



**NIAGARA
PARKS**

Business Highlights Presentation

Niagara Parks Commission – Public Meeting

Thursday, December 12, 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 & Operations

- One of the region's largest employers; 1,800 headcount in peak season; \$70 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





Next Steps for Toronto Power Redevelopment

- Niagara Parks is proud to have the support of the Government of Ontario for the \$200 million private-sector redevelopment of the historic Toronto Power Generating Station.
- The lease agreement for the redevelopment has been finalized and approved by the Province, allowing construction planning to officially begin.

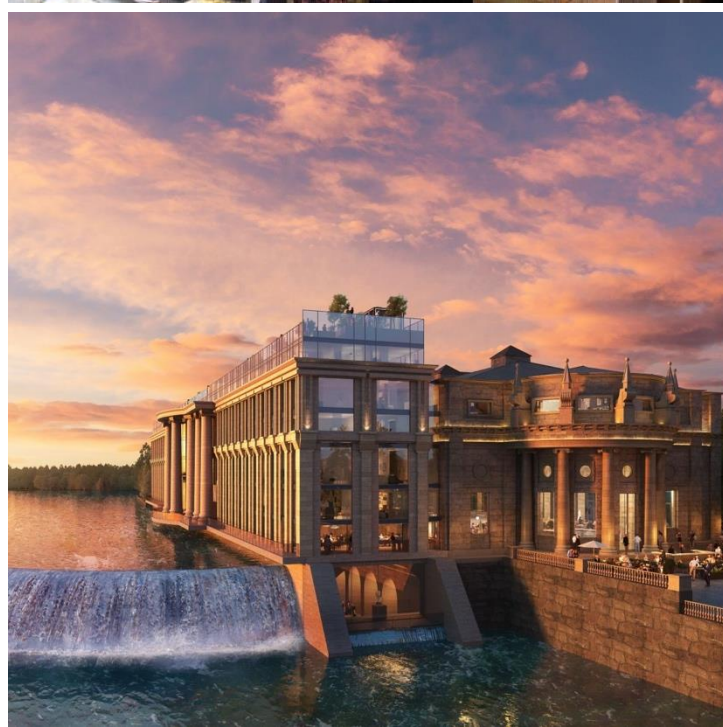


(Top Photo) From left to right: From left to right: MPP Sam Oosterhoff, Minister Stan Cho, James Ciancone of Pearle Hospitality, Niagara Parks Chair, Bob Gale, Niagara Parks CEO, David Adames and Mayor Jim Diodati. (Bottom Photo) A rendering of what the Toronto Power Station will look like inside once renovated.



Toronto Power Redevelopment

- Toronto Power opened in 1906 and operated until 1974, since that time it has sat empty.
- In 2007, ownership of the property was transferred to Niagara Parks.
- The over \$200 million restoration will be led by Society Developments in collaboration with Pearle Hospitality to transform the station into a world-class new experience in Niagara Falls.





Ontario Tourism Summit

- Oct 22-23, Hamilton
- CEO David Adames delivered a presentation on Niagara Parks' investments in guest experiences to drive tourism growth.

Key highlights included:

- Redevelopment of Table Rock Centre.
- Opening of the Niagara Parks Power Station + Tunnel.



Celebrating 25 Years of Service

- Congratulations to our dedicated employees marking 25 years with Niagara Parks in 2024!
- Nov. 12: Recognition event held during the Employee Town Hall to recognize 18 employees.
- Certificates presented by Niagara Parks Chair Bob Gale and members of the Executive Team.
- Honourees will be celebrated again at the Annual Retiree Dinner in 2024.

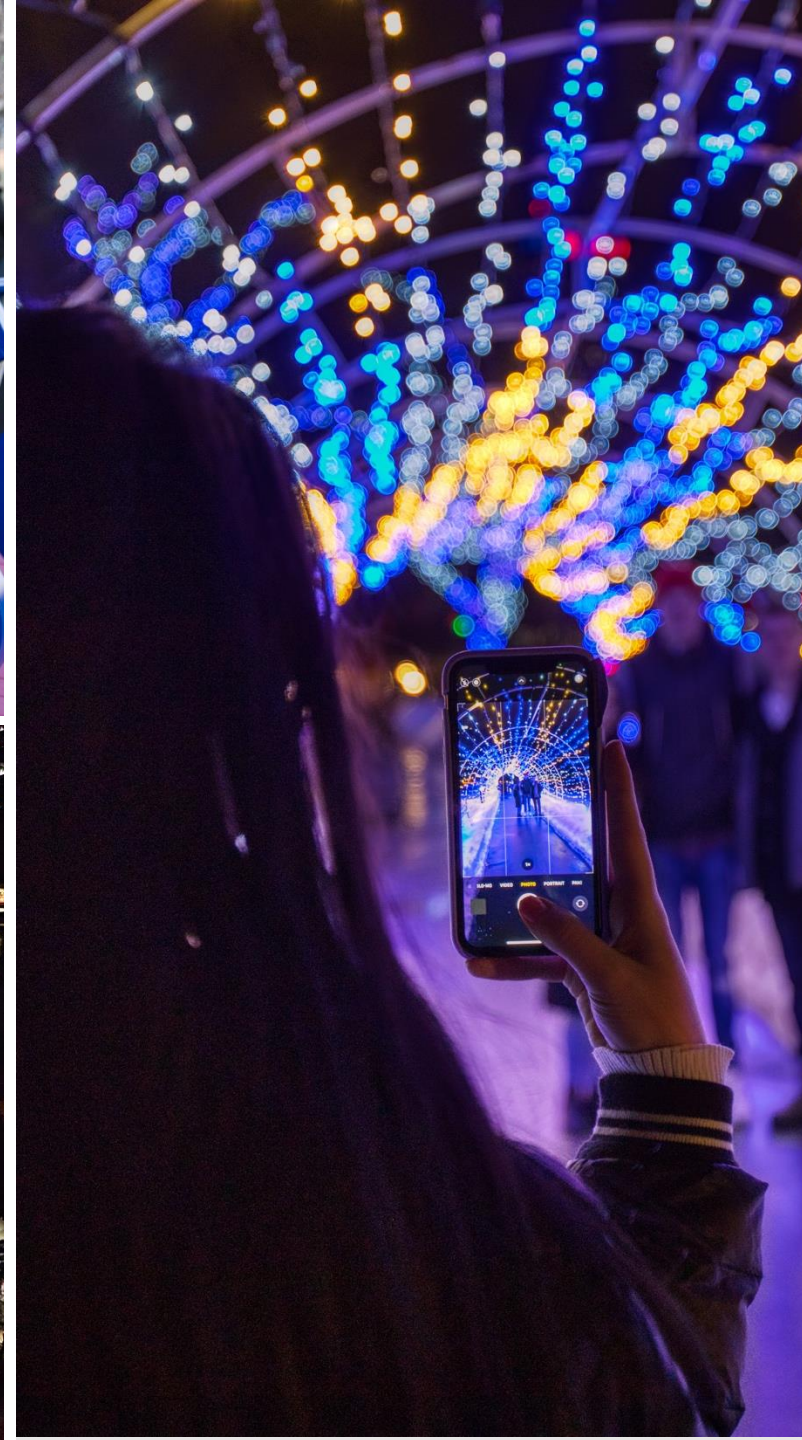




Chef Totah's Seafood Dinner

- Nov. 15: Chef Chris Totah made a splash with his well-attended debut seafood dinner at Table Rock House Restaurant.
- The six-course meal featured velvety PEI oysters and pan-seared scallops, miso glazed cod, squid ink risotto and a decadent poached pear infused with Niagara's famous Icewine.
- Each dish was thoughtfully paired with the finest VQA wines.
- Chef Totah is classically trained in French cuisine and has mastered Thai, Asian Fusion, Italian and Mediterranean.





