



**NIAGARA
PARKS**

Business Highlights Presentation

Niagara Parks Commission - Public Meeting

October 10, 2024



Stewards of the Niagara River Corridor

- Niagara Parks is a key demand generator, driving visitation and tourism to Niagara and Ontario.
- Responsible for maintaining 56km Niagara Parkway and 53km recreation trail, numerous parks, gardens and natural areas.
- Breadth of services include Niagara Parks Police Service, School of Horticulture.
- Re-established Niagara Parks Foundation focuses on raising funds to support additional environmental and cultural stewardship projects.
- As a self-funded organization, investments into enhancing our guest experiences that in turn, drive visitation and grow revenue, directly benefit our ability to deliver on our mandate of environmental and cultural stewardship.





Niagara Parks

- Founded in 1885
- Operates under the Niagara Parks Act
- Two founding principles:
 - i. Niagara Parks would never be a burden to the taxpayers of Ontario
 - ii. Niagara Parks would as much as possible, be free to enjoy
- Board-governed operational enterprise under the Ministry of Tourism, Sport and Culture
 - 12-member Board of Commissioners

Mandate: To be the environmental and cultural stewards of the Niagara River Corridor

Vision: To be one of the most spectacular parks in the world



Funding and Operations

- One of the region's largest employers; 1,800 headcount in peak season; \$60 million payroll.
- Operating budget covers payroll, operating expenses to run its revenue-producing operations and key operational projects.
- Capital budget covers investments into deferred maintenance and strategic projects to enhance Niagara Parks' visitor experiences
 - \$175 million worth of deferred maintenance across Niagara Parks sites
 - **Major capital projects for 2024-25:**
 - *Replacement of Niagara's Fury*
 - *Repairs and maintenance*

