



NEIGHBOURHOOD WELCOME

Connecting Our Community

Business Profile

Neighbourhood
Welcome PR Corp.



Business Profile

Business Name: Neighbourhood Welcome PR Corp.

Operating time: 9 years (company-wide)

Number of Associates: 21 employees and independent contractors.

Corporate Profile: Neighbourhood Welcome PR Corp is a Canadian marketing and public relations firm dedicated to enhancing community connection by creating a meaningful welcome experience for new residents. Through our expanding network of independent business representatives in communities such as Port Alberni, the Sunshine Coast, Campbell River, Squamish, Cranbrook, and Chilliwack, we provide curated welcome packages that connect newcomers with local businesses and essential resources. Our innovative approach has demonstrated proven success across British Columbia, Alberta, and Saskatchewan. As we grow, we aim to secure partnerships with local businesses to enrich the newcomer experience further and stimulate local economies.

My Role: My name is Brooke Bara, and I am the Area Coordinator for Merritt. I have been in this role for one month, introducing this program to Merritt. I have been a marketing consultant for over a year.

What We Do: Neighbourhood Welcome provides free welcome packages to new residents (anyone who has moved to Merritt within the last 12 months), filled with valuable community information, resources, and promotional items from local business partners. This helps newcomers navigate their new environment, feel welcomed, and become engaged members of the community. We also offer local businesses the opportunity to connect with these new residents, increasing their visibility and fostering local economic growth.

Partnership

Overview:

A partnership between Merritt Neighbourhood Welcome and the City of Merritt aims to enhance community engagement, support local businesses, and foster a welcoming environment for newcomers. By collaborating with the City, we can leverage resources, promote events, and foster a sense of belonging among new residents.

What Partnership with the City of Merritt Looks Like:

1. Welcome Webpage: The City of Merritt will create a welcome webpage that features the Merritt Neighbourhood Welcome and the opportunity to obtain a free welcome package.
2. Social Media Promotion done by the City of Merritt: The City of Merritt will create social media posts welcoming new residents. Posts will direct newcomers to the Merritt Neighbourhood Welcome page and encourage them to reach out for a free welcome package.
3. Welcome Packages: Merritt Neighbourhood Welcome will include city materials and information of their choosing in our welcome packages.
4. Social Media Promotion Done by Merritt Neighbourhood Welcome: Merritt Neighbourhood Welcome will promote the City of Merritt, city events, and share City of Merritt posts (specifics to be discussed and outlined).

Partnership Options:

5. Maintain a reciprocal partnership. This option includes all the benefits mentioned above; however, reciprocal partners will not receive detailed reports. Please refer to the reporting section for further details.
6. The reciprocal partnership could be maintained until December 31, 2025. At this point, we can consider transitioning to a paid partnership.



Partnership

Have I Worked with a Municipality?

I have not worked with a municipality in a consulting capacity focusing on marketing. However, in my past professional experience, I have worked closely with municipalities. Specifically, I served as a firefighter for both Merritt Fire Rescue Department and Vancouver Fire Rescue Services, which has given me valuable insights into how municipal operations function. I am eager to learn more about how the City of Merritt operates, particularly in terms of marketing. I am fully open to discussing your specific needs and goals for our partnership to ensure that I can effectively cater to your requirements and policies.

Throughout the Neighbourhood Welcome Company, many municipalities have established partnerships with their local Neighbourhood Welcome programs. These arrangements vary and can take the form of reciprocal partnerships or paid partnerships, each with their own agreed-upon terms.

Businesses

Number of Businesses Currently on Board:

At present, I have five signed business partners. Additionally, I have several businesses that have applications, and I am awaiting the return of their signed copies. I also have meetings booked with many businesses who are interested to learn more about the program.

Target Number Before Launching:

My goal is to secure ten signed business partners before the launch of the welcome packages. My goal is to achieve this by the end of July 2025.

When Will I Launch?

