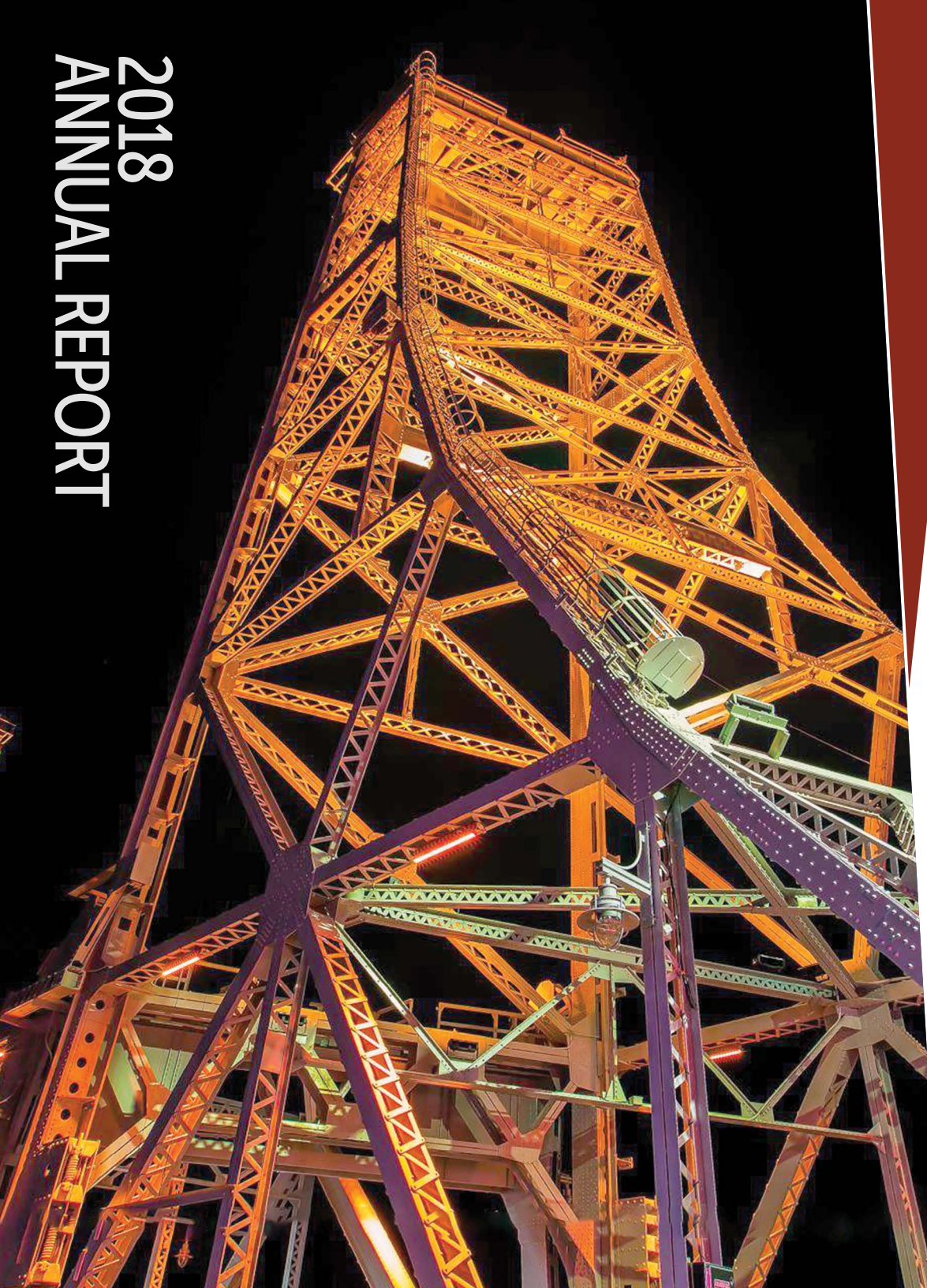


2018
ANNUAL REPORT



Welland, Ontario

Bridging the past,
present and future



Welland at a Glance

Located in the heart of Niagara and minutes away from wine country

Welland is in the midst of exciting change to better suit the needs of residents, investors, and its thriving business community. Home to Niagara College, one of Canada's most respected and admired leading research institutions, and located in the heart of the Niagara Peninsula; our amazing city offers first rate education and investment opportunities.

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



The City of Welland would like to thank Mr. Anthony Gallaccio, whose photographs can be viewed throughout the 2018 Annual Report.