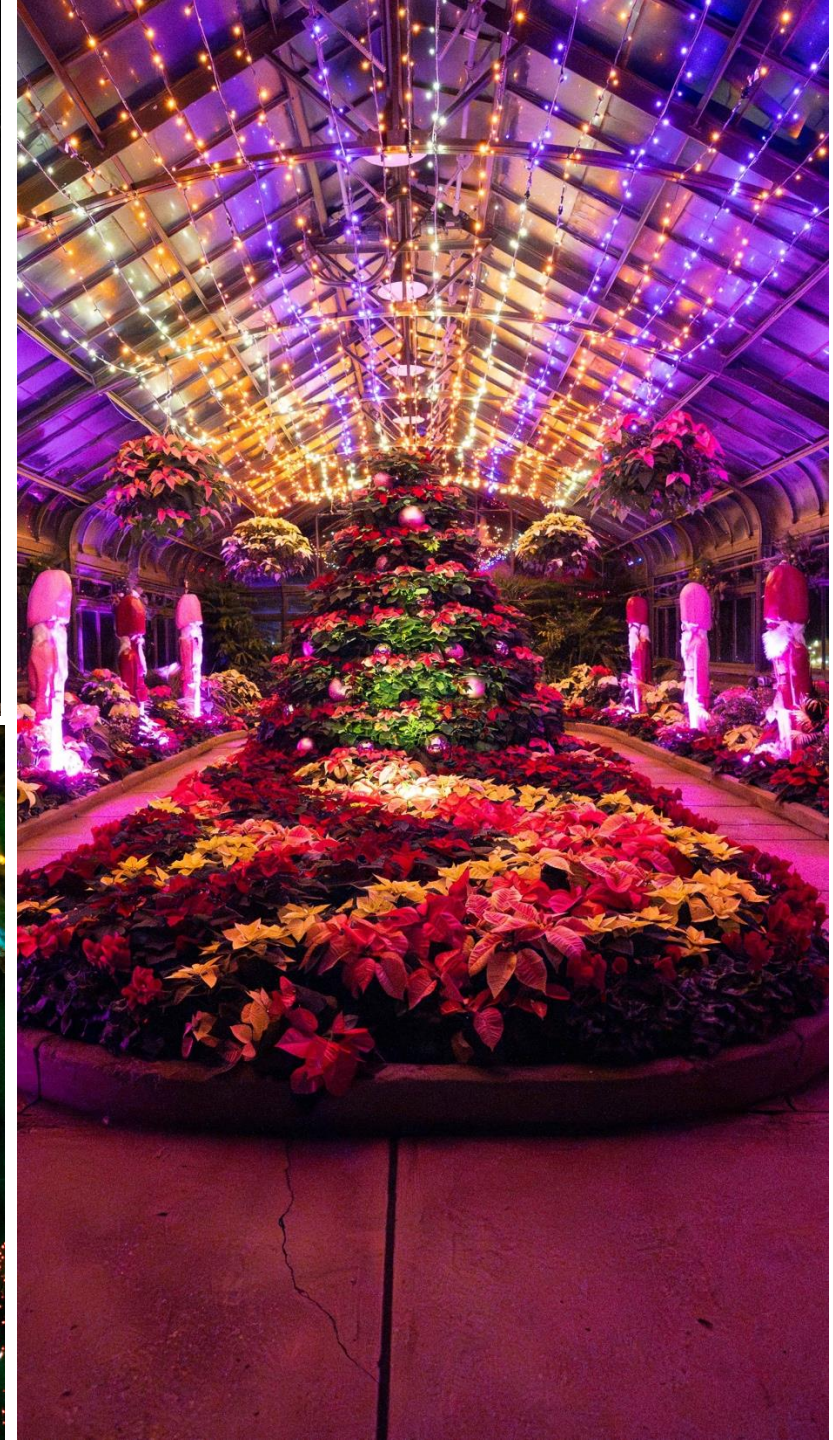
Winter Festival of Lights

- The Winter Festival of Lights returned for its 42nd year on November 16, showcasing a spectacular display.
- The kick-off event featured a performance by Circus Orange, attended by over 5,000 guests
- Millions of stunning lights and over 75 unique displays illuminate Niagara Parks, making this a must-see holiday tradition.
- The festival offers a packed calendar of free, family-friendly programming.
- Activities include musical performances, holiday meet-and-greets and fireworks.
- Niagara Parks has participated in joint media opportunities with Niagara Falls Tourism to promote the Festival
 - Global
 - Cogeco/YourTV
 - Breakfast Television
 - New Day Cleveland
 - WIVB/Channel 4



Poinsettia Show & Whimsical Creatures

- Celebrate the holiday season with Niagara Parks' Annual Poinsettia Show, now open.
- Features traditional holiday landscapes with modern touches of vibrant colours and lights.
- Outside, Niagara Parks' Whimsical Creatures exhibit at the Floral Showhouse has been redecorated for the holiday season.
- Previously crafted using thousands of annual bedding plants arranged on frames for intricate 3D designs.
- Now transformed with thousands of recycled water bottles and new lighting for the Winter Festival of Lights.





Historic Holiday Events at McFarland House

Holiday House Tours (December 6–8):

- McFarland House participated in the sold-out Niagara-on-the-Lake Rotary Holiday House Tour.
- Guests enjoyed self-guided tours of the Georgian-era manor, adorned with elegant, natural decorations by the Garden Club of Niagara.

Festive Yuletide Tea (December 11–13):

- Seasonal teas, scones, finger sandwiches, and seasonally-inspired desserts amid festive greenery and natural accents.

Heritage Christmas Open House (December 14):

- Explore 19th-century traditions through historical, holiday-themed tours.
- Heritage crafts to take home.





Parks, Environment & Culture

Partnership with Brock University

- Participated in a Brock University co-op event to support student development, promote Niagara Parks' 2025 recruitment efforts, and provide career counselling for Humanities students.
- Met with Brock University partners to advance the Memorandum of Understanding, exploring collaborative research opportunities to benefit Niagara Parks.

