

For Immediate Release
Thursday, January 11, 2018



WELLAND'S PUBLIC ENGAGEMENT EFFORTS HIGHLIGHTED IN MUNICIPAL WORLD MAGAZINE

Welland, ON - The City of Welland demonstrates how to build a better engagement model through relationship building in the January issue of *Municipal World* magazine. The article "Growing Relationships on a Better Public Engagement Model" describes how city staff ignited a private-public relationship with the Welland Downtown Business Improvement Area (WDBIA) that inspired and improved civic pride through public engagement.

The article narrates how a public-private partnership with WDBIA aligned the business and local community through public celebrations and promoting inclusive downtown public spaces. The city and WDBIA began a partnership in 2016 when the municipality and downtown organization joined resources to host the Canada Day celebrations in the downtown core. The partnership blossomed to other projects, and initiated a relationship based on similar community goals.

Municipal World magazine is an independent publication, published monthly in the interest of good municipal government. For more information visit municipalworld.com. The "Growing Relationships on a Better Public Engagement Model" can be viewed on the City's website at <https://www.welland.ca/Media/mw-January2018.pdf>.

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Contact:

Daniella Wright
Administrative Assistant to the CAO
905 735-1700 Ext. 2122
daniella.wright@welland.ca