



**NIAGARA  
PARKS**

# **Business Highlights Presentation**

Niagara Parks Commission – Public Meeting

Thursday, June 12, 2025



# 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, Culture and Gaming
- 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





# Stewards of the Niagara River Corridor

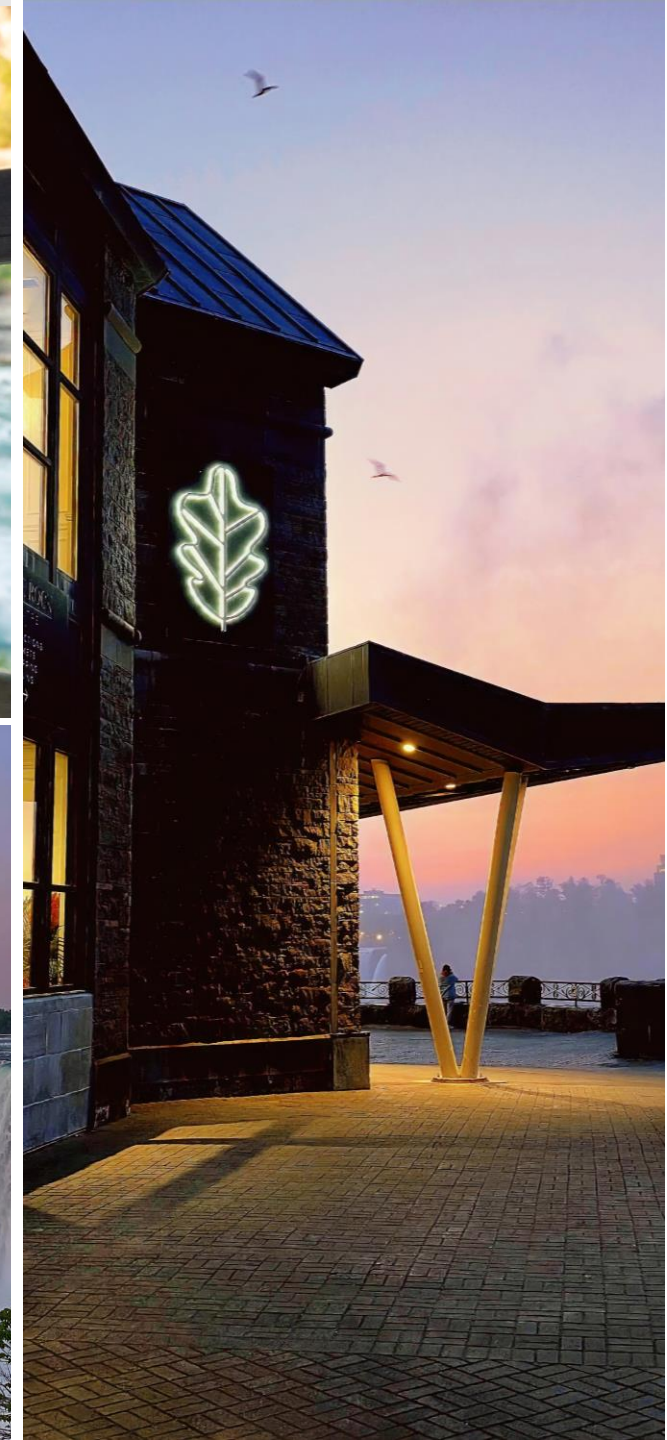
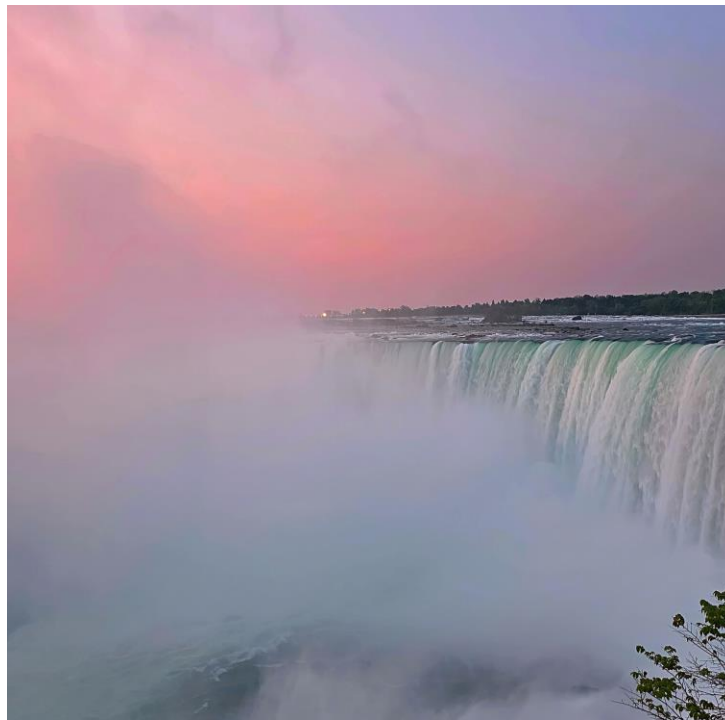
- Niagara Parks is a key demand generator, driving visitation and tourism to Niagara and Ontario.
- Responsible for maintaining 56km Niagara Parkway and 53km recreation trail, numerous parks, gardens and natural areas.
- Breadth of services include Niagara Parks Police Service, School of Horticulture.
- 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.





