

GENERAL COMMITTEE MEETING
ECONOMIC DEVELOPMENT

REPORT EDO - 2025-05
May 27, 2025

SUBJECT: **Downtown Cleanliness and Beautification Partnership Initiative**

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**APPROVING
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DIRECTOR:** **Lina DeChellis, Director, Economic Development & Strategic Initiatives**

RECOMMENDATION:

THAT THE GENERAL COMMITTEE receives for information Report EDO – 2025 – 05 regarding a downtown cleanliness and beautification partnership between the City of Welland Economic Development Division, Job Gym and the Downtown Welland Business Improvement Area (WDBIA) for the implementation of two (2) downtown maintenance tricycles.

RELATIONSHIP TO STRATEGIC PLAN –

This recommendation is aligned to Council's strategic priority of ensuring "Liveability" by creating a sense of belonging while enhancing mobility by improving access to recreation and community events, ensuring adequate housing options, encouraging job growth, and improving ways to efficiently move people throughout the city.

EXECUTIVE SUMMARY:

The Welland Economic Development Office (EDO) remains committed to driving economic growth, attracting new investment, and generating employment opportunities that enhance the overall quality of life for residents. As a central component of Welland's Strategic Plan, the EDO actively supports existing businesses, fosters entrepreneurship, and promotes innovation across emerging sectors. These efforts contribute to a stronger municipal tax base and enable reinvestment in critical city services.

In alignment with its strategic priorities, the EDO is launching a pilot project aimed at improving cleanliness and beautification within the Welland Downtown Business Improvement Area (WDBIA) during the summer of 2025. In

collaboration with the WDBIA and the Job Gym, the initiative will create two temporary positions dedicated to maintaining the area's appearance. Responsibilities will include litter collection, weeding, and general upkeep across the entire WDBIA catchment area and will exclude city owned properties.

BACKGROUND:

To proactively enhance the cleanliness and beautification of the downtown core, the City of Welland's Economic Development Office (EDO) worked collaboratively with the Welland Downtown Business Improvement Area (WDBIA) and the Job Gym to develop a pilot program designed to support the visual appeal and overall maintenance of non city owned properties in the WDBIA catchment area (Appendix A).

This partnership has resulted in the creation of a community-focused seasonal initiative that will employ two individuals for a 16-week term during the summer of 2025. Funded through Fedcap, these positions will be part-time (20 to 25 hours per week), with all training provided by the Job Gym. The program is designed not only to enhance the public realm but also to support workforce development and community engagement.

The WDBIA will serve as the employer of record for the program, with participants reporting directly to the Executive Director of the WDBIA. A detailed work plan and training plan have been developed collaboratively by the EDO, the Job Gym, and the WDBIA to ensure program consistency, measurable outcomes, and on-the-job success for participants.

As part of this initiative, general labourers will utilize custom-built mobile tricycles equipped with bins to efficiently collect litter, remove weeds, and perform general maintenance duties throughout non city owned assets in the WDBIA catchment area. These workers will play a key role in helping maintain clean, attractive, and welcoming public spaces for residents, businesses, and visitors alike.

This pilot project represents a shared commitment to downtown revitalization, public-private collaboration, and the continued enhancement of Welland's urban environment.

DISCUSSION:

The success of this downtown beautification pilot relies not only on collaboration but on strategic investment and innovation. The Economic Development Office (EDO) identified an opportunity to support both community cleanliness and local economic activity by allocating funds from its departmental budget to purchase two specialized mobile tricycles. These units, sourced exclusively through Canadian suppliers, reflect the City's commitment to supporting domestic procurement.

The custom tricycles will be used by seasonal workers to navigate the Welland Downtown Business Improvement Area (WDBIA), collecting litter, removing

weeds, and performing light maintenance work throughout the catchment zone and will exclude city properties. Each tricycle is equipped with mounted bins and storage compartments, allowing for efficient operation and high visibility within the downtown. To ensure participants are prepared and safe, the Job Gym will deliver comprehensive training—including sharps handling and health and safety protocols—prior to deployment.

Candidates for the program will be sourced directly from the Job Gym's existing employment pool, with interviews to be conducted jointly by representatives from the WDBIA and the City of Welland. This collaborative approach ensures alignment in hiring and helps identify individuals who are best suited for the role and understand its community impact.

Staff hired under this program will be compensated at the provincial minimum wage of \$17.20 per hour and work between 20 and 25 hours per week over the 16-week term. The WDBIA will serve as the official employer, responsible for supervising the workers and managing day-to-day operations.

In support of this collaborative effort, formal letters of support have been provided by the Job Gym (Appendix B), reinforcing shared accountability and commitment to the program's success.

In addition to its core beautification objectives, the program also introduces an innovative sponsorship opportunity. The design of the tricycle units allows for advertising space to be sold to local businesses. This presents a dual benefit: increased exposure for sponsors in a high-traffic pedestrian zone and an additional funding stream that could support or expand the program in future years.

Ultimately, this initiative reflects a creative, community-first approach to urban maintenance, while also fostering job experience, promoting civic pride, and laying the groundwork for further public-private partnerships.

FINANCIAL:

Asset Purchase: \$7,359.98 CAD (2 tricycles) – Welland Economic Development 2025 Budget.

Salary & Wages: Wages for 2 staff (16 weeks x 20 to 25 hrs/week x \$17.20/hr x 2 staff) – Funded through Fedcap

Training and Supervision: \$0.00 (in-kind contribution from the WDBIA and Job Gym)

ATTACHMENTS:

- Power Point Presentation
- **Appendix A:** Map of Downtown Welland Business Improvement Area Catchment
- **Appendix B:** Letter of Support, Job Gym