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



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“...Welland maintains its small town atmosphere while providing world class jobs and amenities”

~Frank Campion,
Mayor



Mayor's Message

Continued and Increased Positive Change on Multiple Fronts Best Describes Our City Last Year

Many of these changes are indicators of substantial growth in our community. New residential dwelling unit permits in 2018 were 400, doubling the 197 permits in 2017.

Total permit values in 2018 were \$128 million. On the economic development front the city made a total of \$9.2 million in land sales for industrial and residential development and demand continues to be extremely high. The Harry Diffin Industrial Park sold out. The former GE Plant, now Innio, started production, Northern Gold Foods 75,000 square foot expansion began operating, Devron opened its doors and construction started at Athena Donair Distributors Ltd., and Niagara Holdings Canada manufacturing facilities.

In order to support, and enhance this growth the city began the development of a new Industrial Park on River Road, invested \$8.5 million in hard infrastructure including sewers, water, roads and sidewalks, and we ramped up Smart City initiatives resulting in ISO 37120 Platinum status from World Council on City Data (WCCD). Social infrastructure such as a new Skateboard and BMX Park, a Chippawa Park Splash Pad, and development of an Inter-Municipal Transit System and more took place in 2018.

Further enhancements to liveable city concepts initiated in 2018 were Phase 1 of a swimming/leisure area at the Lincoln

St. Docks and QR Code compatible signage along the newly developed Recreation Corridor along the waterway.

Significant change to our community accelerated through 2018 and is expected to continue into the foreseeable future. As city Council, staff and the community move forward, the focus will be on managing this rapid change and growth.

We will methodically determine our future so that Welland maintains its small town atmosphere while providing world class jobs and amenities. The City of Welland has emerged as a smart nimble city held in high regard on the international stage in a highly competitive economy.

We are growing and changing and we are ready.

Frank Campion, Mayor



Welland City Council 2019-2022

Your 2018 Annual Report

The 2018 Municipal Election brought some new faces to Council, and also brought back some long-standing members. Council is excited to review the city's strategic priorities and set a direction that navigates Welland towards prosperity and success. The landscape of municipal government is changing; therefore, the new City of Welland Council is eager to strategize and position the city to enrich the lives of people today and for generations to come.

Seated left to right are Councillors: Mary Ann Grimaldi, Leo Van Vliet, Tony DiMarco, Bonnie Fokkens and John Chiocchio. Standing left to right are Councillors: Adam Moote, David McLeod, Graham Speck, Claudette Richard, Bryan Green, Mayor Frank Campion, Jim Larouche and Lucas Spinosa



Our Mission:
To plan for, and provide a vibrant, safe community that promotes healthy living and supports business growth. To respond to the diverse needs of our community in a timely, innovative, and effective manner through teamwork and partnerships.

Message from the CAO

Gaining International Attention and Admired as an Open Data City

On behalf of City staff, thank you for reading our 2018 Annual Report. Also, thank you for contributing to our success and supporting the City's growth and development agenda. Our accomplishments are a result of the collaborative approach between Council and staff, partnerships with key community stakeholders, support from and engagement with Welland residents, and confidence shown by businesses and investors.

Last year, we celebrated 1.5 million sq. ft. in new industrial investment that has come to the City since 2015. We announced a record number of new housing units. The City received national and international recognition for our commitment to open government and open data. We hosted the ICF Canoe Polo World Championships and welcomed athletes and coaches from 26 countries to our community.

We also launched YourChannel – a new digital online public engagement platform that transforms how our residents receive information and how they can influence the issues and decisions important to them. We branded this platform as YourChannel, evoking both the imagery of our canal (a pathway for water) and a pathway to communication. It's time to turn the channel to YourChannel and join the conversation. These are just a few highlights from 2018 we're very proud of and I'm

highly appreciative of our hard working City staff and our team culture focused on results.

Our Corporate Leadership Team is partnering with Council and teaming up with City staff to manage change, but we're also shifting focus to lead change and plan for the future. Our objective is to be a leading public sector organization that is responsive, flexible, and innovative while respecting our mandate to provide quality programs and services.

As the City continues to change and evolve, people are talking about Welland, people are noticing Welland. Our objective is to ensure that Welland continues to be part of a broader global conversation. These conversations are resulting in new residents, commercial and industrial investment, and new jobs.

Thanks for cheering us on. Stay tuned for more positive initiatives and good news announcements in 2019.