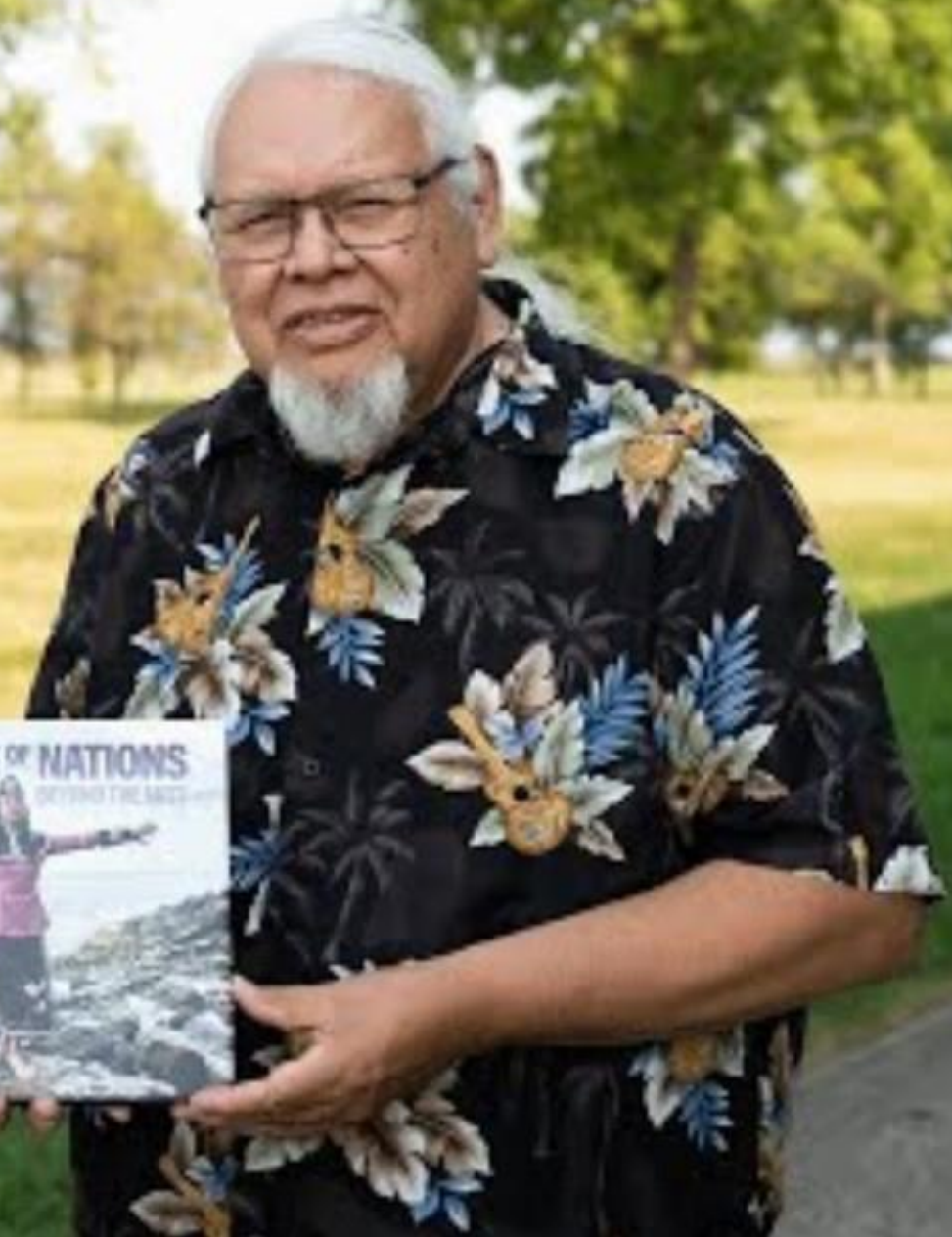




Landscape of Nations: Beyond the Mist Book Launch

- Sept. 13: The new publication, *The Landscape of Nations: Beyond the Mist* was launched at Old Fort Erie with an excellent turn out and almost 200 books sold at the event.
- The book features contributions from 17 authors, including leading scholars and Indigenous knowledge holders, alongside artists, photographers, and mapmakers, offering comprehensive insights into Indigenous life, history, and culture within the Niagara River corridor.
- The books will be available at our historic sites and retail outlets, along with various partner sites including the Niagara Falls History Museum, NOTL Museum and Fort George.







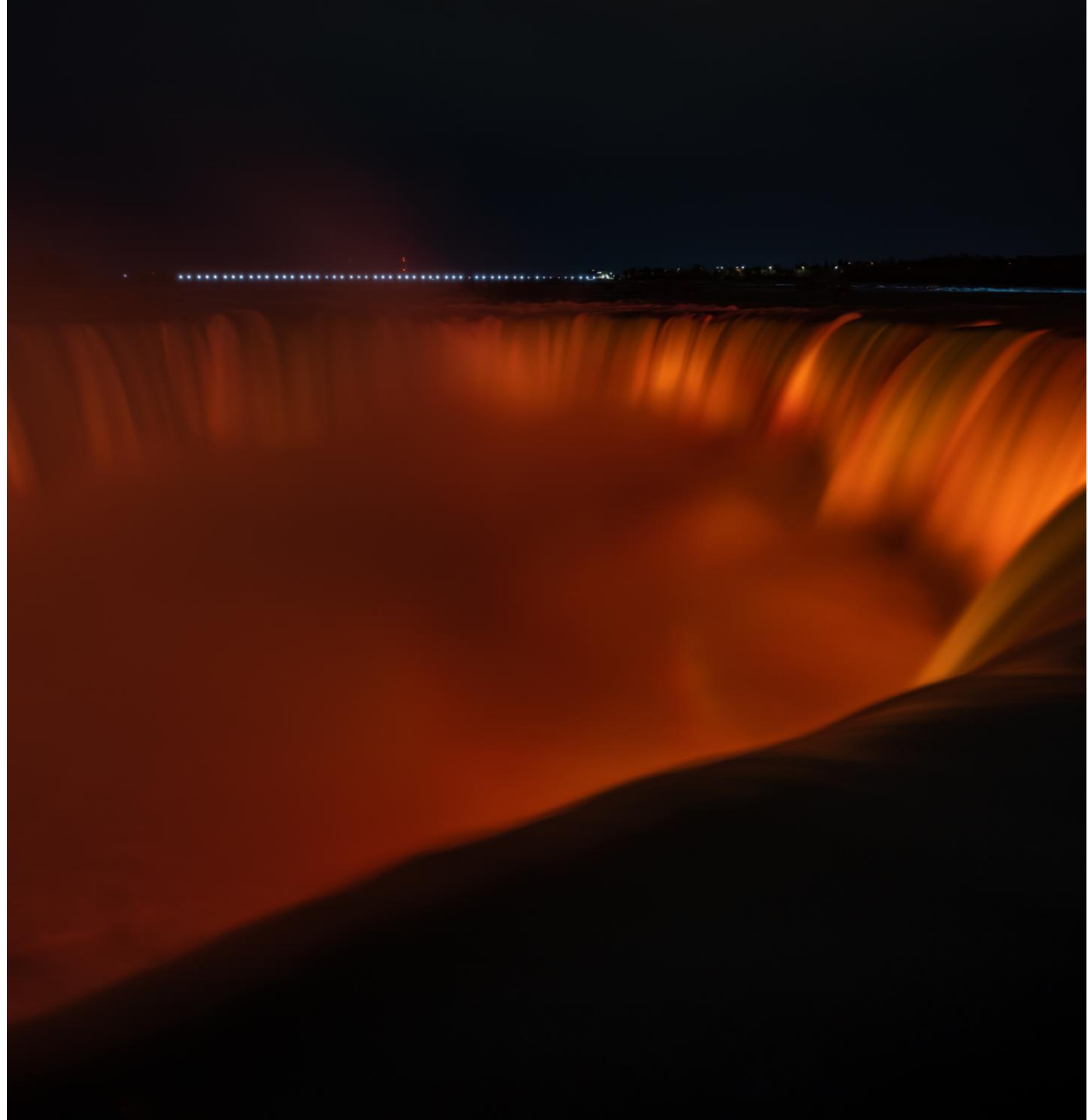
Behind the Scenes: Filming for the New Flying Theatre