# Funding & Operations

- One of the region's largest employers; 2,000 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
  - **Major capital projects for 2025-26:**
    - *Brand-new attraction, Niagara Takes Flight*
    - *Repairs and maintenance*







# New Activations at Table Rock Centre

- Guests will find a number of new interactive displays and installations around Table Rock Centre beginning this month.
- Superman and Krypto statues on display in Table Rock Centre
  - Partnership with Warner Bros. to promote *Superman: Legacy* film, in theatres on July 11
  - Guest engagement opportunity allows visitors to take photos with iconic Niagara Falls as the backdrop
  - Starting July 7, Niagara Parks will be giving away five pairs of Cineplex movie passes
- FIFA World Cup 2026™ countdown clock
  - One of two locations in Canada.
  - Will be in place for one year leading up to the global tournament to be jointly hosted by Canada, Mexico and the US.
- "The Arch": New welcoming sculpture to be unveiled later this month.







# Niagara Takes Flight: A Soaring Adventure

- Niagara Parks announced the name of its newest attraction, *Niagara Takes Flight*, on May 13.
- This announcement kick-started the first phase of the three-phase launch plan ahead of the official opening on August 29.
- Filmed segments with Bell Media offering a sneak peek at the new attraction on CP24 and Things to Know TO – segment [here](#).
- \$25 million project marks the completion of a multi-phased transformation of Niagara Parks' flagship site, Table Rock Centre.
- Media Release: [Here](#)







## June 5 – 7: Canadian Society of Landscape Architects' Annual Congress

- Niagara Parks' Steve Barnhart was inducted into the Society's Fellows
- This is a career highlight for Landscape Architects
  - There are only 280 members who have been inducted into this special group

*(Photo) Niagara Parks' Director of Horticulture and Education, Charles Hunter, and CEO David Adames attended the Canadian Society of Landscape Architects' Annual Congress in support of Niagara Parks' Senior Landscape Architect, Steve Barnhart, who was inducted during a ceremony and is now one of 280 Fellows in Canada.*





## May 13: Retirement & Service Recognition Dinner

- Niagara Parks hosted this annual special event at Legends on the Niagara.
- The event honored retirees and those celebrating 25 years of service.
- Family, friends, and coworkers gathered to celebrate the accomplishments of employees.
- 17 retirees and 16 individuals with 25 years of service were honoured at the annual Retirement and 25-Year Recognition Awards Dinner.











# Business Development

## Retail and Attractions

- Seniors Month Promo – Half-price admission for guests 60 and over on Wednesdays in June
- Construction enhancements at Grand View include:
  - New light-up sign and Welcome Centre booth
  - Improved booth visibility enhances wayfinding and provides a welcoming atmosphere
  - Front booth area allows for comfortable guest queuing, improves traffic flow and reduces congestion
  - The reclaimed space from the former welcome centre opens up the area, making a more inviting environment
- Construction updates in the reading room at White Water Walk include the completion of the faux stone wall facing the observation deck
- May 23: Retail and Attractions Team held a full-day planning session for their management team to prepare for the 2025 season





