

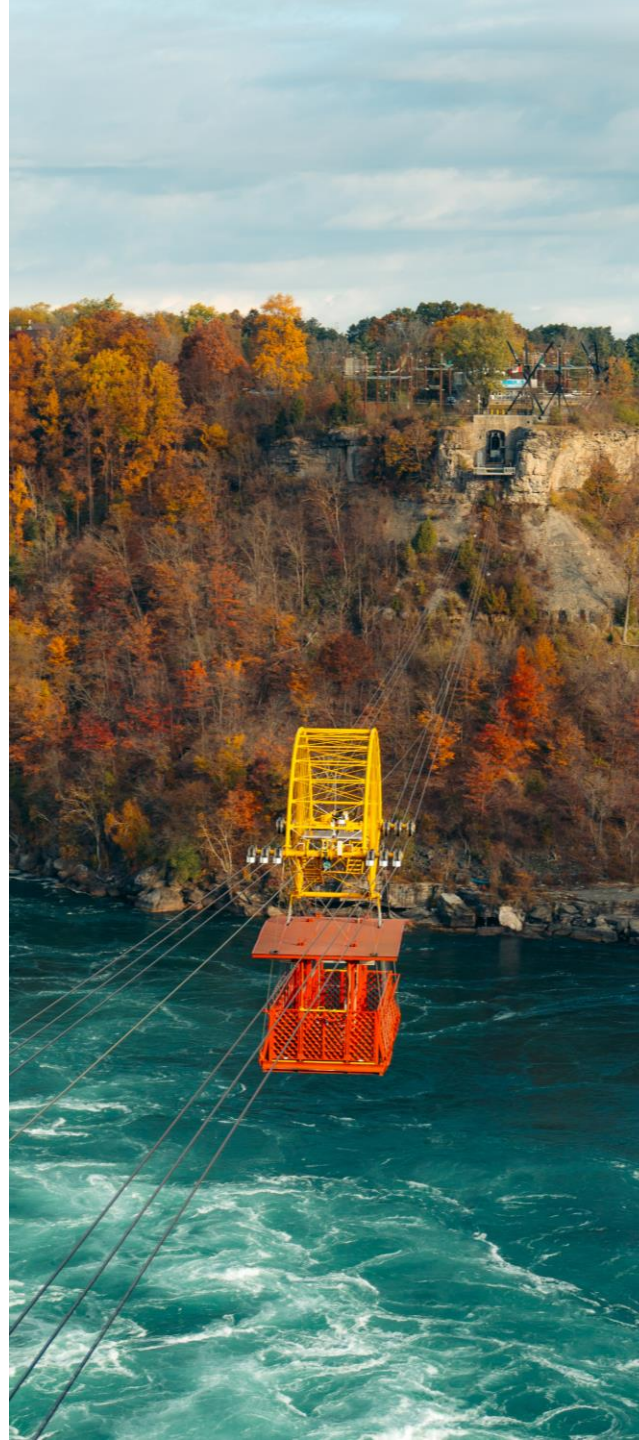


**NIAGARA
PARKS**

Business Highlights Presentation

Niagara Parks Commission – Public Meeting

Thursday, October 9, 2025



Niagara Parks

- Founded in 1885
- Operates under the Niagara Parks Act
- **Two Founding Principles:**
 - Niagara Parks would never be a burden to the taxpayers of Ontario
 - 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 employees 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
 - **Major Capital Projects for 2025 - 26:**
 - Brand-new attraction opens, Niagara Takes Flight
 - Repairs and maintenance

