

At a time when the importance of diversity, inclusivity, and representation cannot be overstated, *Wonders of Welland* shines as a beacon of progress.

I am delighted and honoured to congratulate the dynamic City staff who envisioned and crafted *Wonders of Welland*. This remarkably creative masterpiece perfectly embodies the amiable spirit of our incredible city. Inspired by creative collaboration, they worked tirelessly to bring this book to fruition, showcasing Welland's many special offerings, and they knocked it out of the park.

This book is more than just a set of colourful pages; it's a tribute to the strength of teamwork and imagination, a testament to the power of storytelling. Incorporating Indigenous art and depicting a diverse LGBTQ2+ family demonstrates a dedication to inclusivity, empathy, and representation that surpasses mere words. Welland is a city that welcomes everyone, and we look forward to having you here.

At a time when the importance of diversity, inclusivity, and representation cannot be overstated, *Wonders of Welland* shines as a beacon of progress. It doesn't just entertain; it promotes literacy, civic pride, and togetherness.

I warmly welcome all our newest residents to our great city, and I encourage you to get your hands on a physical or digital copy of *Wonders of Welland*. It's more than just a book; it's an invitation to explore and experience the vibrant tapestry of our community. From must-visit establishments to treasured gems and diverse opportunities, the book captures it all. And to our existing residents, may you find a fond memory or be inspired to make a new one after seeing the wonders found throughout the book.

As you turn the pages, you'll find not only the one-of-a-kind wonders of our city but also a genuine sense of belonging and community. This project could not have happened if not for the generous and collaborative efforts of those in our community.

Thank you to CERF Niagara, Pride Niagara, the Fort Erie Native Friendship Centre, Niagara College, and the Welland Jackfish for your in-kind support. Thank you to our sponsors at Empire Communities, LIV Communities, Mountainview Building Group, Primont Homes, and Silvestri Investments for your financial support, allowing us to share this book with everyone at no cost.

Once again, congratulations to all involved in producing this pioneering initiative. I invite everyone to celebrate this achievement and to gladly embrace the diversity that makes Welland truly exceptional.




Frank Campion, mayor

Wonders of Welland



Land Acknowledgement

Welland is situated on treaty land. This land is steeped in the rich history of the First Nations such as the Hatiwendaronk (Hat-i-wen-DA-ronk), the Haudenosaunee (Hoe-den-no-SHOW-nee), and the Anishinaabe (Ah-nish-ih-NAH-bey), including the Mississaugas of the Credit First Nation. There are many First Nations, Metis, and Inuit people from across Turtle Island that live and work in Welland today. Welland stands with all Indigenous people, past and present, in promoting the wise stewardship of the lands on which we live.

>> Indigenous turtle artwork / Stephanie Fiddler-Stanwyck

welland.ca/WOW

About the City

What if the place you are seeking is also seeking you? The City of Welland isn't just a place. It's a feeling. It's a story. It's an opportunity.

Traverse the iconic canal that bisects the Niagara Peninsula, and you'll find Welland, an emerging city abundant in exciting recreational opportunities and scenic greenspace — all of which are rooted in the stewardship of the First Nations Peoples of the area. In addition to arts, culture, and proximity to two Great Lakes, Toronto, and the USA, Welland delivers a palpable sense of resilience through the steadfast residents who call the city home and the ambitious businesses that make it an exciting place to be. Regardless of age or stage of life, Welland's outdoor activities, festivals and events, restaurants and retailers, and community-minded spirit make it an unforgettable place to raise a family, make a memory, or nurture a new idea.

