

**For Immediate Release**

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**CITY INITIATES NEW PARKS, RECREATION, & CULTURE MASTER PLAN**

**Welland, ON** - The City of Welland is moving forward with designing a comprehensive Parks, Recreation, and Culture Master Plan that will reflect the public’s needs and Council’s strategic priorities.

Welland City Council approved Monteith Brown Planning Consultants to manage the project process and facilitate the design of a 10-year Master Plan that will evolve through public engagement. The Parks, Recreation, and Culture Divisions last implemented a Master Plan in 2006, which was designed successfully due to extensive community engagement.

Welland staff will work closely with Monteith Brown Planning Consultants to ensure the city’s Master Plan is community-driven and responds to the unique character and needs of Welland’s demographics. A complete and thorough public engagement strategy will be made available on the city’s online public engagement platform *YourChannel*.

“This plan will be a foundational document that will inform Council and staff decision making and will ensure the city’s parks, recreation and cultural programs and facilities continue to be a cornerstone of the quality of life enjoyed by Welland residents and appealing to the new residents moving to our City,” said Gary Long, Chief Administrative Officer. “Public input in this process is very important as it will help shape the recommendations for the plan and establish a new vision for the future. We look forward to hearing from residents.”

For more information about City of Welland Parks, Recreation, and Culture visit [welland.ca](http://welland.ca).

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