Gary Long, CAO



Our objective is to ensure that Welland continues to be part of a broader global conversation. ... resulting in new residents, commercial and industrial investment, and new jobs. "

~Gary Long,
Chief Administrative Officer



Smarter Cities Connect and Create Efficient Services with Fewer Resources

Connecting Community, Technology and Economy

The city implemented more Smart City initiatives in 2018 and embraced a holistic approach to creating, providing, and delivering public services. Through collaboration and creative thinking, Welland is growing sustainable change through the Internet of Things, and creating partnerships that enrich the quality of life for citizens.

A Smart City Isn't Bigger: It's Better

Smart Cities are not being designed to confuse people or to make living more complex. Smart Cities actually make life easier and provide autonomy to citizens and business owners. A smarter city finds efficient strategies to deliver services with sustainability and affordability on the forefront. With data and technology, Welland is striving to improve the livability for everyone by modernizing public services. The City of Welland is committed to embracing collaboration and thinking bigger to create a better, smarter city that connects its citizens to opportunities.

The city secured a partnership with the City of Thorold through a Memorandum of Understanding for joint purchasing and procurement initiatives on capital and operational items.

The city also secured a co-tendering agreement with a local municipality for fleet equipment purchasing for

better purchasing power. Procuring equipment jointly will ultimately save tax-payers money.

The City expanded its open data and became ISO 37120 Sustainable Development of Communities: Indicators for City Services and Quality of Life Certified with the World Council on City Data. The city also achieved platinum status ISO 37120 in 2018, and will strive to attain this prestigious level in 2019.

Having a large variety of open data that's accessible to staff and stakeholders assists in developing projects and managing service levels, and help solve societal issues.

Information Services and engineering staff expanded its Mobile Sidewalk Inspection project to include the city streetlights. Having detailed locations on streetlights makes locating and repairing far more efficient.

City parking became an easier task in 2018 when the city launched Honk Mobile. Anyone can download the Honk App and pay for parking through the App instead of paying at a machine.

Welland's youth are now able to stay better connected. The city added free WiFi to the New Skatepark and the Youth Arena last year.



Communities Grow Through Social Connection

Connecting Citizens to Programs and Services is a Priority

The City of Welland is reinventing and invigorating community connection through programs and service delivery. A collaborative approach to creating public place-making spaces that support social interaction is a priority for city staff. Growing and nurturing public-private partnerships also made a positive impact on residents' quality of life.



3,308
FACEBOOK FOLLOWERS

21,000+
USERS REACHED
WEEKLY VIA POSTS

★★★★★
STAR REVIEW BY PAGE USERS

107,018
PEOPLE REACHED IN PAID ADS

1,840
FOLLOWERS LIVE IN WELLAND

79%
FEMALE FOLLOWERS

72%
AGES 25 TO 54



Connecting People through Provincial and Federal Grants

- \$5,000** Celebrate Ontario
- \$125,000** Sport Hosting Fund
- \$5,000** Niagara Investment in Culture
- \$5,000** The Tourism Partnership of Niagara
- \$51,951** Seniors Active Living Centre Funding
- \$1,150** Niagara Community Foundation – Summer Camp
- \$6,104** Ontario Sport and Recreation Communities Fund



The City's Outdoor Swimming Pools are Free to the Public

- 252** Swim lesson registrations
- 114,162** Public swimming visits
- 105** Dogs attended Welland's Annual Dog Paddle



Empowering Welland's Children with Play

- 4,257** Daily camp registrations
- 98%** Occupancy rate
- 99** Campers per day
- \$3,400+** Donations to sponsor campers





Linking Community through Membership

- 2,300** Loyal Members at the Welland Community Wellness Complex
- 80,000** Unique visits to the facility
- 40** Health and fitness programs
- 13** New programs in 2018
- 27** Aquatic and therapeutic programs
- 26** Drop-in programs
- 13** Swim lessons for toddlers
- 13** Open therapy timeslots
- 3** Open bike timeslots



Welland Arenas

- 16** Free public skates
- 40** Paid public skates
- 3,200+** Hours of ice time rented in 2018

Youngs Sportsplex

- 130,000** Annual attendance
- 4,817** Hours on the tennis courts
- 4,790** Hours on the indoor soccer fields
- 3,573** Hours on the outdoor soccer fields