- Filming for Niagara Parks' new flying theatre began on September 23 and will continue into October. (Oct 21, 23, 24).
- Public invited to make history as film extras across more than 10 key areas in the park, from Lake Ontario to Lake Erie.
- Overwhelmingly positive response from the public requiring the use of waitlists due to high volume of interest.
- Sites where filming has already occurred include the brink of the Falls, Landscape of Nations Memorial, Whirlpool Aero Car and other tourism partner sites.



National Day for Truth and Reconciliation

- On Monday, September 30, Niagara Falls was illuminated orange hourly in honour of NDTR.
- Members of the Indigenous Community, including the Strong Water Singers, gathered along the Parkway to sing and drum traditional songs.





Archives Ontario Social Media Collaboration

- Social media partnership with Archives Ontario
- Showcasing archival images from key Niagara Parks locations alongside present-day images.
- Table Rock Bistro + Wine Bar Images (Posted July 25, 2024 to Instagram)
 - Total Views: 5,413
 - Likes: 177
 - Comments: 1
 - Shares: 7
 - Saves: 2
 - Profile Activity Generated: 13 clicks
 - Audience Split: 84.6% followers, 15.4% non-followers





Archives Ontario Social Media Collaboration

- Then & Now Niagara Parks (Posted August 14, 2024 to TikTok)
 - Total Views: 4.88M
 - Likes: 191K
 - Comments: 1,506
 - Shares: 4,430
 - Saves: 10K
 - New Followers Gained: 2,256





Culinary Operations

- New chef Chris Totah hired at Table Rock House Restaurant.
 - Chef Totah trained under celebrity chef Marcus Samuelsson and brings a wealth of international experience to the role.
- Three Thanksgiving featured options:
 - Lunch/dinner at Table Rock House Restaurant
 - Brunch at Queenston Heights Restaurant (sold out)
 - Debuting lunch at Legends on the Niagara (tracking well for reservations)