# Business Development

## Culinary

- All full-service and quick-service restaurants are now open and operational for the 2025 season.
- Whirlpool Pub & Lounge hosted the Greater Niagara Chamber of Commerce Business After 5 event, with over 100 people in attendance.
- Full buy-out at Table Rock House Restaurant for Scotia Bank
  - 1,250 guests served a Canadian-themed menu
- Sold-out Mother's Day Brunch at Legends on the Niagara and Queenston Heights Restaurant
  - Over 850 guests served that day, between both properties



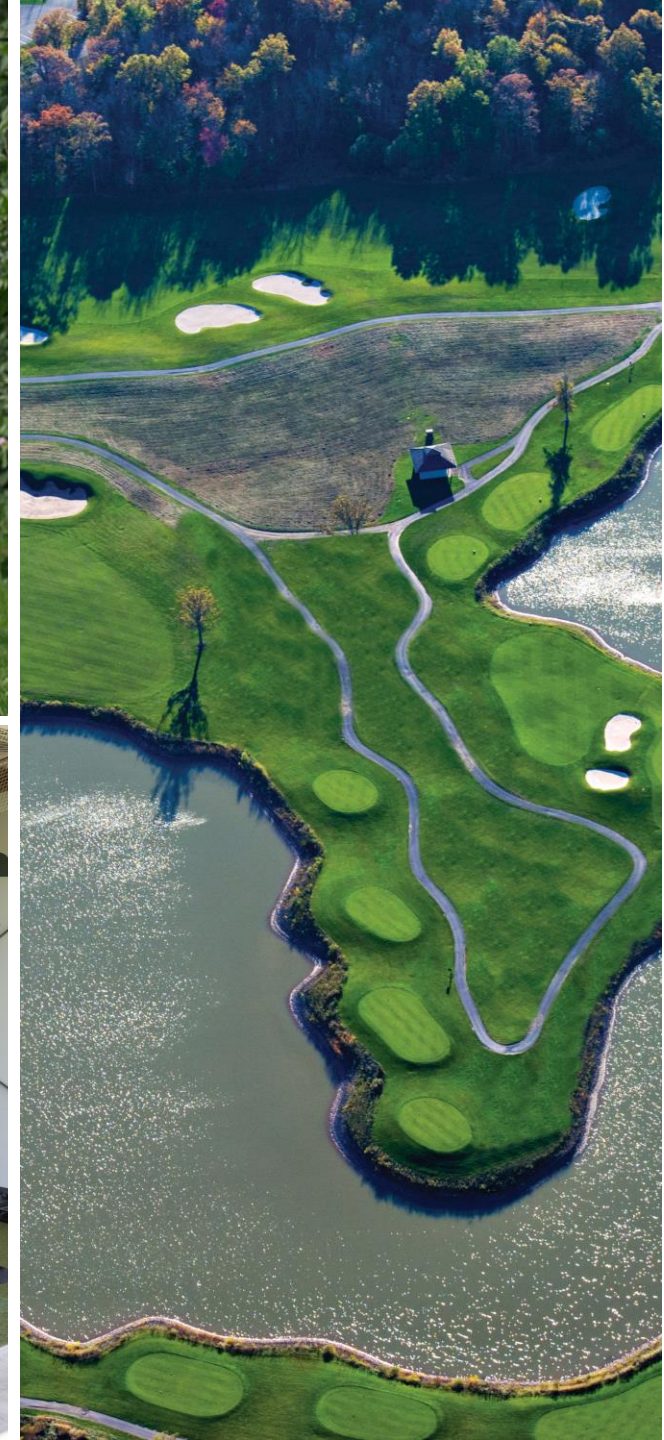




# Business Development

## Golf

- Legends on the Niagara's Battlefield Golf Course opened for the season on May 16:
  - Guests are extremely pleased with the new cart paths and drainage improvements
- All Niagara Parks golf courses are busy with public play, golf package bookings, as well as charity and corporate tournaments, despite cool, wet spring conditions.
- Niagara Parks golf courses are anticipating a busy season with advance bookings already at over 70% occupancy.
- A new online reservation solution has been successfully implemented, receiving positive feedback for its ease of use and enhanced guest experience.







