, projects 2019 so far!

MERRITT AMPHITHEATRE @ 7PM
 * July 6 Matinée Performance @ 2pm
 This free concert series is brought to you in partnership with

presenting sponsor
HAMILTON PORT AUTHORITY
 Administration Portuaire de Hamilton

niagaraAVsystems Welland WELAND HONDA Community Driven

CONCERTS ON THE CANAL

Full Moon Fever with Unified Planet **JUNE 26**

The Caverners with The Associates **JULY 1**

Revive the Rose with Big School **JULY 5**

Dan the Music Man with The Ben Show **JULY 6**

Epic Eagles with Cory Cruise **JULY 26**

Chicken Fried with Chelsea Crites **AUG 9**

Material Girls with Katie Gata **AUG 16**

Les Rats d'Swompe with Jean Vanier Band **AUG 23**

Pink Floyd Niagara with Cameron Lee **AUG 30**

Experience Our Heart
DOWNTOWN WELLAND
 Viviez l'expérience
 downtownwelland.ca
 Dates and artists are subject to change.

Downtown Welland Workshops

Come downtown and experience our heart!

In collaboration with the City of Welland's Recreation and Culture Division, the Welland Downtown BIA and its members are offering discounted downtown workshops. Experience these first-ever unique local activities and educational programs. www.downtownwelland.ca

Experience Our Heart
DOWNTOWN WELLAND
 Viviez l'expérience

Turtle Tales
The Painted Turtle Pottery Studio
 52 Hellems Avenue
 Join us as we read a new story every other week and paint a piece of pottery or canvas themed to the story we read. Snacks and juice will be provided to all children. Parental participation is required. Parents will not be required to pay for themselves unless they are wanting to create a second piece.
Dates: 2nd and 4th Saturday/Month 9:30am to 10:30am
Price per person: \$15 per session
Age: 1 to 5 years old
Sign-up:
 t 289-347-4956
 e thepaintedturtle@outlook.com
 w www.thepaintedturtles.com

Monday Night Mud
The Painted Turtle Pottery Studio
 52 Hellems Avenue
 Join us on the first Monday of every month to explore hand-building with clay. Participants will receive instructions on how to create pinch pots, coil building, slab construction and so much more. Pieces created will be fired to bisque and participants can return at a time of convenience to paint their creations. Course cost includes supplies and instructions and both firings.
Dates: 1st Monday/month April to August 6:00pm to 7:00pm
Price per person: \$15 per session
Age: 3 & up
Sign-up:
 t 289-347-4956
 e thepaintedturtle@outlook.com
 w www.thepaintedturtles.com

Sip and Decorate
Talent2Design
 76 West Main Street
 Cake Decorating classes for all levels, from beginner to advanced. Each participant will decorate a pre-baked cake, learning how to fill, crumb coat and add decor. Refreshments will include wine, YES wine (red & white) and to top it off. You get to bring home your creation to enjoy.
Dates: 3rd Wednesday/month March to June 6:00pm to 8:00pm
Price per person: \$50 per person
Age: 19 & up
Sign-up:
 t 289-213-5265
 e t2d.lisa@gmail.com

Creating the Handmade Home: Introduction to Decorative Painting
The European Pantry
 30 Avenue Place
 Do you like to create but don't know where to begin? Our introductory workshops teach decorative painting techniques, colour theory/mixing and design concepts. Our workshops use non-toxic, zero VOC Fusion Mineral Paint products.
Dates: TBA Tuesdays in March to June
Price per person: \$20 (an additional charge may apply for materials)
Age: adults (mixed adult/teenage group may be accepted)
Sign-up:
 t 905-732-3222
 e europeanpantry@gmail.com
 w theeuropeanpantry.com

Online Applications Employment Solutions
 3 East Main Street
 Are you applying for online to jobs and never hearing back? Or worse, getting strong responses from companies that don't seem to exist? Come learn the tricks and best practices to help you with all your online applications to ensure they end up in the right in-box.
Dates: April 17 and May 29 10:00am to 12:00pm
Price per person: Free
Age: 18 & up
Sign-up:
 t 905-788-3751
 e k.jones@employment-solutions.org

Find your Future Employment Solutions
 3 East Main Street
 Before you learn about a new career, it is best to learn about yourself. This three-day workshop designed around self-discovery and action planning to help you connect and get hired in a new world of work
Workshop 1: April 3 to 5 9:00am to 3:00pm daily
Workshop 2: May 22 to 24 9:00am to 3:00pm daily
Price per person: Free
Age: 18 & up
Sign-up:
 t 905-788-3751
 e k.jones@employment-solutions.org