



Welland Downtown Business Improvement Area
60 East Main Street, Welland, ON L3B 3X4
www.downtownwelland.ca

MEDIA RELEASE

Welland BIA Executive Director is Moving On

The WDBIA wishes to announce that Executive Director, Alexis Higginbotham, has made the decision to advance her career and step down from her role at the Welland Downtown BIA.

During Alexis's time as Executive Director, the Welland Downtown BIA achieved a multitude of significant milestones and successes, such as the successful implementation of the Downtown Community Watch Committee, the implementation of engaging and prosperous events, and the promotion of community involvement. Under Alexis's leadership, the WDBIA not only thrived but also left a lasting impact on the community.

Alexis expressed her gratitude for the opportunity to serve the Welland community, stating, "It has been an honour to work with the Welland Downtown BIA, and I am proud of what we have accomplished together. I have no doubt that the organization will continue to prosper in the future."

In the coming weeks, Alexis will work closely with the WDBIA's Board of Directors to ensure a smooth and seamless transition.

Although Alexis will be greatly missed, we extend our warmest wishes for her success in all her future endeavours.

For more information or any inquiries regarding the Welland Downtown BIA, please reach out to Chair Kelly Jones at chair@downtownwelland.ca.

- 30 -

About Welland Downtown Business Improvement Area

The Welland Downtown BIA is recognized as a resourceful, innovative partner who works as a catalyst to bring together businesses, citizens, elected officials, and community organizations. WDBIA's goal is to promote economic and community well-being in Downtown Welland by supporting and celebrating the heart and spirit of local businesses and entrepreneurs.