# Business Development

## Sales and Events

May 2025 sales and activities included:

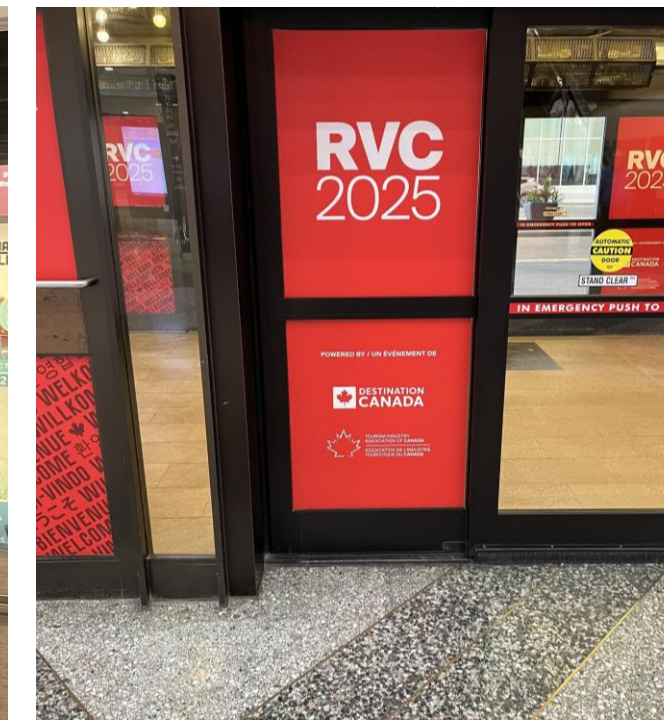
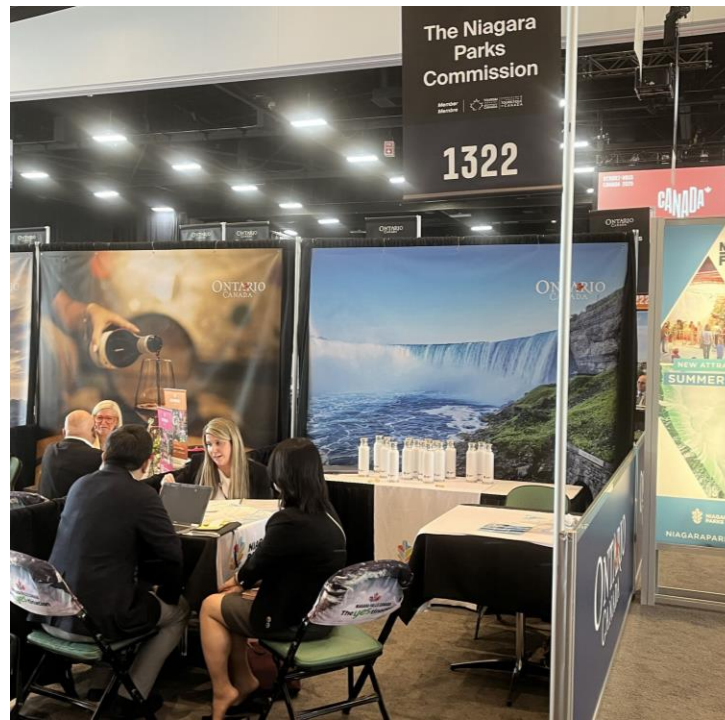
### Hosted

- Greater Niagara Chamber of Commerce Business after 5 event at Whirlpool Pub & Lounge
- Niagara Tourism Network event at McFarland House
- Fort Erie Chamber Coffee Corner event at Old Fort Erie
- 43 business event groups
- Seven client site inspections
- Eight familiarization tours
- Nine wedding ceremonies and five wedding receptions