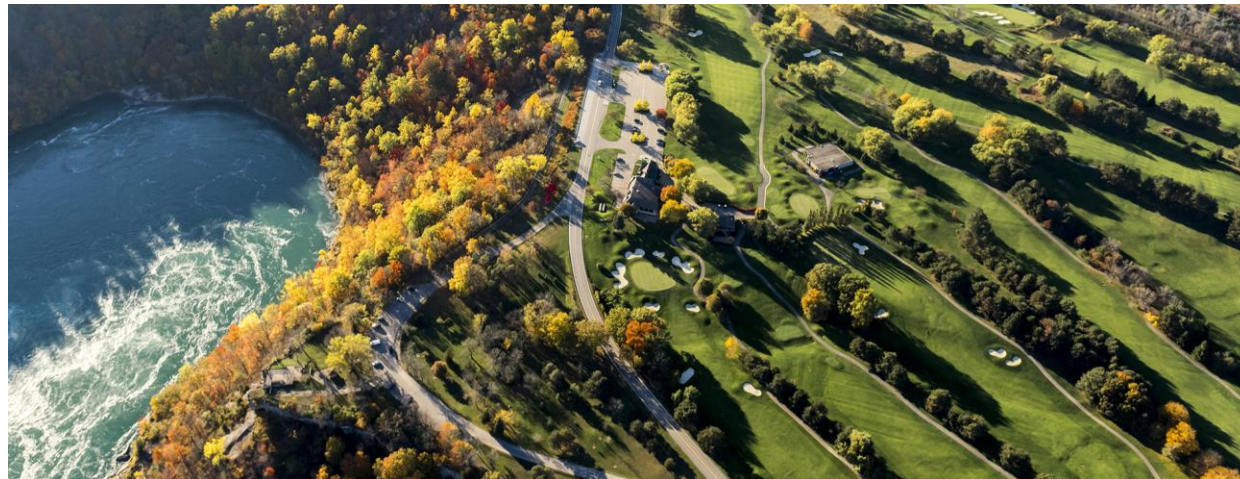


Golf Updates

- September weather has provided ideal playing conditions for Niagara Parks Golf, with busy fall tournaments, stay-and-play packages, and individual play.
- The inaugural Men's and Women's Golf Leagues at Legends concluded with a banquet and prize awards, receiving positive feedback and expected growth for 2025.
- The annual All Access sale begins November 4, featuring a new Twilight pass alongside Unrestricted, Weekday, and Chippawa passes. Purchases before December 31 include four complimentary rounds.
- Golf Academy programs are being developed for late fall and winter, with details to be announced.



Golf Updates



- Course improvements are in the final stages at Whirlpool Golf Course on hole #18.
- Expanding the fairway with tree planting will complete the renovation later in the fall.

Retail and Attractions

- Niagara Parks retail stores were merchandising for the autumn season and to promote Indigenous suppliers and products in advance of National Day for Truth and Reconciliation.
- Displays from the main floor of Table Rock Shop and Queen Victoria Place Gift Shop.





Signage Updates

- A hoarding wall went up on the upper level of Table Rock Centre to separate the construction to transform the Niagara's Fury space into the new flying theatre attraction.
- The hoarding wall was designed with graphics to provide information to guests about the project and promote Niagara Parks.
- New interior mural wall added at White Water walk.