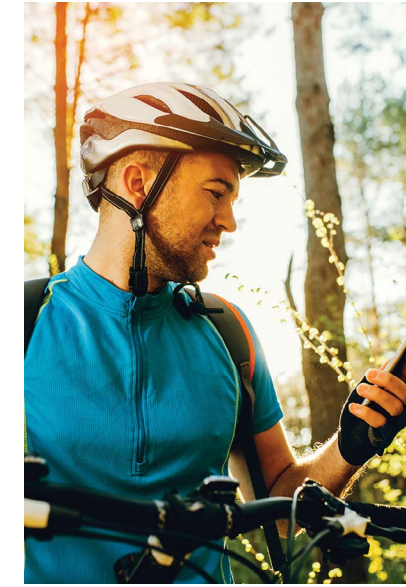
Welland Farmers' Market

- 150** Visitors per hour (May to September)
- 76** Yearly vendors
- 20** Daily stall rentals
- 91%** Occupancy
- 1,289** Followers on Welland Farmers' Market Facebook page



Building Spirit and Growing Connections

- 77** Special events hosted (50% of Welland's population attended at least one event)
- 7,500** Attended Canada Day evening concert
- 4,500** Attended Canoe Polo Opening Ceremonies



Linking People to Active Transportation

Launched the New Welland Recreation Corridor Brand

- 20** Events hosted at the WIFC
- \$9,000** Donated to not-for-profit organizations through volunteer stipends
- 10,000+** Participants in 6 major events
- 3,981** Rentals through the Welland Boat Rental Program (canoe, kayak, stand up paddle board, and/or pedal boat)
- 21** Hours of group rentals
- 1,051** Followers on Facebook
- 4.5/5** Star review by page users



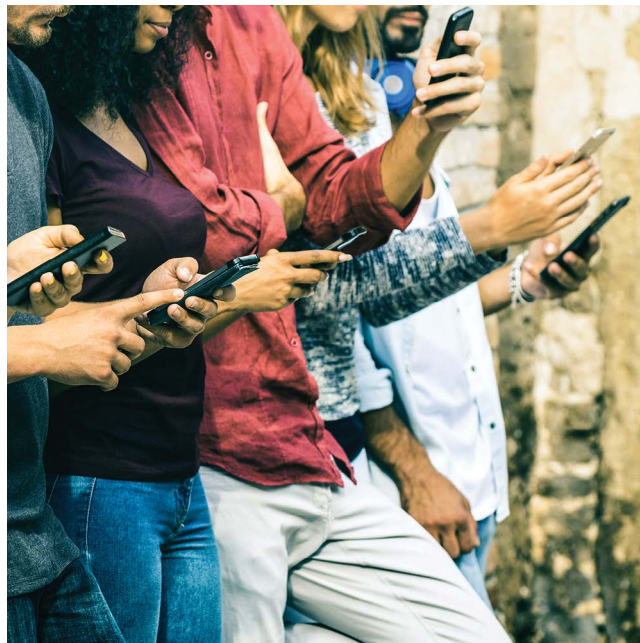
Fields & Greenspaces

- 7,006** Hours of sports field usage booked
- 1,000+** kids participated in Pop Up in the Park
- 3,000** Hours of reserved park space (pavilions) for community use

Connecting Citizens

Communication Through Better Community Engagement

City of Welland staff are finding new innovative ways to connect with citizens and gather public feedback. The landscape of municipal service is always changing; therefore staff need to continually evolve communications strategies. In 2018, the city launched its new online public engagement platform, YourChannel, with the intention to reach more citizens and hear more voices.



3,100
FOLLOWERS ON FACEBOOK

7,700
FOLLOWERS ON TWITTER

860+
YOUR CHANNEL PARTICIPANTS

540
FOLLOWERS ON LINKEDIN

58
MEDIA RELEASES

26
CITY OF WELLAND
E-BULLETIN BLASTS



Safer Neighbourhoods is a Priority

11,374
PARKING TICKETS ISSUED

1,389
HONK MOBILE TRANSACTIONS

65
POOL PERMITS ISSUED

1,171
BY-LAW ENFORCEMENT
INVESTIGATIONS
(\$107,967.90 billed to owners)

Welland Fire & Emergency Services

Committed to Excellence, Delivered with Pride

Welland Fire and Emergency Services provided excellent value to our citizens. The department's response numbers increased to an all-time record high in 2018, while dollar loss due to damages decreased the lowest over the past ten years.

2,200
HOURS OF TRAINING
COMPLETED TO
INCREASE FIREFIGHTER'S
HAZARDOUS MATERIALS
RESPONSE CAPABILITIES

2,748
RESPONSES IN 2017

2,911
RESPONSES IN 2018



Connecting People to Places

City Transit is Always Going Your Way

Welland Transit continued to provide exceptional service to residents from across Niagara in 2018. Supported by Niagara Region, Welland Transit has doubled the number of service hours provided to further improve the inter-municipal public transportation service. Originally providing 9,500 hours annually to Niagara Region Transit, Welland Transit staff is now committed to over 18,000 hours of service per year. Welland Transit also expanded its Niagara Region Transit fleet from two buses at the beginning of 2018 to six large buses by the end of the year.