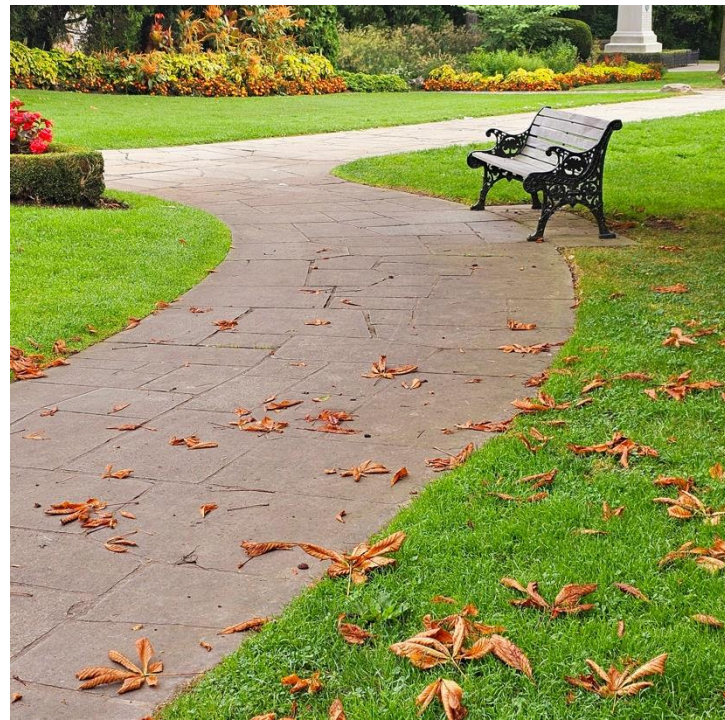
Niagara Parks and Brock University strengthened their partnership to support environmental stewardship, cultural heritage and experimental learning in the community by signing a new Memorandum of Understanding on Monday, April 29, 2024.



Parks, Environment & Culture

Urban Forestry Initiatives with Brock University

- **Rapidsview Tree Planting:** With funding from Niagara Falls Tourism and Canada Trees for Life, 2,000 native trees have been planted at the Rapidsview site.
- Niagara Parks has exceeded its 2024 tree planting goal of 5,000, achieving over 7,500 trees planted this year.
- **Gonder's Flats:** Developed an interpretive plan to provide educational opportunities about wetlands and promote sustainable use of the site.
- **Queenston Heights Trails :** Over the past three months, a Brock University student has researched and developed an interpretive plan for the Queenston Heights trail system.
- The plan integrates natural and cultural heritage, including the interpretation of remaining infrastructure from the historical Queenston Quarry operations.



Research Collaborations

- Oct. 31: 45 students from Niagara College's Ecosystem Restoration Program completed a plant inventory at Gonder's Flats.
- Plant inventory will be used to guide future management of the site.
- Students are also preparing a Niagara Gorge Restoration Strategy, with a focus on the White Water Walk to assist NPC in researching restoration techniques for these challenging environments.





Capital Projects

North Parks:

- Significant sidewalk enhancements have been implemented to improve walkability and honour natural pedestrian pathways, ensuring a better experience for all visitors.
- The Whirlpool Aero Car guest queueing area is being expanded to accommodate increased visitation, enhancing safety, accessibility, and aesthetics.





Capital Projects

Central Parks:

- Recent resurfacing efforts on the Niagara River Parkway from Zimmerman Avenue to John Street will continue with the section from Clifton Hill to Fraser Hill. These upgrades will improve accessibility and enrich the iconic experience of visiting the Falls.
- Expansion of parking spots and improvements at Falls Parking Lot.
- Construction at Grand View Marketplace led by NAE to support new ticketing booth and Starbucks outlet.



Capital Projects

South Parks:

Legends on the Niagara

The following projects have started at Legends on the Niagara and will continue during December, weather permitting:

- Drainage improvements throughout the Battlefield Course began in Fall 2024.
- Battlefield Course cart path replacements
- These improvements will enhance the course's playability and ensure a better experience for golfers.
- Work anticipated to be completed July 2025

Gonder's Flats

- Construction at Gonder's Flats in Fort Erie began Monday, December 2, and is estimated to be completed December 23, 2024.
- Access to the walking loop in this area and a number of parking spaces in the parkette will have restricted access during construction.



Niagara Parks Police Service

- Nov 8 – Cst. Drew Harrison and PSD ‘Aero’ performed a police canine explosives detection search for inert materials during a demonstration for ‘Take Your Kids to Work Day’
- Nov 11 – Chief Forcier, Sgt. Kitson, and retired members Sgt. John Clark and Cst. Bernie Brandauer attended the City of Niagara Falls Remembrance Day Ceremony
- Dec. 4 – Chief Forcier, Insp. Gallagher, Sgt. Atamanyk, Cst. Claassen, Cst. Halliday, Cst. Paul, and Provincial Offences Officers Alkadi, Poitras, Jolin, and Wunovic attended the annual Cop Shop program with other public safety agencies at the Pen Centre in St. Catharines, ON
- Nov. 19 – Insp. Gallagher and Sgt. Atamanyk attended an *Ontario Association of Chiefs of Police ‘Building a Respectful Workplace in Policing’* session in Vaughn, ON.
- Nov. 19 – High Angle River Team members - Constables Thomas Szczygiel, Henry, Halliday and Morgan participated in rope rappel training at Ontario Power Generation station.
- Nov. 22 – Insp. Gallagher attended a Strategic Thinking Course through the Degroote School of Business hosted by the Hamilton Police Service
- Nov. 27 – Insp. Gallagher attended a Casino Police Security Alliance Meeting





What's Open on Christmas Day

Christmas Day:

- Falls Parking – 7:30am – 11pm
- QVP lot – 10am to 10pm
- Falls Incline Railway – 11am – 9pm
- Table Rock Bus Management – 9am to 8:30 pm
- Expanded hours at Table Rock Centre
 - Building (access for public washrooms) open
 - Table Rock Shop open 12-8pm
 - Table Rock Market open 12-8pm
- No WEGO bus service

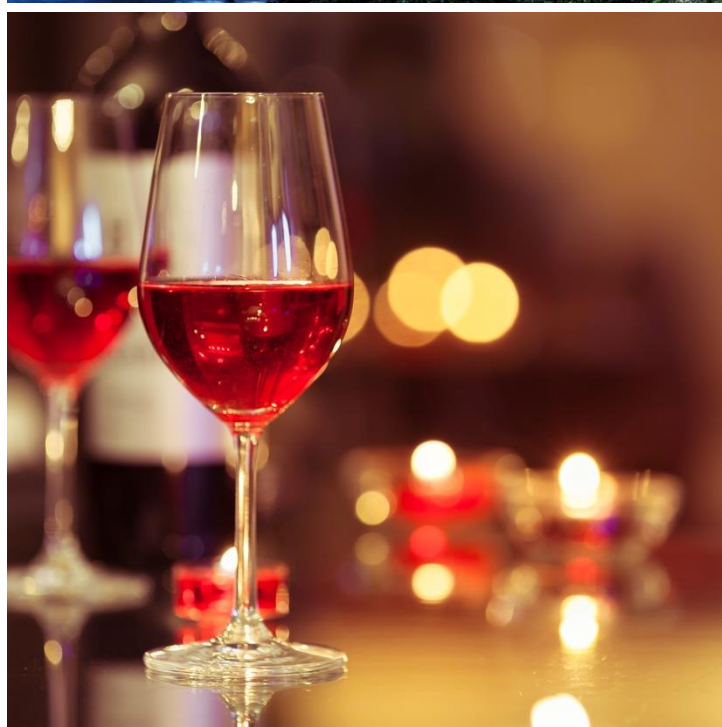


New Year's Eve

- Fireworks at 8pm and midnight.
- Start a New Year's Eve tradition with a visit to the Winter Festival of Lights.
- Special winter featured illumination of the Falls.
- Prix Fixe Dinner at Table Rock House Restaurant.
- New Year's Day Brunch at Queenston Heights Restaurant.