Sales Team Updates

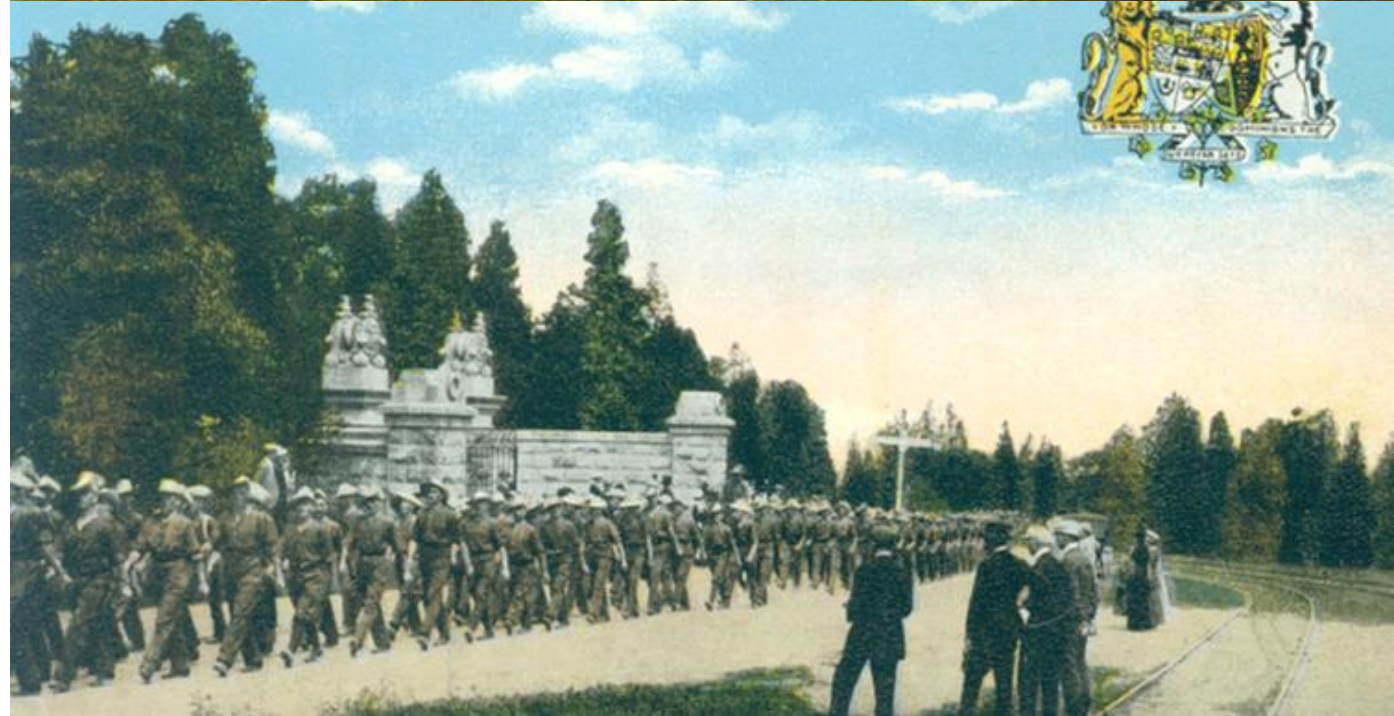
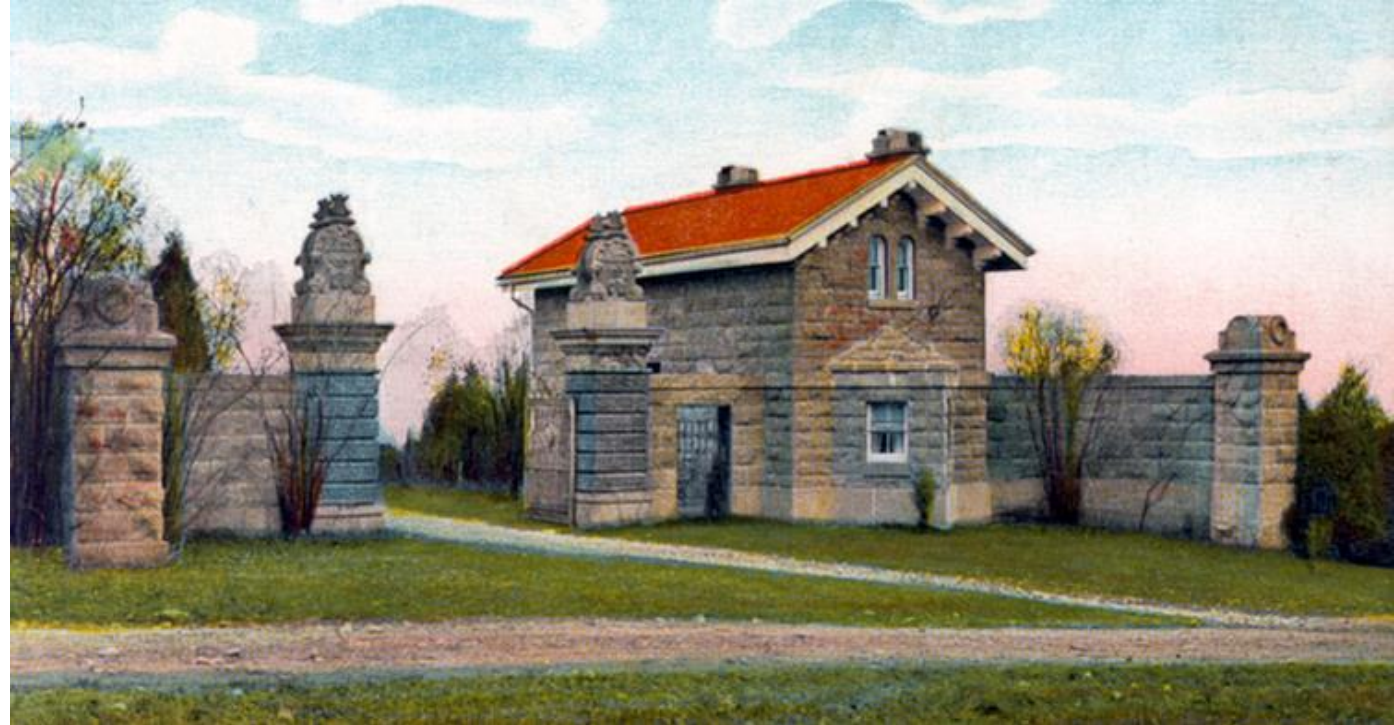
- Post-Labour Day, tour business at Table Rock House Restaurant, Table Rock Market, and Queen Victoria Place is increasing.
- During September, Niagara Parks hosted 15 wedding ceremonies, 11 receptions, 17 business/social events and nine travel trade client familiarization tours.
- New all-inclusive wedding package for Queenston Heights Restaurant and Legends on the Niagara.
- Weddings Team attended Wedding Ring's Niagara Wedding Expo Fall 2024 Show at White Oaks on Sept 29.





