



NEIGHBOURHOOD WELCOME

Connecting Our Community



PARTNERSHIP PROPOSAL

PRESENTED TO

THE CITY OF MERRITT

A PROPOSAL BY

BROOKE BARA,
AREA COORDINATOR - MERRITT
NEIGHBOURHOOD WELCOME PR
CORP.



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ABOUT US.

Neighbourhood Welcome PR Corp. is dedicated to creating a sense of belonging for newcomers to our communities. Our mission is to connect new residents with essential resources and information that help them settle into their new environment seamlessly. Through our welcome packages, we provide valuable community information and resources, local business information, and various promotional items provided by partnering local businesses to ensure newcomers feel supported and engaged.

By fostering connections between new residents and local businesses, we not only enhance the integration process but also contribute to the growth of the local economy. When newcomers are informed and connected, they are more likely to support local shops, services, and events, creating a vibrant, thriving community for everyone.

OUR MARKET



Our market at Neighbourhood Welcome PR Corp. encompasses newcomers and residents moving into our communities (moved within the last 12 months), as well as local businesses eager to connect with these new residents. Our primary focus is on individuals and families who are settling into their new homes, seeking essential information, resources, and support to help them integrate smoothly into their surroundings.

Additionally, we target local businesses that wish to engage with and promote their services to newcomers, therefore gaining new clientele. Through partnership with us, these businesses increase their visibility within the community, contributing to a vibrant local economy that benefits everyone. Our mission is to create meaningful connections between newcomers and local enterprises, fostering a sense of belonging and supporting local growth.



OUR STRATEGY

01.

Community Engagement:

We aim to actively engage newcomers by providing them with a free welcome package that includes valuable information about local resources, services, and activities, as well as promotional items from participating local business partners. We promote our services using social media, events, and visits with local businesses.

02.

Partnership Development:

We prioritize building strong partnerships with local businesses, organizations, and the city. By collaborating with these partners, we can offer newcomers Information that is personally curated and recommended by a local.

OUR TEAM

Merritt Area



BROOKE BARA

Area Coordinator - Merritt

Hi, I'm Brooke Bara!

My family and I live in beautiful Merritt, the town where I met my fiancé, welcomed my son, and have met so many incredible people.

I joined the Neighbourhood Welcome PR Corp. to help newcomers feel welcomed and supported. My goal is to help foster a sense of belonging while supporting our amazing local businesses.

HOW OUR PROGRAM WORKS

Our program operates by facilitating connections between new residents and local businesses to foster a sense of belonging in the community.

For **new residents**, the program provides free welcome packages filled with essential community information, resources, promotional items, and business information provided by our local business partners. This helps newcomers navigate their new environment and feel welcomed and supported.

For **local businesses**, partners contribute promotional items and information about their business to include in the welcome package, gaining valuable exposure to new residents. Businesses benefit from increased visibility and the opportunity to connect with potential customers. Additionally, they receive reports detailing who received packages, which can be helpful for targeted marketing efforts.



BENEFITS OF PARTNERSHIP

FOR THE CITY OF MERRITT

- **Promotion of City Services and Programs:** The partnership allows the city to effectively promote its services, programs, and initiatives to newcomers.
- **Strengthening Local Economy:** By helping newcomers integrate and encouraging them to participate in supporting local businesses, the partnership contributes to the economic growth of the community. New residents often become lifelong customers, driving demand for local goods and services.
- **Support for Local Businesses:** A partnership with Neighbourhood Welcome directly benefits local businesses by connecting them with newcomers and increasing overall visibility in the community. This, once again, contributes to strengthening the local economy.
- **Increased Visibility and Engagement:** The city can gain exposure through our welcome package, showcasing its commitment to supporting new residents. This proactive approach can enhance the city's reputation as a welcoming place to live.

Overall, partnering with Neighbourhood Welcome PR Corp. aids the city in fostering a welcoming environment, supporting local businesses, and promoting a strong local economy, ultimately resulting in a vibrant and thriving community for all residents.

YOUR BUSINESS IN THE PACKAGE

The new resident is given a business directory with your business information. We exclusively represent each business in the program, and each business is exclusive to their category for their type of business.

Each business provides: Information about the services/products they offer, and a promotional item such as a gift card, a sample, or swag (promotional items are not required, but highly encouraged).

Each partner receives:

- Exclusivity in the directory and their business information included in the package.
- Personal recommendation and representation from the Neighbourhood Welcome program rep.
- Monthly reports detailing information on who received the package during the month, with the ability to follow up via email or phone.
- Social media promotion on our Neighbourhood Welcome page.

PARTNERSHIP DETAILS

Cancellation:

Neighbourhood Welcome program contracts are ongoing and monthly. We require 30 days written notice to cancel your partnership.

Billing:

Partners are billed each month (via email, unless stated otherwise) based on the volume of packages distributed and your business's rate.



RATES FOR PARTNERSHIP

Home-based businesses	\$2.50 per basket
Non-Profits	\$3.00 per basket
Storefront businesses start at	\$3.50 per basket
# of employees (2 - 10)	\$3.50 per basket
# employees (11 - 49)	\$4.50 per basket
# of employees (50+)	\$5.50 per basket

Plus GST

Partners are billed monthly. The amount will vary depending on the rate and the number of packages distributed each month.

CONTACT INFORMATION



BROOKE BARA

Area Coordinator - Merritt



403-601-6765



nwmerrittarea@gmail.com

Neighbour Welcome PR Corp.



neighbourhoodwelcome.org



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**For local program information, to
book a meeting, or if you are
interested in becoming a partner,
please contact
Brooke Bara, your local rep.**