

Economic Development Spotlight on: Goodman's Florist

FOR IMMEDIATE RELEASE

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Welland, ON – "Spotlight On" looks into Welland's businesses, providing a glimpse into what makes them a staple within the community. This month's Spotlight is on [Goodman's Florist](#).

Goodman's Florist first bloomed in Welland in the early 1920s. Like the heartiest of plants, this family owned business has continued growing, proudly serving the community for over 98 years.

The original store opened at 350 King Street in 1923. People could expect to pay \$3 to \$7 for most arrangements when the doors first opened. This was also a time when local families struggling to manage sudden funeral expenses could barter and trade homegrown or homemade goods to commemorate a lost, beloved family member. The business moved to 42 Division Street in the late 1940s. For 70 years, the flower shop was a fixture in the City's bustling downtown.

As Welland continued to grow, businesses and services expanded beyond downtown, foot traffic changed, and it became time for Goodman's Florist to relocate once again. With the Goodman family homestead based on South Pelham Road, it made good sense for the new store to operate a few steps away, and the quaint, self-built log cabin at 644 South Pelham Road was constructed and opened in 1995. Today Goodman's Florist has the distinction of being Welland's oldest, last original florist.

A creative and friendly team of florists rely on daily deliveries of fresh flowers and foliage to design and expertly handcraft bouquets and meaningful gifts. In addition to exceptional customer service, available specialty floral services include:

- Arrangements for weddings and graduations
- Corporate and holiday events
- Sympathy and funeral arrangements
- Flowers and plants for feel better wishes and "just because" occasions
- Hand deliveries to guarantee satisfaction

In March and April, 2020, Goodman's Florist was one of the countless businesses impacted by the pandemic and temporarily closed as a non-essential service. Upon reopening, business bounced back quicker than expected and additional staff were hired to keep pace with the volume of orders.

With restrictions on gathering for celebrations, residents opted to send arrangements as a way of maintaining relationships and acknowledging milestones.

Current owners Wayne and Leslie Goodman are pleased and beyond proud the shop is a family endeavour. Four generations of the Goodman family have guided the floral business, with no plans of stopping soon.

Having served residents with pride for nearly 100 years, we appreciate the longstanding commitment to the community and look forward to continued success at Goodman's Florist.

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