Heritage & Legacy Staff Move To Queenston Caretaker's Cottage

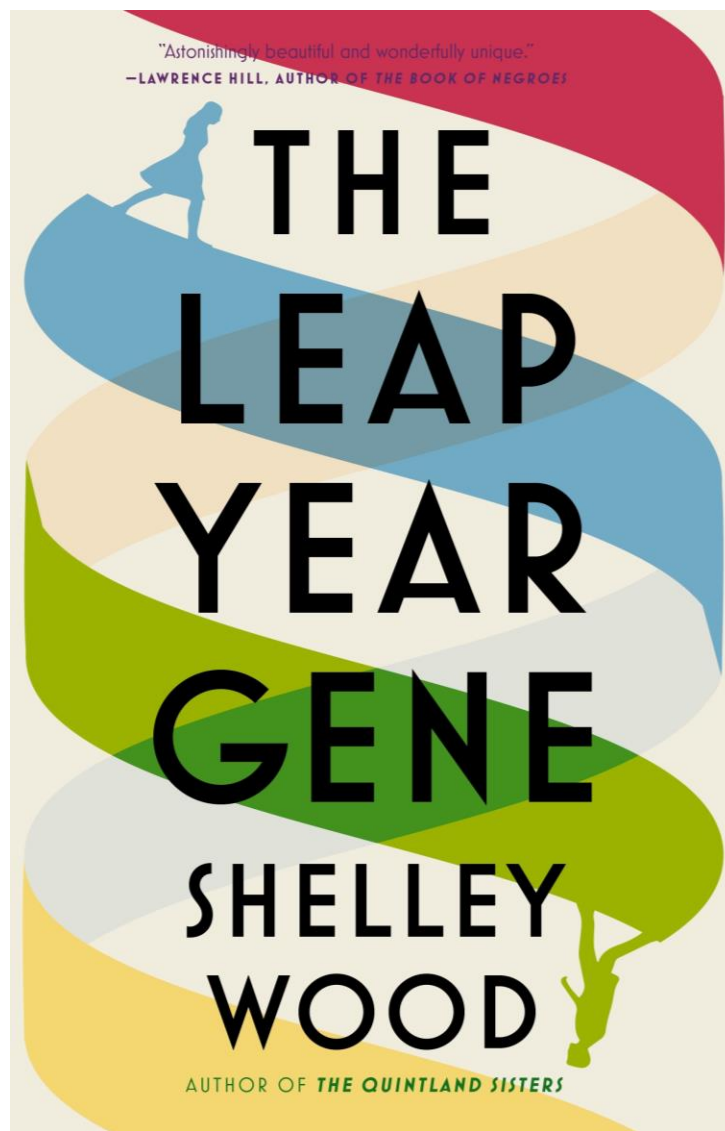
- This structure dates to 1856 and was the original location of the entry gates for Queenston Heights Park.
- The tracks for the Niagara Falls Park & River Railway originally ran past the Cottage and the gates when it was in operation at the turn-of-the-century.
- The QHP gates were moved in 1909 and again in 1942 when they were finally placed at their current site.
- The Cottage had been vacant since 2018; its use as NPC office and meeting space will help to preserve the site and give it new purpose.