I have already launched Merritt Neighbourhood Welcome through social media and public engagement initiatives. Currently, I am focused on expanding my social media presence and increasing public engagement.

Residents

Resident Contacts:

I have received numerous inquiries from residents on social media about the program, with several individuals reaching out to request a welcome package. My Facebook profile has garnered over 29,600 views, highlighting the interest in the initiative. I anticipate the number of requests to increase once the welcome packages are launched. My efforts thus far have been focused on securing business partners, and I plan to ramp up promotion of the welcome packages as I approach their launch.

Target Number:

My goal is to give out 30 welcome packages a month and to connect with as many residents as possible.

Reporting

Our policy stipulates that only paying partners receive full monthly reports. Since we are currently exploring a reciprocal partnership, the Neighbourhood Welcome head office will not be able to provide detailed reports. However, I can offer general monthly reports that include information such as the number of packages distributed and insights on demographics. This data will be presented in an analytical format to ensure confidentiality is maintained.

Reports received by Paid Partners:

1. Monthly New Resident Reports: These reports detail the following:

- Date of Delivery
- Name
- Address
- City, Postal Code
- Phone
- Email
- Moved From

2. Objective Information:

- Demographic Observations: estimated age ranges (children, young adults, middle-aged, seniors) based on observable characteristics.
- Family structure: note the presence of families, singles, or elderly residents.
- Diversity: Observe the diversity of residents in terms of ethnicity and cultural markers.
- Housing Characteristics: Single-family home, apartment, townhouse, etc.

Termination

Neighbourhood Welcome partnerships (paid or reciprocal) are ongoing on a monthly basis and require a written notice of 30 days for cancellation.

Conclusion

A partnership between Neighbourhood Welcome and the City of Merritt can significantly enhance the experience for newcomers while promoting community cohesion and support for local businesses. By collaborating on initiatives that welcome new residents and provide them with essential resources, we can foster a sense of belonging that encourages engagement and integration into the community. Additionally, this partnership will contribute to enhancing the local economy and driving traffic to local businesses, and encouraging newcomers to explore and support our vibrant community.



Example of monthly report with resident information

NEIGHBOURHOOD WELCOME NEWCOMER MONTHLY REPORTS

Month & Area:

Date of Delivery Name Address City, Postal Code Phone Email Moved From		Date of Delivery Name Address City, Postal Code Phone Email Moved From	
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Date of Delivery Name Address City, Postal Code Phone Email Moved From		Date of Delivery Name Address City, Postal Code Phone Email Moved From	
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Date of Delivery Name Address City, Postal Code Phone Email Moved From		Date of Delivery Name Address City, Postal Code Phone Email Moved From	
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Date of Delivery Name Address City, Postal Code Phone Email Moved From		Date of Delivery Name Address City, Postal Code Phone Email Moved From	
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NEIGHBOURHOOD WELCOME PROGRAM

Brought to you by "Neighbourhood Welcome PR Corp."

The Neighbourhood Welcome Program provides a free greeting for the new residents in the community. The new resident is presented with a package of community information, certificates, and information from local businesses.

Our mission at Neighbourhood Welcome PR Corp is to be the bridge that connects the new resident to their new local business community.

YOUR BUSINESS IN THE PACKAGE: The new resident is given a business directory and your business information to welcome them to visit your business. 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 of the services/ product you offer, gift certificate to invite them to your place of business and/or a sample (when available).

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 with detailed information on who received their business representation during the month, with the ability to follow up via email, telephone or by email.
- Social media promotions on Neighbourhood Welcome page.

PARTNERSHIP RATES: Rate per package \$ 5.50

***MAX 30 packages**

PARTNERSHIP DETAILS:

CANCELLATION: Neighbourhood Welcome program contracts are ongoing monthly and require 30 days written notice to cancel.

BILLING: Partners are billed each month (via email unless stated otherwise) based on the volume of packages.

Your local representative: Brooke Bara

Phone # 403-601-6765