Welland Transit also enhanced its Port Colborne



connections by increasing the Port Colborne Link service from eight to eleven trips per day with an 11.5% Increase on Port Colborne Link ridership

2018 Highlights Introduced new technology into our fare boxes. Customers were introduced to the new 10-ride or 31 day-pass card that allows them to swipe and ride. In addition, customers can now choose when to initiate their 31 Day Passes.

Transit also began a pilot program to place solar lights in bus shelters located at the Terminal. After monitoring the pilot project, staff determined the project should expand to additional locations. The solar lights are an ecologically friendly and cost-effective way to enhance customer safety and convenience. Also new to the fleet: 2 buses, 2 shuttle cars, 1 drive-on hoist.



60,408	Hours of service
5,954	WellTrans service hours
678,961	Litres of diesel fuel consumption
11.5%	Ridership increase
11.5%	Port Colborne Link ridership increase
1,507	Additional passenger trips



Welland Public Library

The Welland Public Library is committed to providing lifelong learning resources to residents, and continually working to build and reinforce its reputation as a relevant and integral part of the community. In 2018, the Library expanded its footprint by participating in a variety of community events, providing services to senior's residences, daycares, schools, and working with numerous community partners to positively impact the residents of Welland.

12,456	Active users
195,647	Attendance
131,362	Items in collection
260,536	Items borrowed
57,757	Databases retrievals
22,293	In-library use of materials
90,886	Internet/Wi-Fi use
304,468	Visits to the website/catalogue
1,325	Number of programs

Welland Historical Museum

2018 remained a busy and exciting year for the Welland Museum. The HMS Hunter exhibit featured the original cannon recovered from an excavated ship (War of 1812) and included a Virtual Reality component. Visitors had the opportunity to walk on the virtual-deck of this amazing and recently discovered ship. The museum experienced significant growth in the number of visitors, outreach programs, artifact donations, and community partnerships.

Museum staff provided programs to seniors' centers, schools, and continued to strengthen partnerships within the community and surrounding areas to promote cultural diversity. The Welland Museum was also the proud recipient of three awards from the International Museum Community.

6,087	Attendance
16,742	Visits to website
5,135	Social media followers
84	Research requests
51	Artifact donations
20,986	Photographs/document in archive
10,658	Objects in archive
64	Programs/events held
17	Partnerships



Connecting Communities with Sustainable Infrastructure

Community Infrastructure Projects Improve Quality of Life

The city's engineering team not only reached their development goals last year; they surpassed them. By addressing asset management and taking a holistic approach to building sustainable communities while creating engaging civic space for people to socialize, the team inspired community connection cohesion in the city.



\$650,000

Welland Skateboard and BMX Park

The city initiated this project with several years of fundraising for a youth inspired skate park. After a thorough public engagement process, the city's team was able to develop a challenging park for users from novice to elite.

\$250,000

Stop 19 Recreational Trail Asphalt Construction

Paving of the Stop 19/Steve Bauer Trail alongside Prince Charles Drive also included street furniture installation and landscaping.

\$50,000

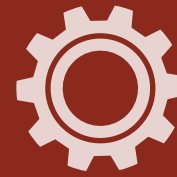
Lincoln Street Docks (Phase One)

Visitors enjoyed visiting the Lincoln Street Docks in 2018 with phase one of the Welland Recreation Corridor community hub underway. Staff created a community gathering space for residents and visitors by adding public docks for swimming, picnic tables, benches, and seating areas.

\$700,000

Woodlawn Cemetery Expansion

Veterans now have a reserved section at Woodlawn Cemetery. The veteran section consists of 8,500 square meters of usable cemetery space, complete with new site landscaping, a scattering garden, and Veterans' Memorial