Road Closures:

- Niagara Parkway, Clifton Hill
 - Closure begins at 7pm
- Murray Hill
 - If a closure is deemed necessary due to pedestrian volume, anticipated to begin around 10pm
- All road closures are at the discretion of Niagara Parks Police Service and Niagara Regional Police



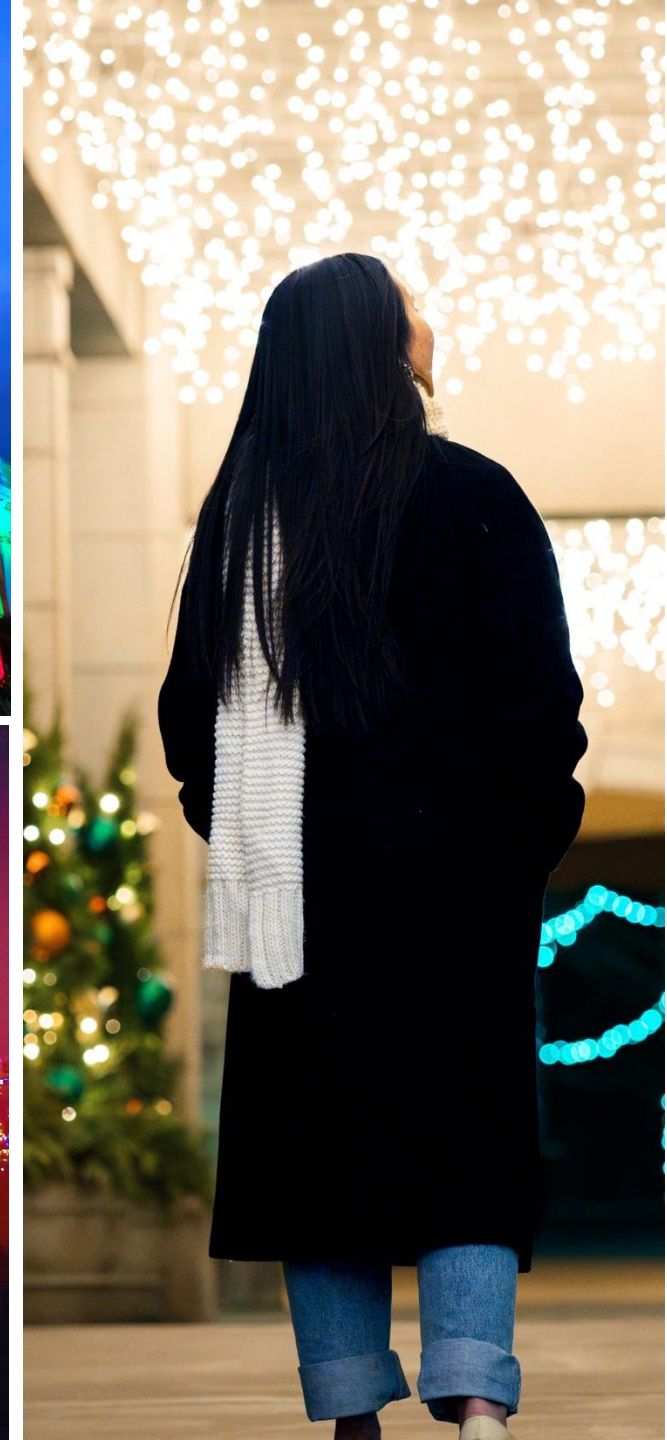
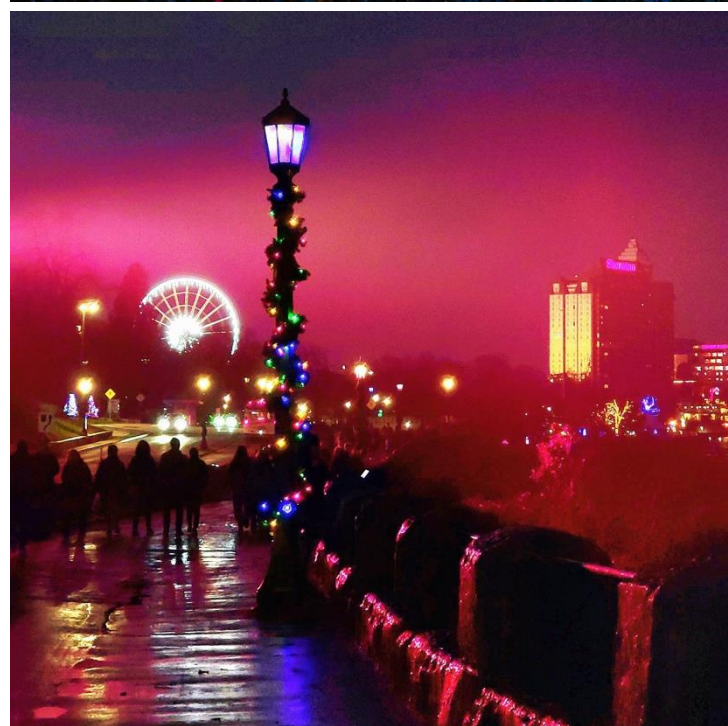


Upcoming Events

- Dec. 14 - 15: McFarland Heritage Christmas Open House
- Dec. 31: New Year's Eve at Table Rock House Restaurant
- Jan. 1: New Year's Day Brunch at Queenston Heights Restaurant
- Jan 11 – March 2: Cyclamen Display
- Jan 13-16: Flying Theatre filming window
- Jan. 18: Cool as Ice Wine Gala at Niagara Parks Power Station
- Feb. 20: The R&B Jazz Songbook Concert in partnership with TD Niagara Jazz Festival at Table Rock House Restaurant