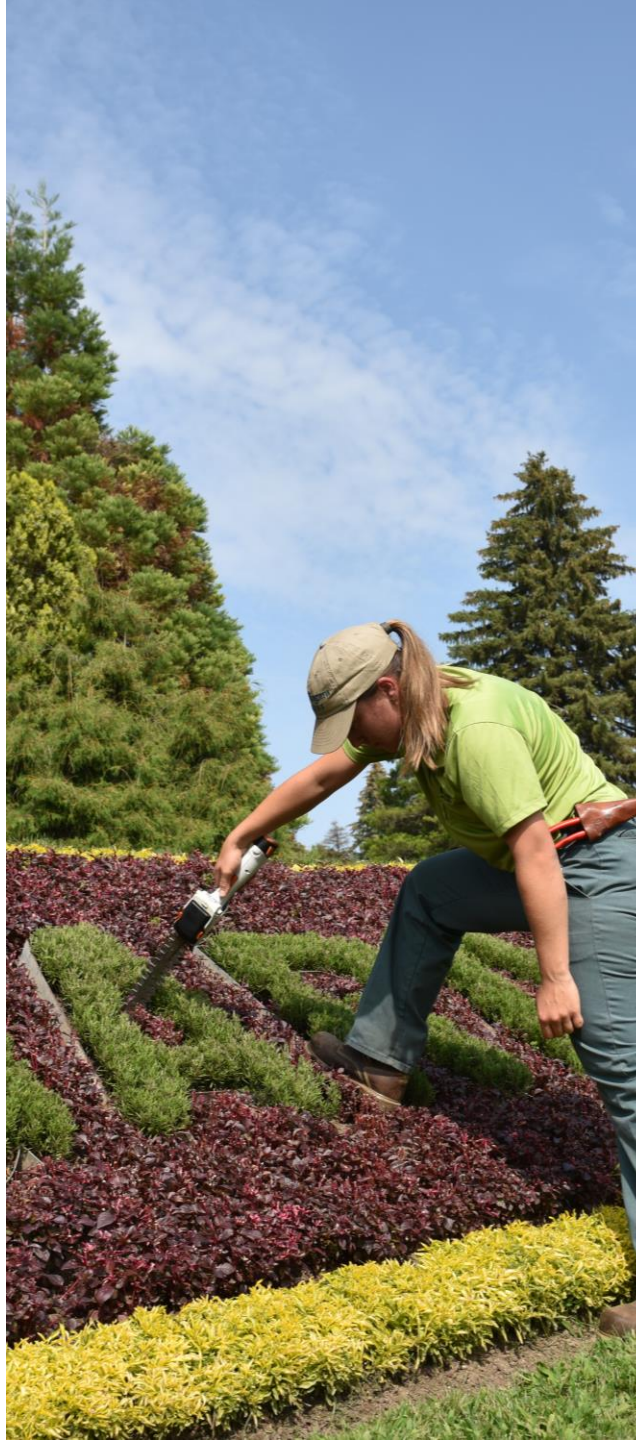
### Attended

- Business Event Venue Series in Mississauga
- Rendez-vous Canada annual conference in Winnipeg

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# Business Development

## Human Resources

- Human Resources team members and frontline staff represented Niagara Parks at 11 job fairs held at Niagara College, Brock University, local high schools, Employment Centre and the City of Port Colborne
- To date, Niagara Parks has hired a total of 893 seasonal and student staff.
  - News hires: 450 (50%)
  - Rehires: 443 (49%)
  - Representation of International employees: 86 (25%)
- Engaged in three bargaining sessions with OPSEU Parks for Pay Equity negotiations





# Planning, Environment and Culture

## Heritage and Legacy

- Heritage staff attended the first Siege event at Fort Meigs
- This May marked the 25th anniversary of Museum Month and Niagara Parks historic sites opened on Mother's Day weekend
  - McFarland House hosted a sold-out Mother's Day afternoon tea
  - Cannons started firing once again at Old Fort Erie
  - The Queenston Chapel held the sold-out "Whispering Strings" performance





# Planning, Environment and Culture

## Planning and Environmental Sustainability

- New Residential Shoreline Dock Licence Program
  - Adding signage enhances the visibility and identification of docks
  - Ensures compliance with licensing agreements and maintenance of the shoreline area
- Removal of hazardous trees in high traffic areas, as well as the removal of invasive Buckthorn trees at Chinquapin Oak Savannah for improved forest health.
- 300 infected trees treated against Hemlock Wooley Adelgid.
- 224 large caliper trees were delivered for spring reforestation efforts, at a 5:1 replanting ratio.
- Successful prescribed burns program completed across eight sites.
- Staff assisted environmental services with the cleanup of winter debris, by rappelling over the Parapet Wall and lower platform areas at Niagara Parks Power Station.





# Planning, Environment and Culture

## Partnering With Our Community

- The Director of Horticulture led guest workshops, and the Niagara Parks Horticulture team won first place at the Town of Niagara-on-the-Lake's inaugural "In Bloom Festival"
- CEO David Adames was a guest participant in an industry panel at held Brock University, hosted by the South Niagara Chambers of Commerce. Topics included generational workplace dynamics, AI, technology and trade issues.
- Niagara Parks hosted a major motion picture film shoot at Oak Hall from May 14 – 16.