3.1 Km
URBAN ROADS
RECONSTRUCTED/
RESURFACED

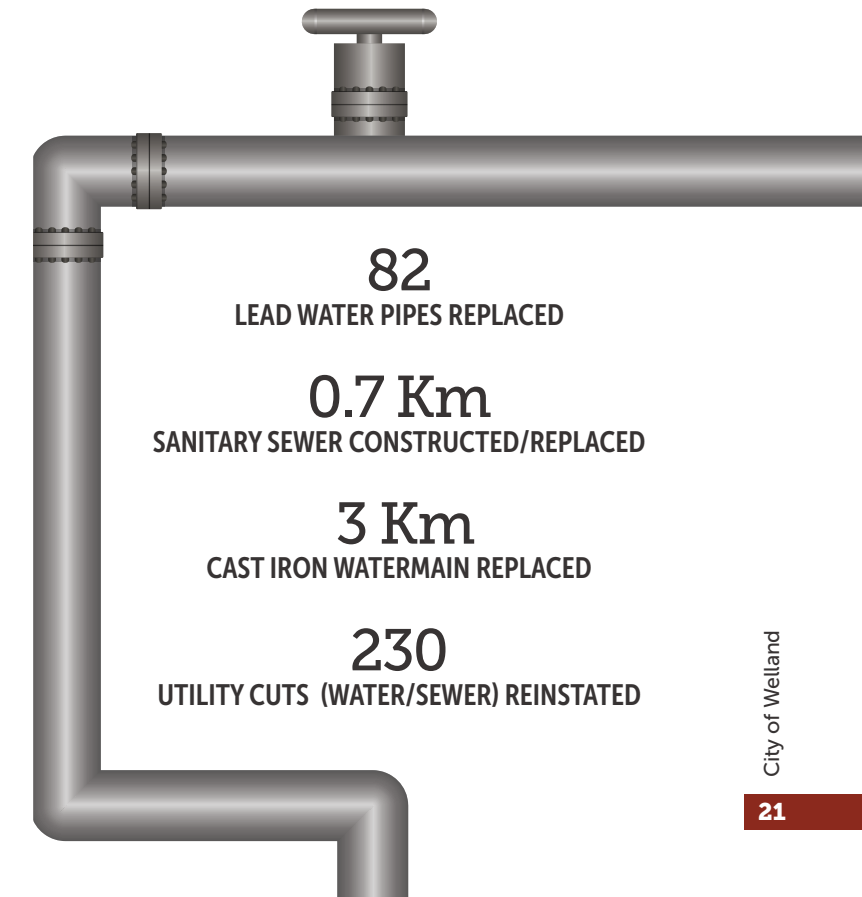
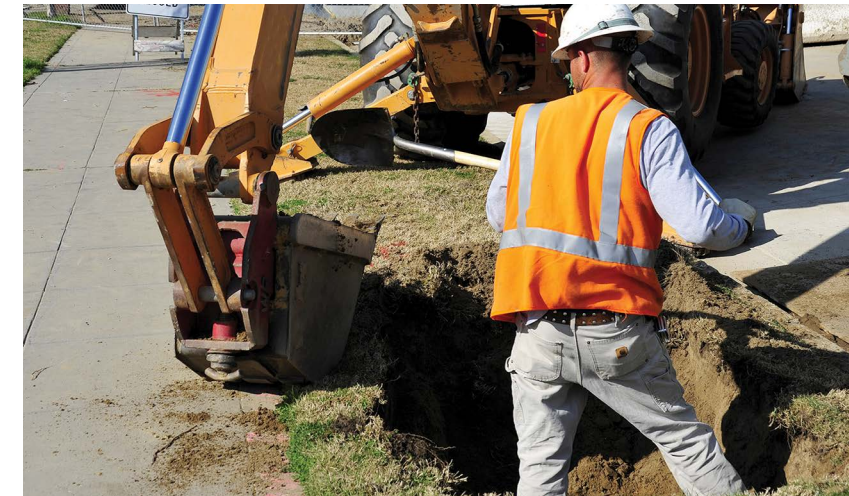
5.5 Km
SIDEWALKS REPLACED

3.2 Km
CURBS REPLACED

1.5 Km
ASPHALT TRAILS

7,000 Tonnes
ASPHALT LAID
ON ROADWAYS

340 Km
SIDEWALK, CANAL TRAIL
INSPECTED



82
LEAD WATER PIPES REPLACED

0.7 Km
SANITARY SEWER CONSTRUCTED/REPLACED

3 Km
CAST IRON WATERMAIN REPLACED

230
UTILITY CUTS (WATER/SEWER) REINSTATED

Making Connections by Securing Investors

Building Relationships and Creating Strategic Partnerships

The city's economic development success depends on a goal-oriented approach to securing relationships and supporting business. Welland is privileged to house Niagara College, one of the most admired research colleges in the country, which also offers exceptional training and manufacturing intelligence. The city's economic development team put efficiency on the forefront in 2018 to create connections and secure partnerships.



Welland Enterprise Centre Provides the information, resources and tools entrepreneurs need to start and grow a business.