Questions & Comments

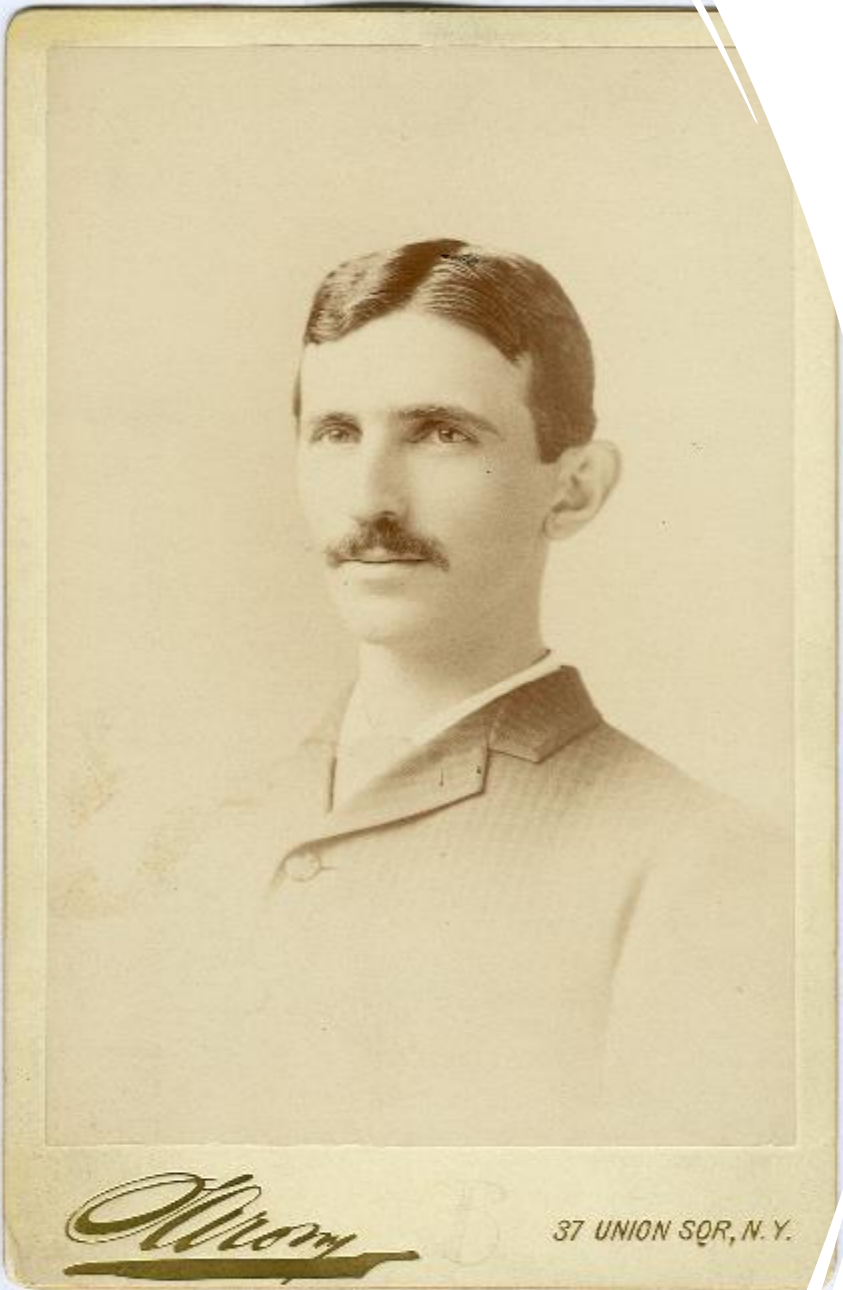




Unleashing the Genius of Nikola Tesla: A Journey
Through Innovation at Niagara Parks Power Station

Nikola Tesla Exhibit





Executive Summary

- **Exhibit Overview:**
 - Opening Date: March 1, 2025
 - Location: Niagara Parks Power Station
 - Partnership: Co-produced with the Nikola Tesla Museum, Belgrade, Serbia
- **Exhibit Focus:**
 - Life and works of Nikola Tesla
 - Nine patents of Tesla within the Niagara Parks Power Station
 - Interactive engagement and play for guests
- **Goals:**
 - Educate guests about Tesla's importance and his work related to NPPS
 - Facilitate fun and interactive learning about Tesla's patents
 - Enable future growth of the exhibit after the original patent models return to Serbia
- **Budget:**
 - Total Budget: \$250,000

Tesla Circa 1884

Business Case

The new Tesla Exhibit provides Niagara Parks with:

Cultural assets

- The Nikola Tesla Museum will lend cultural assets to Niagara Parks for a temporary exhibit.

Exhibit focus

- Interactive and educational displays will engage visitors to learn about Tesla and his contributions to hydropower.

Value proposition

- Unique opportunity to showcase Tesla's innovations in a historical context.
- Enhances the visitor experience at NPPS.
- Attracts both local and international visitors, boosting tourism and educational outreach.

Legacy

- Exhibit infrastructure that Niagara Parks can further develop once the original Tesla models return to the museum.



Project Goals

Educational Impact

Inform: Educate guests about Nikola Tesla's importance and his work related to the Niagara Parks Power Station (NPPS).

Engage: Facilitate learning about Tesla's patents in a fun and interactive manner.

Visitor Experience

Attract: Add a world-class, must-see experience that enhances the value of the admission price.

Immerse: Create an immersive experience that brings the power station to life.

Inspire: Inspire guests through the history, scale, and power of the building.

Sustainability & Growth

Encourage: Provide a new experience to encourage return visits to NPPS.

Authenticity: Deliver an authentic experience rooted in the station's physical attributes, original stories, objects, images, and media.

Legacy: Leave a legacy of content and exhibit infrastructure that can be further developed once the original Tesla models return to Serbia.





Financial & Operational Goals

Budget: Execute the program within the \$250,000 budget.





Infrastructure: Complete necessary infrastructure work to support the exhibit.

Scope

In Scope

-  Tesla's Nine Patents: Focus on patents related to NPPS.
-  Educational Displays: Interactive and engaging exhibits.
-  Infrastructure: Necessary improvements for exhibit setup.
-  Exhibit Duration: March to October 2025.

Out of Scope

-  Other Patents: No focus on other Tesla patents or career highlights.
-  Educational Space Expansion: Not included.
-  Tesla Coil Exhibits: Not part of this phase.
-  Future Phases: Next phase post-return of artifacts not included.

Project Team

Executive Sponsor

Marcelo Gruosso

Project Manager (NPC)

Sarah Wood

Project Manager (Museum)

Ivana Zoric

Design Lead (NPC)

Chris Giles

Design Lead (Museum)

Vladimir Peric

Infrastructure Lead

Tim Flagg

Project Consultant

Missy Sauer

Site Manager

Lin Yin

Others:

- Legal Support

Rachel Adamsky

- External Builder

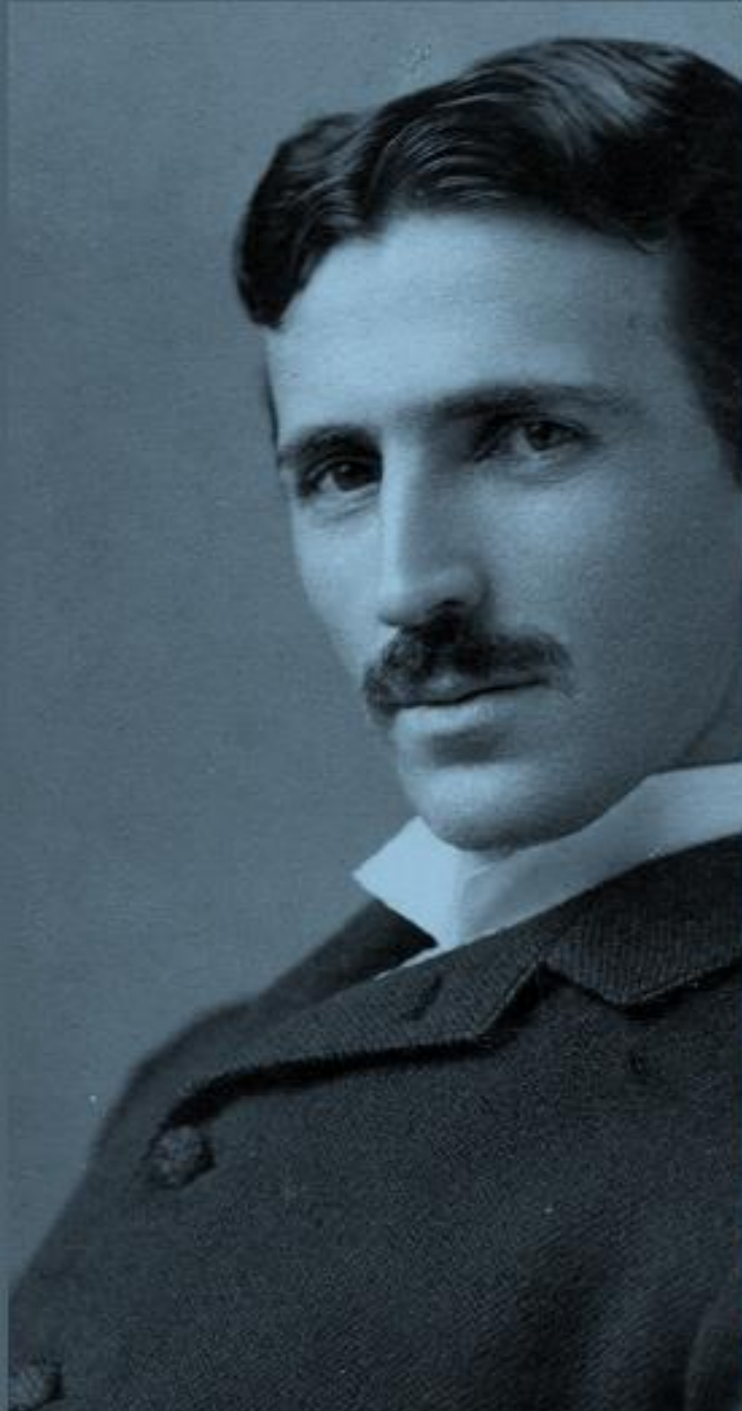
Ladson Creative Millwork

- Skilled Trades

Electricians

- Design & Content

Marketing Team

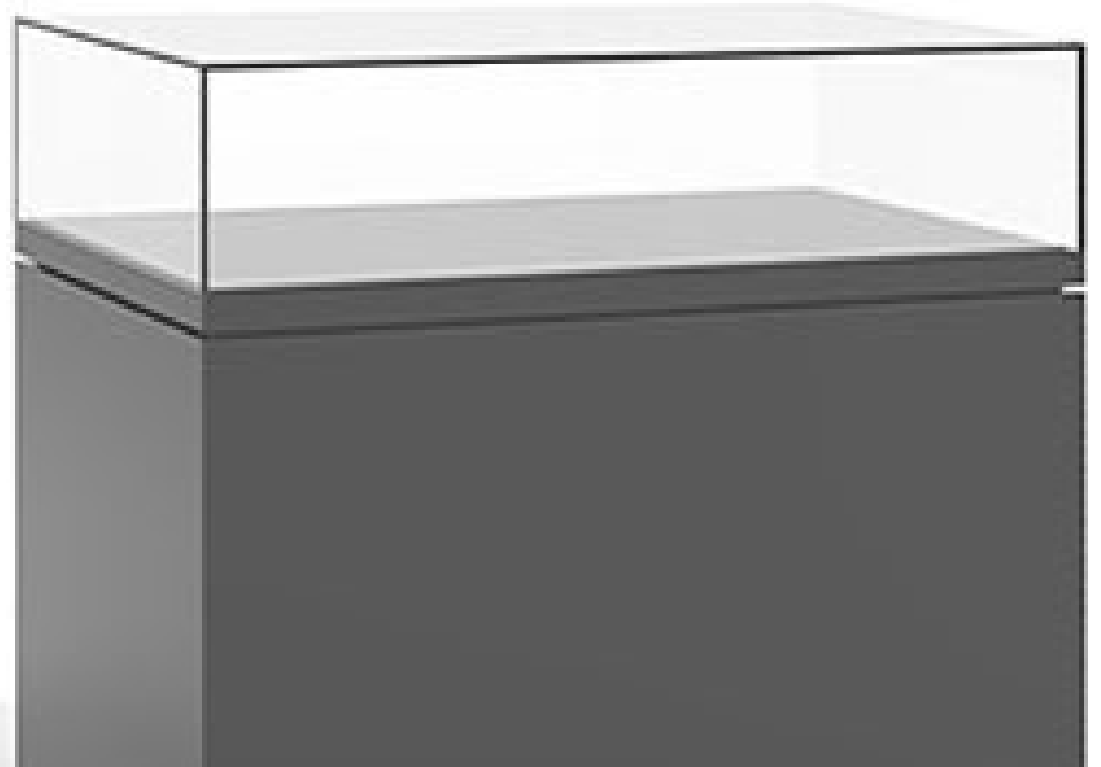


Design inspiration



Design

- The exhibit logo was inspired by the Tesla Coil (colour, sparks, etc.)
- Artifact counters will keep the look and feel similar to the existing Power Station fixtures. Black, smooth, potentially curved edges. If needed, a plexi top to secure and keep artifacts safe.



NPPS - Telsa Exhibit LOGO + GUIDELINES



Brand: Colours

NPPS BRAND COLOURS



DARK GREY

HEX #2A2828

C 69 R 42

M 65 G 40

Y 64 B 39

K 68



SIENNA

HEX #D1955C

C 17 R 209

M 44 G 149

Y 73 B 92

K 1

EXHIBIT ACCENT COLOURS



MULBERRY

HEX #B3509E

C 30 R 179

M 82 G 80

Y 0 B 158

K 0



DARK PURPLE

HEX #54368C

C 83 R 83

M 95 G 54

Y 6 B 140

K 1

GRADIENT



MULBERRY

HEX #B3509E



DARK PURPLE

HEX #54368C

Marketing/Implementation Timelines

Mock Signage Plan	Paulina Szyszlo	Nov 1- 8, 2024
Overall Interpretive Content Plan	Kelly O'Neil	Nov 1- 8, 2024
Draft Interpretive Content	Kelly O'Neil	Nov 12 - 22, 2024
Final English Content (written)	Kelly O'Neil	Nov 25 - Dec 6, 2024
Approval of English Content	Meagan Schrader	Dec 9 - 13, 2024
Fench Translation of Content (Written)	Meagan Schrader	Dec 16 , 2024- Jan7, 2025
Design of Interpretive Elements	Paulina Szyszlo	Jan 8 - 15, 2025
Find Vendor(s) to produce interpretive materials	Paulina Szyszlo	Jan 8 - 15, 2025
Review/Approval of interpretive elements	Chris Giles	Jan 23 - 24, 2025
Submit Final Design Files for Production	Paulina Szyszlo	Jan 27 - 31, 2025
Target Full Installation		February 21, 2025
Soft Launch Date of Exhibit		Mar 1 - 7, 2025
March Breal launch of Exhibit		Saturday, March 8, 2025