The City of Welland is approximately 81 square kilometres and home to more than 56,652 residents. The city is maturing into a more innovative and adaptable municipality; therefore, strategic priorities are paramount to help guide City Council with clear and focused decision-making. City Council's Strategic Priorities take a holistic approach to improving lives by investing in social infrastructure. The following Strategic Priorities constitute the pillars of Council's vision:

- Economic growth
- Environmental stewardship
- Health and well-being
- Livability

Welland is an ambitious and unique waterfront city enlivened by residents, enriched by businesses, and enhanced by the tourists who



Photos / Anthony Gallaccio



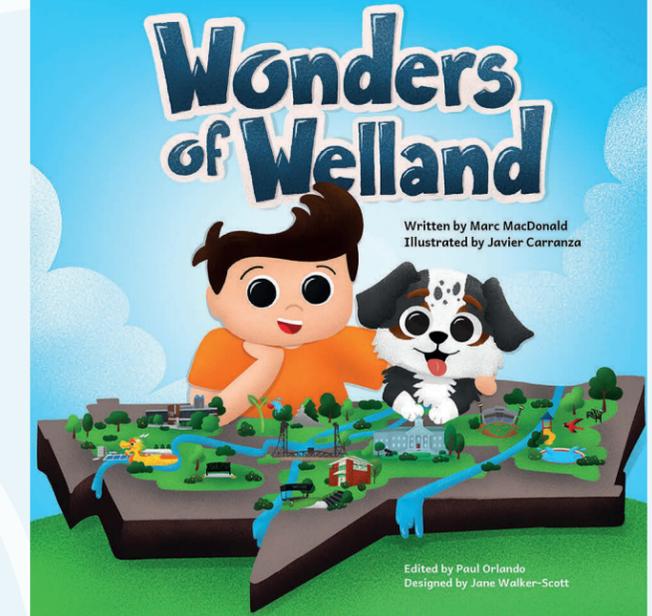
follow their curiosity here. It's undergoing an exciting transformation with significant residential, commercial, and industrial growth. The population is expected to grow by 48,642 residents between 2022 and 2051.

A resilient spirit permeates every corner of the city, while 12 kilometres of recreational waterway lends itself to adventure and reverie. With Lake Ontario to the north, Lake Erie to the south, the Greater Toronto Area 90 minutes away, and the USA accessible in less than 40 minutes, Welland is ideally situated for growth and opportunity — readily welcoming all who seek big-city amenities complemented by a preserved small-town feel.



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About the Book

Wonders of Welland is a captivating, 36-page literary endeavour authored and illustrated by City staff in collaboration with CERF Niagara, Pride Niagara, and various other community partners. This distinctive book is characterized by a compelling narrative that not only engages readers with a charming story but also addresses the imperative for representation.

With meaningful artwork by a local Indigenous artist enhancing our land acknowledgement and a diverse family portraying the LGBTQ2+ community, the book proudly embraces diversity and inclusivity.

This innovative work serves the dual purpose of easing the anxieties of relocation and fostering a genuine sense of belonging and community among residents, both new and existing.

The book's colourful pages unfold across a calendar year in Welland, unveiling must-visit establishments, treasured gems, and diverse opportunities within the community. Through creative visual and textual storytelling, the project bridges generational gaps, promotes literacy, encourages family bonding, and nurtures a sense of civic pride and community engagement.

Download the book at welland.ca/WOW

Meet the Team



Author

Marc MacDonald

Meet Marc MacDonald, an award-winning communications professional with more than 15 years of expertise in various communication roles within the media, education, and municipal sectors. Marc, a devoted father of two, drew inspiration for this latest project from a profoundly personal experience of relocating at the tender age of eight, coupled with the vicarious adventures of his own eight-year-old son.

Marc is more than just a seasoned communicator; he is a passionate storyteller, personally and professionally. He firmly believes in the transformative power of stories, words, and language, viewing them as integral connectors between people and potent antidotes to managing our challenges. In his current role as the City of Welland's chief communications and engagement officer, Marc has demonstrated exceptional skills and has been recognized for his outstanding contributions. His accolades include national and international awards for the City's municipal podcast, innovative rebranding efforts, and strategic communications initiatives.



