



APRIL
Jeffs
For Mayor of Welland

Revitalizing the Downtown

Downtown Welland should be more than a collection of buildings and businesses.

It should be a destination, a place where residents and visitors want to shop, eat, attend events, experience local culture and spend time together.

Successful businesses, community organizations, and events already demonstrate the potential of Welland's downtown. Revitalization should build on those strengths while addressing the barriers that have prevented the area from reaching its full potential. April Jeffs will focus on creating a downtown that is safer, more active, easier to invest in and recognized as a destination with something for everyone to experience and enjoy.

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01 —

Create a Safer and More Welcoming Downtown



People are more likely to visit, shop and spend time downtown when public spaces feel safe, attractive and welcoming. The physical design of the downtown can play an important role in creating that environment.

April Jeffs will advocate for improved downtown lighting and ensure public safety is considered when designing and improving municipal spaces. Better lighting, thoughtful design, and well-maintained public areas can make streets more comfortable for pedestrians, support downtown businesses, and encourage residents to stay downtown after work and into the evening.

Revitalization begins by creating an environment where people genuinely want to spend their time.

02 —

Attract New Businesses and Investment Downtown



A thriving downtown needs a strong and diverse business community. Welland should actively look for ways to attract entrepreneurs, start-ups, and established businesses that can bring new jobs, services, and activity into the city's core.

April Jeffs will pursue partnerships with post-secondary institutions, business incubators and other economic development organizations to encourage private businesses and entrepreneurs to locate downtown. She will also work to streamline municipal approval processes for downtown investment, making it easier for businesses to open, expand and invest in vacant or underused properties.

City Hall should be an active partner in bringing new economic activity to the downtown.

03 —

Build a Downtown That Is Active Year-Round



Welland's festivals and outdoor events bring thousands of people together and demonstrate what is possible when public spaces are active and full of life. Downtown revitalization should build on that success while creating more reasons for residents to visit year-round.

April Jeffs will support Welland's established festivals and outdoor events while encouraging smaller, more frequent downtown activations. Markets, community events, cultural activities and other programming can create consistent foot traffic and complement the businesses already operating in the area.

Instead of relying on a handful of major events each year, the goal is to create a downtown where something is regularly happening, and residents have a reason to keep coming back.

04 —

Build and Promote a Downtown Welland Brand



Downtown Welland needs an identity that celebrates what makes it unique and gives residents and visitors a reason to experience it. Revitalization is not only about physical improvements; it is also about changing how people see and experience the downtown.

April Jeffs will work to develop and promote a stronger Downtown Welland brand built around the idea that there is something for everyone to experience and enjoy. Through coordinated tourism promotion across traditional and social media, local businesses, festivals, and community organizations, Welland can better showcase the restaurants, shops, events, public spaces, and community organizations already contributing to the downtown.

By telling a stronger story about what Welland has to offer, the City can attract visitors, support existing businesses and encourage new investment.

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