Gateway Economic Zone CIP Provides financial incentives to property owners who revitalize, strengthen, and diversify the economy. In addition to promoting private sector investment, development, redevelopment, and construction activity on employment lands in the Gateway CIP Project Area.

Development Team Approach Lead by Welland Economic Development, the team combines staff from building, planning, engineering, and utility representatives into one development team. This allows investors and developers to work with all services and obtain site plan approvals easier.

Brownfield Community Improvement Plan (CIP) Provides a framework of financial incentive programs, strategies, and actions to encourage and promote remediation and redevelopment of Brownfield properties within the defined project area.

Downtown and Health and Wellness Cluster CIP Financial incentive programs to stimulate revitalization, reinforces diversity in downtown as a transit supportive area, and encourages vitality in the Health and Wellness Cluster.

\$21.1M
NORTHERN GOLD
FOODS LTD INVESTMENT
COMPLETED

\$18.9M
ATHENA DONAIR
CONSTRUCTION BEGINS

\$9.2M
NIAGARA HOLDINGS CANADA
CONSTRUCTION BEGINS

\$1.9M
DEVRON CONSTRUCTION
COMPLETED

\$128,421,789
ISSUED BUILDING
PERMIT VALUE

\$9,240,500
LAND SALES



Hosting Roundtable discussions in 2018 brought key stakeholders to city hall and helped us uncover and remedy bureaucratic hurdles."

*Dan Degazio,
Director of Economic Development*

Foreign Trade Zone Designation Niagara is designated as a Foreign Trade Zone point, which allows companies to take advantage of incentives that simplify the financial administration of importing and exporting products.

Community Improvement Plan Incentives

Downtown and Wellness Cluster CIP Grants

Encourages revitalization, development, and redevelopment

16 Applications approved

\$2.8M Total grant amounts

Brownfield

Encourages remediation, redevelopment, and a sustainable environment

3 Applications approved

\$24,639 Total grant amounts

Strengthening Your Tax Dollar

The Finance Department is focused on stretching your tax dollars so the city can continue quality programs and services to the public

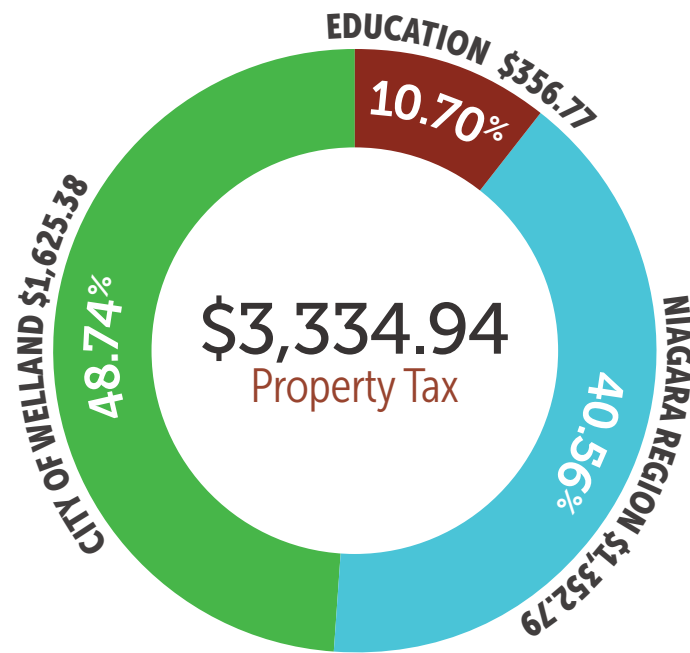


Our team balances service affordability to the community while maintaining financial health and sustainability”