Marketing & Communication

Goals

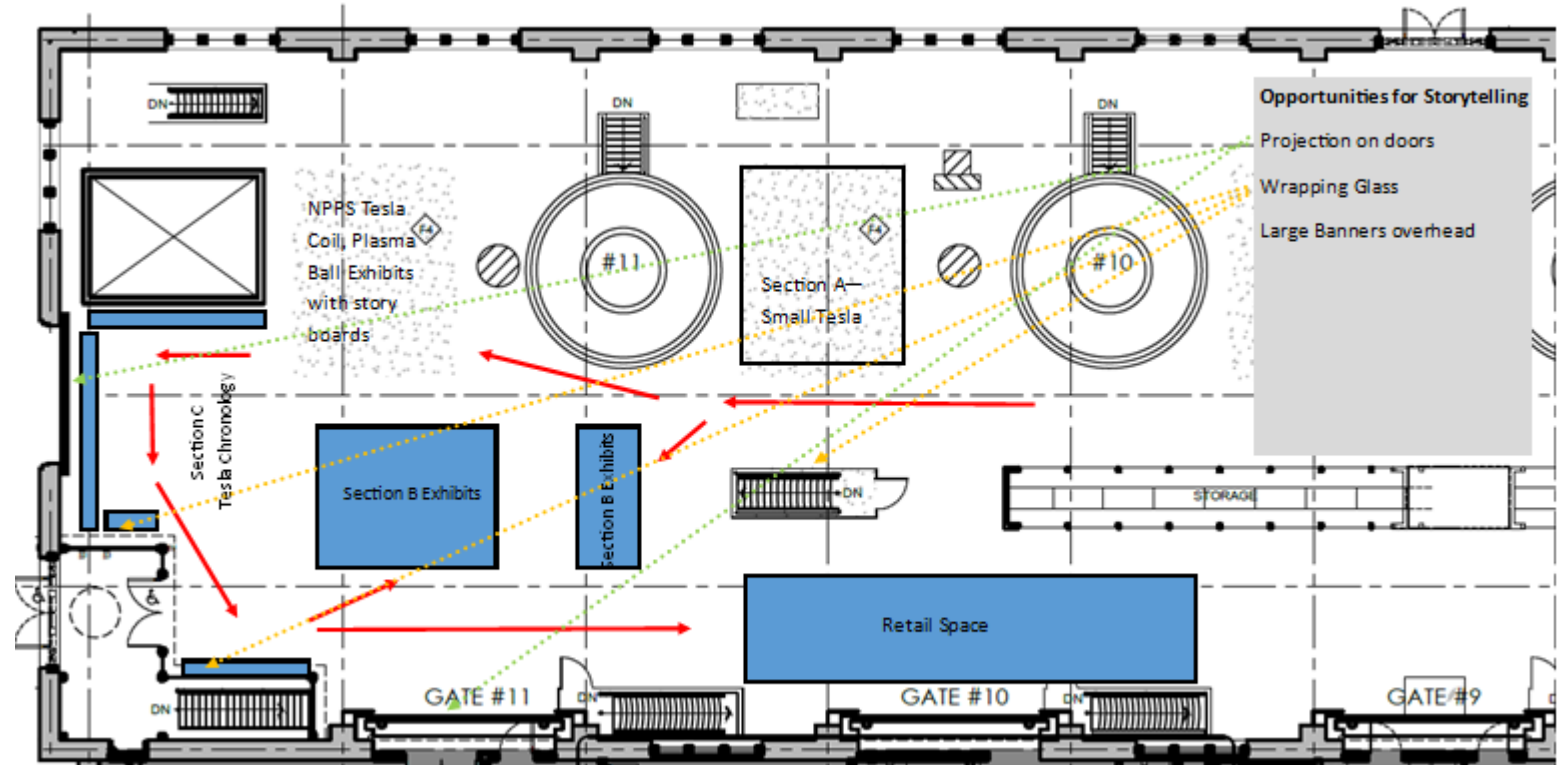
- Enhance awareness of the importance of Nikola Tesla and his inventions in the design and operation of the Niagara Parks Power Station
- Generate renewed excitement and interest for the daytime experience at the Niagara Parks Power Station
- Support the positioning of the Niagara Parks Power Station as a unique educational experience for all ages
- Demonstrate respect and appreciation for Nikola Tesla and the scope of his contributions and innovations to modern day life

Tactics and Initiatives

- The exhibit will be heavily featured across Niagara Parks owned digital channels including website, eblasts, social media and in-park video network
- Destination and industry partners will be engaged for additional support and amplification
- The exhibition will be showcased in paid and earned media initiatives throughout the spring and summer of 2025

Exhibit Layout & Visitor Flow

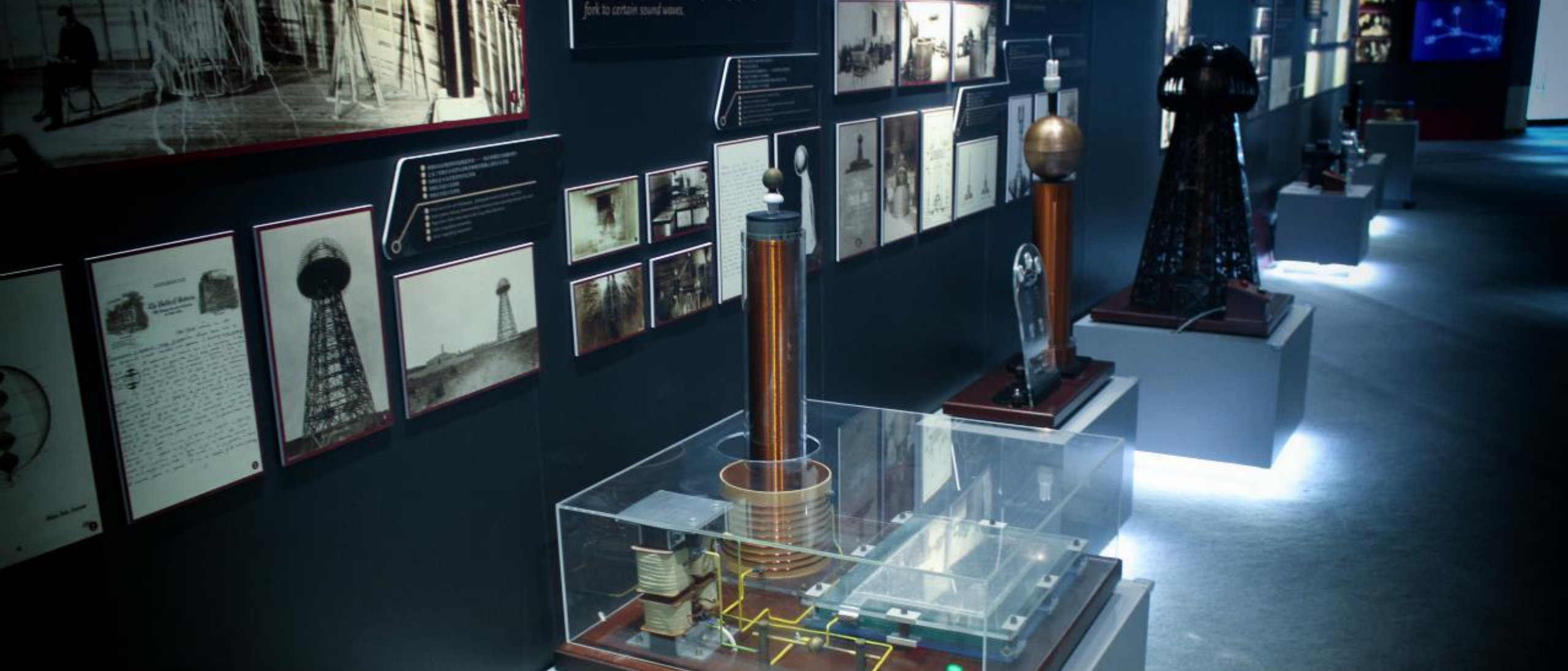
- Section A highlights Tesla Coils and Wireless Transmission
- Section B showcases Tesla's work and innovations
- Section C is a timeline of Tesla's Life