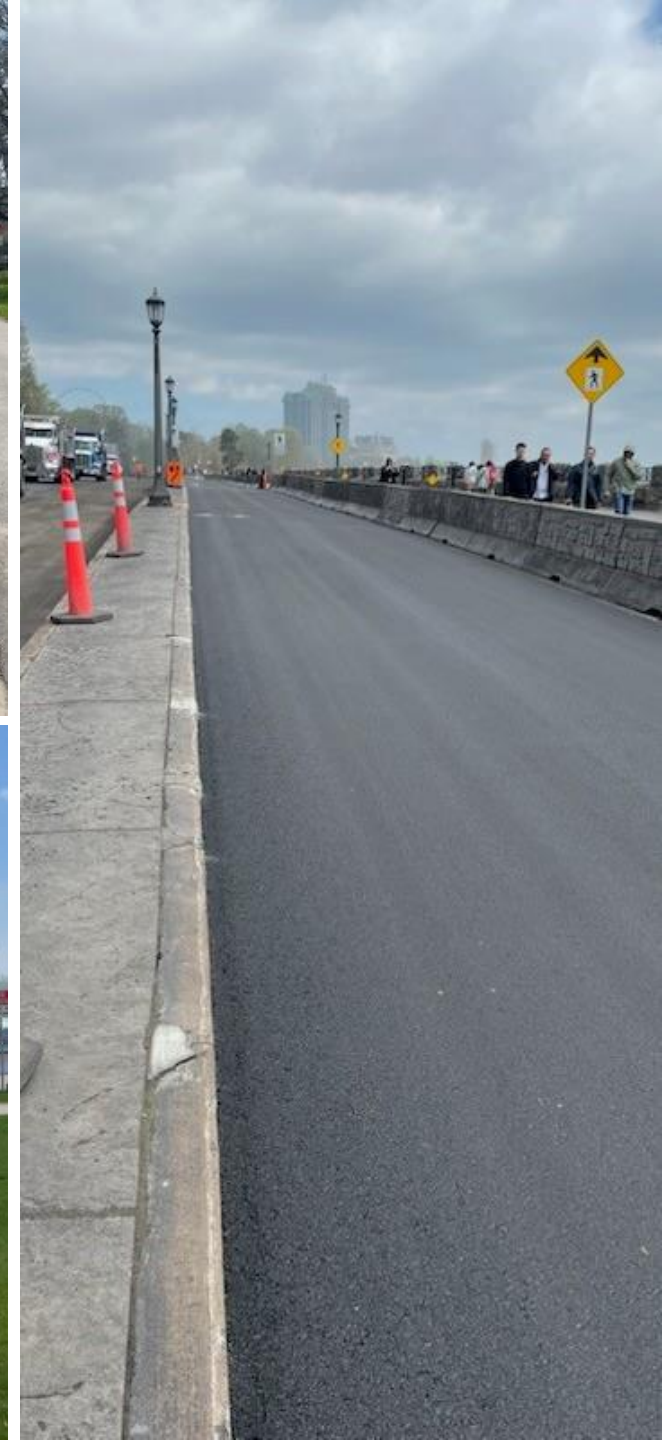




# Engineering and Parks Operations

## Engineering and Project Management

- Asphalt resurfacing from Murray St. to Clifton Hill
- Pedestrian Bridge #35 replaced in Niagara-on-the-Lake
- Kingsbridge Park resurfacing and curb replacement
- Dufferin Islands resurfacing rescheduled for June 9-13
- Resurfacing of Niagara River Recreation Trail at Brown's Point is near completion
- Archeological Study, Stage 4 at Millers Creek Bridge is scheduled to begin on June 16
- Upper Rapids Blvd. Traffic Counter installed







# Engineering and Parks Operations

## Parks Operations

- Spring planting of the Floral Clock is now complete, celebrating its 75th Anniversary.
- Park-wide summer planting is about halfway complete.
- Murray Hill garden refresh project completed in partnership with the City of Niagara Falls and BIA.
- Pedestrian safety improvements in central Queen Victoria Park, including installation of new barriers and large rocks.
- Service model updates made at Grand View to support opening of new Starbucks location, including dedicated staff and new equipment cleaning procedures.
- Installation of new launch and docks at Niagara Parks Marina, creating an improved user experience with a wider and more stable entry. New retaining wall and landscaping is complete; new south side water lines.
- New waste compound installed at Whirlpool Aero Car; assessing other locations for visual improvements.