Illustrator

Javier Carranza

Meet Javier Carranza, an exceptionally skilled graphic artist who, during his time with the City of Welland, demonstrated his artful prowess by illustrating the entirety of *Wonders of Welland*. Hailing from Honduras and bringing with him a diverse background in graphic design, Javier lent a unique perspective to the project. His own immersion in the city's intricacies paralleled that of the book's intended audience, offering a fresh outlook on Welland's distinct attributes.

Having now graduated from Niagara College's Business program, Javier culminated his academic journey with an impactful internship at the City of Welland, where the creation of *Wonders of Welland* stands tall as a pivotal undertaking. Javier's unparalleled ability to conceptualize environments and infuse them with his artistic flair sets him apart. As the driving force behind the book's illustrations, Javier exercised creative autonomy, delivering an authentic and captivating experience that leaps off the pages.



Editor

Paul Orlando

Meet Paul Orlando, an award-winning client experience professional who has grown a unique career across the education, financial service, and municipal government sectors. With a penchant for collaboration, creativity, and curiosity, Paul draws inspiration from his varied experiences and values opportunities that invite him to share his skills and stoke his passion for lifelong learning.

As someone born and raised, then moved away and returned to Welland, Paul brought an excited perspective to *Wonders of Welland*, an awareness that the city was growing and diversifying, and this project could provide meaningful comfort and reassurance to those arriving. With a skillful eye on the grammatical portion of the book, Paul's keen attention to detail ensured illustrations, layouts, and design remained consistent and true to the book's initial vision. As the editor of *Wonders of Welland*, Paul's collaborative approach guided the team to the finished product.



Designer

Jane Walker-Scott

Meet Jane Walker-Scott, an award-winning multimedia designer with an illustrious career spanning three decades, during which she has made significant contributions to the magazine and news industries and the fields of education and municipal government. For nearly a decade, she has shared her expertise with the City of Welland, bringing an inherent sense of pride and dedication to her role in City Hall.

Born and raised in Welland, Jane's roots run deep, and her passion for fostering diversity aligns seamlessly with her vision for the future well-being of her community. This commitment is clearly reflected in her work on the *Wonders of Welland* project.

As the creative design force behind *Wonders of Welland*, Jane eagerly anticipates sharing the fruits of her labour with her granddaughters, Ellie and Norah. This project is not merely another professional achievement for Jane; it is a testament to her love for her hometown and her belief in the enduring significance of diversity.

#Community

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Thank you to our Sponsors



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Social Media and Hashtags

[f /cityofwelland](https://www.facebook.com/cityofwelland)

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#Community



Thank you to our Community Partners

CERF Niagara

CERF Niagara ensures the economic and cultural growth of Niagara's Francophone community by offering job seekers and employers support with searching, obtaining, and retaining employment.
cerfniagara.com

Fort Erie Native Friendship Centre

The Fort Erie Native Friendship Centre has a rich history that includes reestablishing their traditions and culture. For decades, Indigenous Peoples were restricted in practicing their ways and performing their ceremonies, which led to many First Nations Peoples losing this knowledge. The Fort Erie Native Friendship Centre aims to correct this by helping communities heal and reclaim their identity.
fenfc.org

Welland Jackfish Baseball Club

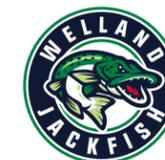
The Welland Jackfish provide family-friendly entertainment and memorable experiences inspired by a passion for baseball. As of 2023, they are the current reigning champions of the Intercounty Baseball League, Canada's top baseball league.
wellandjackfish.com

Niagara College

Niagara College offers innovative programs that deliver hands-on learning opportunities and world-class applied research across state-of-the-art campuses in Welland and Niagara-on-the-Lake. As Canada's leader in experiential learning, Niagara College offers students a breadth of programs that reflect and respond to the key sectors of our region, province, and the broader global economy. Graduates are recognized for possessing innovative, adaptable, and entrepreneurial competencies.
niagaracollege.ca

Pride Niagara

Pride Niagara celebrates and supports Niagara's sexual and gender diverse community by developing positive, safe spaces and providing social connectivity, community outreach, and information throughout the region.
prideniagara.com



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