Belgrade, Serbia Set up





Shanghai Exhibition

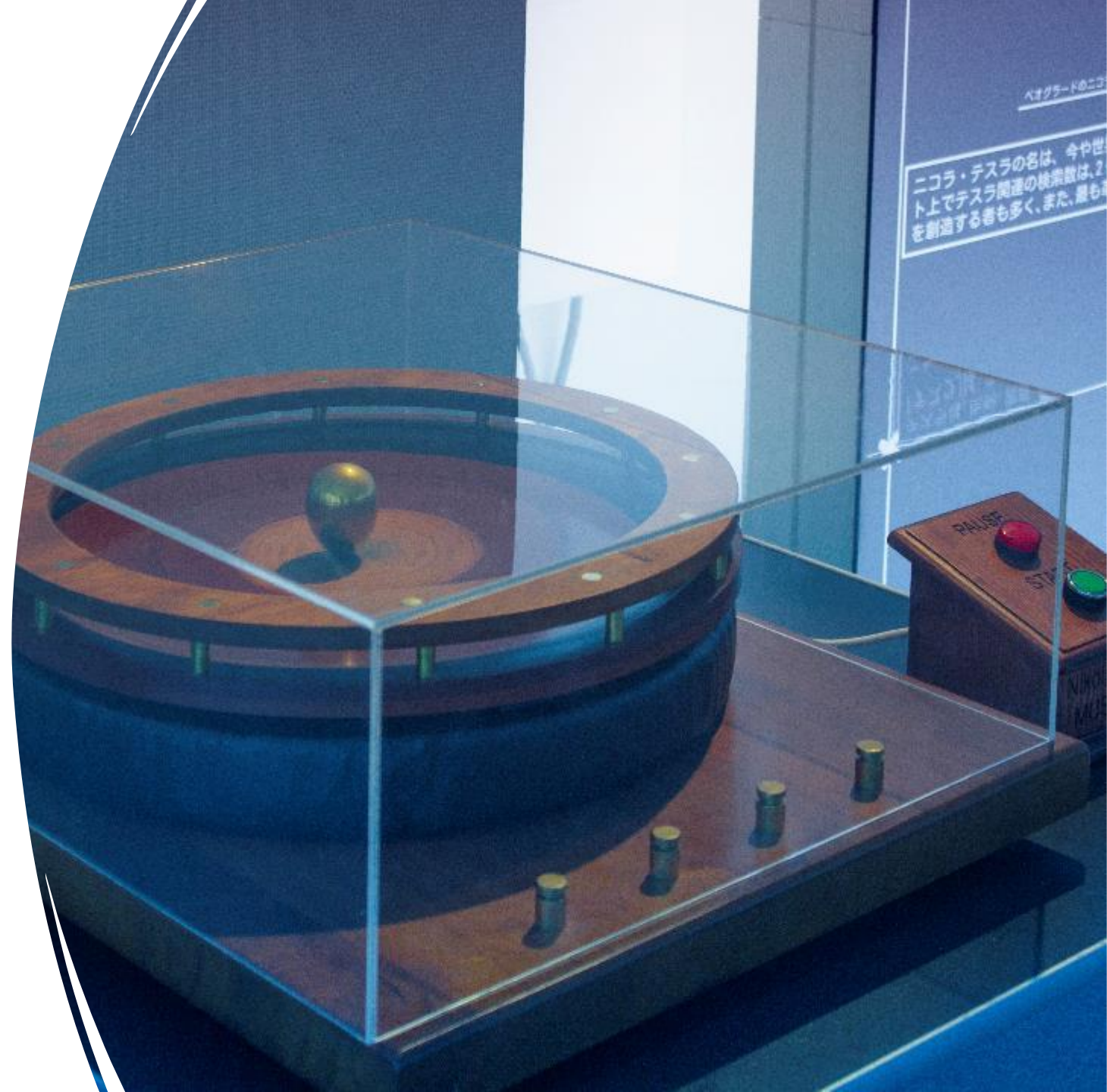


Barcelona Exhibition



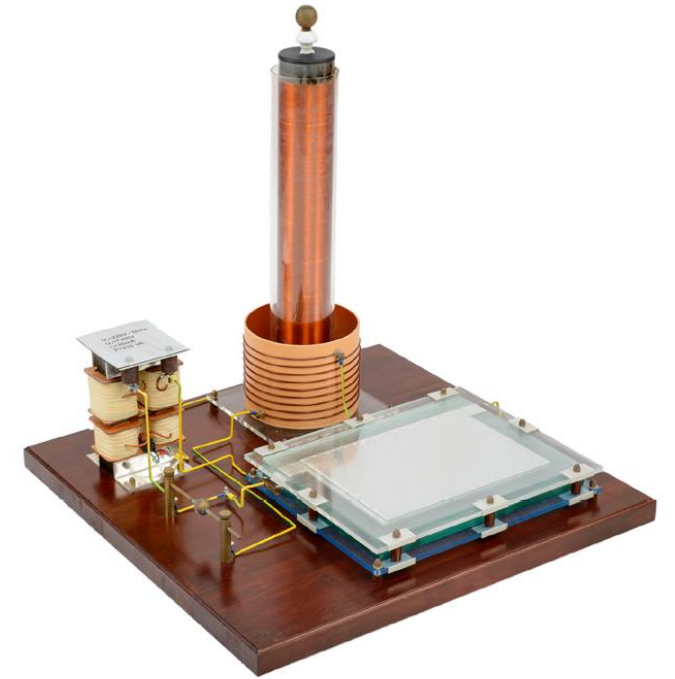
Induction Motor

Example of a full scale model with control box.



Tesla Exhibit Educational Plan

- Engaging pre and post visit activities and lesson plans
- Curriculum-aligned, ready-to-use resource guide
- Empowering STEM learning across multiple grade levels
- Easy to relay selling points for group sales when speaking to teachers.
- Provides a programming template for future exhibits as a legacy



Sales Plan

Student and Education Markets

- Increase local school group bookings by targeting school boards with alignment to curriculum
- Creating new packaging opportunities that center around the exhibit and hydropower or STEM
- Increase student operator bookings by promoting a one-stop-shop and high-value educational product

Tactics:

- Distributing a 2025 Niagara Parks Student Planner Guide for educators and operators featuring the new exhibit
- Leveraging newsletter databases of student educators and student operators to promote new exhibit
- Offering presentations to local teachers at their schools to promote NPPS and the new exhibit
- Target Special Interest Groups and Associations interested in Tesla, STEM learning to promote new exhibit and limited time learning opportunity
- Conducting an Open House and Educator familiarization tour of the new Tesla Exhibit

Business and Social Event Market

- Promote new Telsa Exhibit for conference off-site activities which include
 - Power Station Attraction Tours
 - Business Event VIP Tours
 - Attraction buyouts during Culinary events

Tactics:

- Distribute Corporate Event Planner to Conference and Event Planners
- Leverage newsletter databases of Conference and Social planner to promote the new exhibit
- Target Niagara Parks Partners and Sponsors with opportunities to leverage NPPS during this limited time exhibit

Retail

- Pop retail located at the exhibit will:
 - Feature Tesla related merchandise
 - Encourage impulse sales
 - Raise awareness of additional retail in Forebay area
 - Create a distinctive start or finish to the exhibit on the east side of building





Key Performance Metrics (KPI's)

A proforma to project the impact of the exhibit at the Niagara Parks Power Station has been developed. The proforma details the various criteria upon which the project success will be measured upon including:

- Project is completed on time and within budget;
- Attendance data;
- Attraction revenues (gross and net);
- Retail revenues (gross and net);
- Net profit; and,
- Earned media



Questions?

Thank you