# Engineering and Parks Operations

## Health, Safety and Compliance

- Attended the Ontario Network of Accessibility Professionals Conference in Windsor to gain further insight on best practices.
- Deaf/Blind Awareness Month initiative planned for June at the Floral Showhouse, in support of CNIB.
- Observed Safety and Health Week 2025 in May by focusing on Emergency Preparedness.
- Annual Maintenance Centre fire drill completed; the focus of May's Employee Safety Talk.

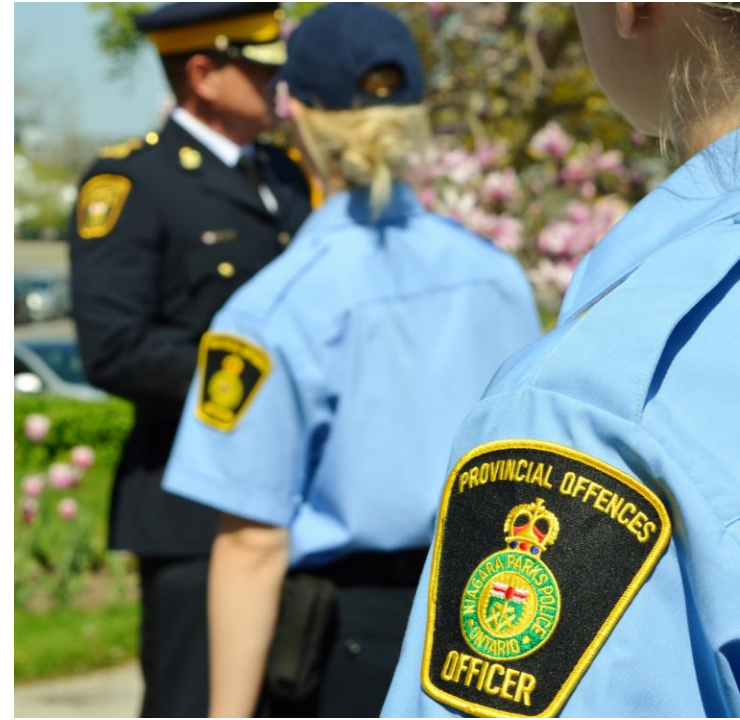






# Niagara Parks Police

- **Planning Meetings:** Police Chief engaged in discussions about the NG-9-1-1 project with stakeholders and vendors.
- Assisted Niagara Regional Police Service Emergency Task Unit with a training exercise at the Ontario Power Generating Station.
- Police Chief met with local stakeholders, including City of Niagara Falls and Niagara Regional Police, for holiday weekend traffic planning.
- Provincial Offences Officers assisted with fire drill and evacuation exercise at Grand View and Niagara City Cruises.
- Constables presented safety tips to kindergarten students.
- Police Chief participated in Community Engagement segment of Niagara Regional Police Service's strategic planning process.







## Upcoming Events

- June 7 - Sept. 7: Floral Showhouse Annual Summer Show
- June 13: Music Trivia Night at Old Fort Erie
- June 15: Father's Day Specials / Sunday Brunch at Niagara Parks Restaurants
- June 20: Opening of newly resurfaced Tennis and Pickleball courts at Queenston Heights Park
- June 20: Niagara Jazz Festival's 'Summer Mardi Gras' flagship event at Oakes Garden Theatre
- June 21: Dr. Rizal Plaque Unveiling in Queen Victoria Park
- June 21: National Indigenous Peoples Day lecture at McFarland House, featuring guest speaker, Karl Dockstader
- June 24: Grow the Game of Golf promotion
- July 1 & 4: Two Nation Celebration - binational fireworks set to music with live radio broadcast
- July 5: Battle of Chippawa Commemorative Ceremony
- July 12: Tesla Fest at Oakes Garden Theatre
- July 12: Murder Mystery Event at Old Fort Erie





# Questions & Comments