Coast to Coast Author Series at the Queenston Chapel

- Four remarkable female authors share courageous tales of overcoming the dark and daunting elements of nature in our annual Coast to Coast: Canada's Survivalist Women Literary Series.
- Author Shelley Wood featured on Sept. 26
- Upcoming dates include Oct. 17, Nov. 15 and Dec. 12.

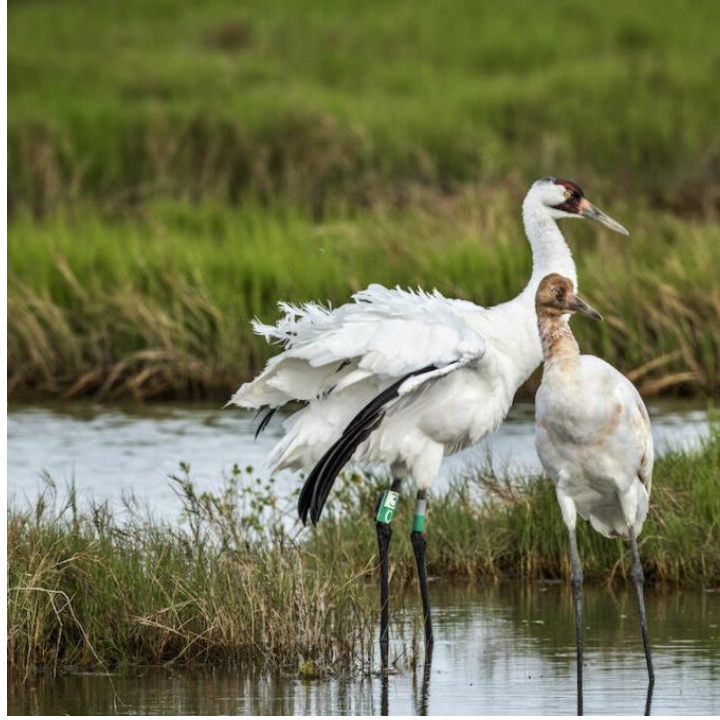




A Conversation With Dr. Roberta Bondar

- Thursday October 10, 2024, from 7 p.m. to 9 p.m. at the School of Horticulture and the Butterfly Conservatory.
- To feature remarks from representatives from both Niagara Parks and the Roberta Bondar Foundation, followed by a lecture and Q&A session with Dr. Bondar.
- Afterward, guests are invited to walk over to the Butterfly Conservatory for a private viewing of the exhibit and book signing.

NIAGARA PARKS





Valour and Victory: Honouring Indigenous Veterans

- Saturday, November 2, at 1p.m. at the Landscape of Nations Memorial in Queenston Heights Park.
- This year's program will also include HSMBC National Historic Person Plaque Unveiling for Teyoninhokarawen (John Norton).
- The event honours the contributions and sacrifices of the Six Nations and Native Allies during the Battle of Queenston Heights and the War of 1812.



Park Improvements Update

- New furniture for the Lecture Hall, Lower Lecture Hall, and Lower Residence Lounge at the School of Horticulture.
- New additions allow for third-party use such as Garden Clubs and events hosted by Niagara Parks.





Nature & Gardens Update

- The Majestic Monarch Tag and Release Program on September 7-8 saw the release of more than 1200 monarchs.
- The School of Horticulture and Botanical Gardens hosted 23 delegates from the Forest Training Institute and provincial governments.
- The School hosted the annual Alumni Conference at the Botanical Gardens and were updated on the progress of the Recognition Garden.
- The Community Tree Planting Day will take place on October 26 from 10 a.m. to noon at Old Fort Erie.