~Steve Zorbas, Chief Financial Officer

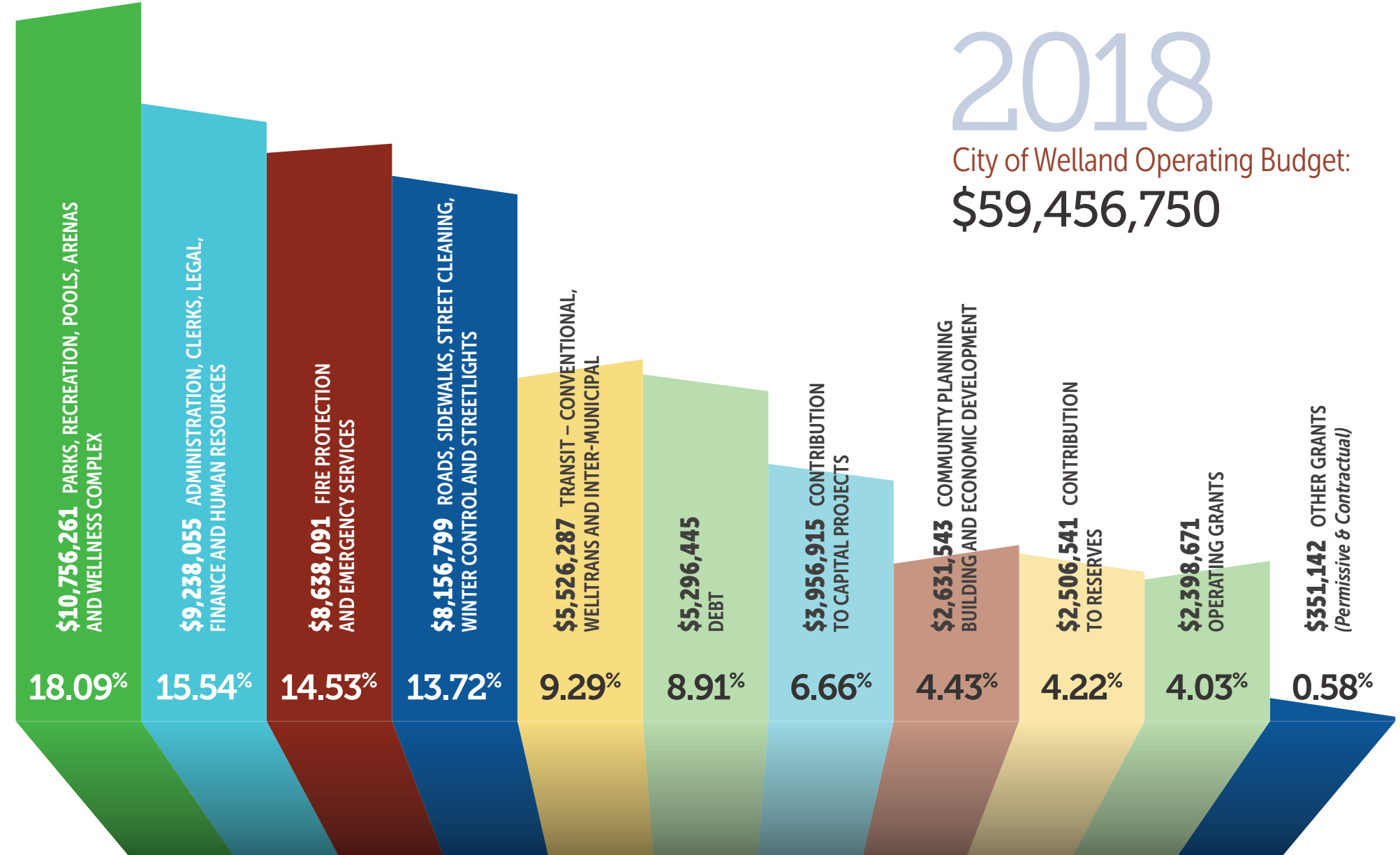
2018

City of Welland Operating Budget:
\$59,456,750



Distribution of Tax Dollars

An example based on an average residential property with an assessment value of \$209,864



Looking Forward: 2019

Successful cities require creative thinking, clever solutions to current municipal concerns, and a solid vision of a thriving tomorrow

2019 Solutions to a Thriving Community

- ➔ Parks, Recreation & Culture Master Plan – Completion summer 2019
- ➔ Connecting community to parks and creating civic pride – Initiation of a new Chippawa Park Neighbourhood Association.
- ➔ Also new to Chippawa Park is a fully accessible and family fun splash pad opening in June
- ➔ Look for a new and improved youth centre in 2019 - Community engagement and rejuvenation of Youth Innovations at Seaway Mall
- ➔ We will create designs for the construction of a new sea-container themed canoe/kayak/stand up paddleboard rental facility and amenity space at Lincoln St. Dock area
- ➔ Funding was approved for construction of a new Firehall at the corner of East Main Street and Patterson Avenue – New designs for the firehall will commence in 2019

2019 Solutions to a Thriving Economy

- ➔ Servicing and sale of lots in the new River Road/Downs Drive Industrial Subdivision



yourchannel.welland.ca/prc-master-plan

HAVE YOUR SAY!

Parks, Recreation & Culture
MASTER PLAN



Inspire
Connect
Community
Knowledge
Empower
Invest

Corporation of the City of Welland
Civic Square, 60 East Main Street
Welland, ON L3B 3X4
905-735-1700
www.welland.ca