Tree Planting Program - Soil Analysis

- As part of the new MOU with Vineland Research and Innovation Centre, the Niagara Parks Soil Analysis program was launched.
- Over 100 soil samples from 7 future planting locations were collected.
- Analysis by Vineland will be used to guide tree species selection, stock types, and required soil amendments (e.g. compost) to increase survival.
- Another 2500+ trees will be planted this fall.



Niagara Parks Police Service

- Aug. 14: Remembrance ceremony for retired Sergeant Jack Slater.
- Sept. 7: Attended the Niagara Police & Security Career Expo at Niagara College.
- Sept. 11: Basic Constable Training graduation for Probationary Constables Jacob Casciano and Cameron McQuade at the Ontario Police College.
- Sept. 30: Chief Forcier and NPC Chair Bob Gale attended the Line of Duty Death Ceremony for retired Assistant Chief Barney Ruddell at the Niagara Falls Fire Department.
- Sept. 30: NPPS attended the Canadian Police and Peace Officer Memorial in Ottawa.

North Parkway Projects

Queenston Heights Park

- Construction began last week of September
- Opening estimated for June 2025

Paving Projects

- Resurfacing of the Recreation Trail from Pedestrian Bridge #34 (Line 3) to just south of Service Road 61, in Niagara-on-the-Lake
- Improvements to the Butterfly Conservatory Rear Drainage System





Central Parks Projects

QVP Public Washroom Driveway Revamp

- Public Washroom Driveway and Events Area project will focus on replacing the driveway and road leading to the washroom facility and reconstructing the trail from the driveway to Murray Hill.
- Expected start date is September 16 and construction is anticipated to be completed by the end of October.

Recreation Trail Revamp

- 800 metres of concrete curb and sidewalk will be removed and replaced between White Water Walk and Whirlpool Aero Car.
- Expected start date is September 16 with an expected completion date of October 27.

Table Rock Redevelopment

- Work is underway near the main entrance at Table Rock Centre to improve the north side fire exit. With Niagara's Fury closing its doors, construction is now beginning on a brand-new attraction coming Summer 2025.

Road Resurfacing Improvements

- Asphalt resurfacing will take place from Mechanic Street to Upper Rapids Boulevard, including both sides of Upper Rapids Boulevard. Traffic control measures will be in place to ensure continued vehicle passage through the work areas.
- Expected start date is September 18 and construction is anticipated to be completed by the end of October.

Exterior Work at Niagara Parks Power Station

- New public washrooms are being built on the west side of the Niagara Parks Power Station, with completion expected by spring 2025.

Electrical Repairs at Dufferin Islands

- Closures from September 9 to November 1 are required within Dufferin Islands to allow for safe installation of underground service lines.

Upcoming

- Pathway removal to create a concrete heated walkway from October 7 to October 11 from Falls Parking Lot to the Bridge of Flowers.



South Parkway Projects

Paving Projects

- Resurfacing of Service Road 18 and 27 started on September 30, and is expected to be completed by October 30, weather permitting.
- Resurfacing (approximately 1.5 km) of East and West bound lanes of Upper Rapids Boulevard, including the entrance to the Rapidsview Parking Lot, began on September 16, with an expected completion date of October 27.

Upcoming:

- Front Trail repairs at Legends on the Niagara Golf Course.





Upcoming Events

- Through to Oct 27: Tea and Tasseomancy exhibit at McFarland House
 - Features local tea expert Amy Lou Taylor's collection of historical teacups, rare books, and textiles
 - Tea leaf reading workshops on October 20 and 27
- Oct 10: Roberta Bondar Lecture and Q&A
- Oct 11 – 13: Thanksgiving Feature Menus
- Oct 11: Chrysanthemum Show Begins at the Floral Showhouse
- Oct 11 – 26: All Hallows Eve at Old Fort Erie
 - Lantern tours run Thursdays to Saturdays, October 11 to 26
- Oct 19: School of Horticulture Graduation Ceremony
- Oct 21 – 25: Flying Theatre Filming
- Oct 26: Community Tree Planting
- Nov 2: Valour & Victory: Honouring Indigenous Veterans



Questions and Comments