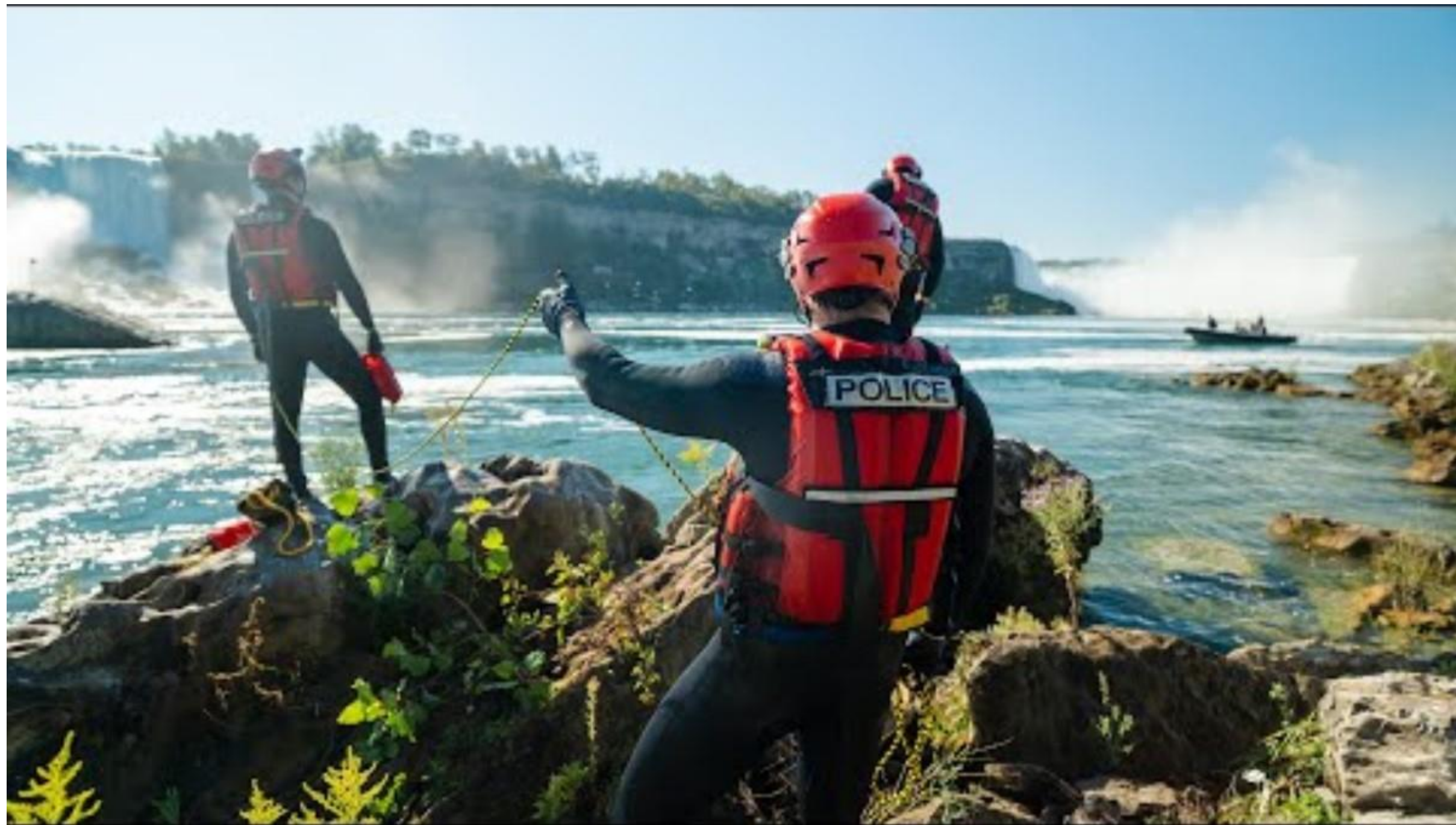




Children's Garden Groundbreaking Ceremony

- On October 7, Niagara Parks and Niagara Parks Foundation held a groundbreaking ceremony for a new four-acre Children's Garden at the Botanical Gardens.
- Event included remarks from Chair Gale and Debbie Whitehouse, along with photo opportunity and a guided tour of the future site.
- Construction is set to begin in 2026, with the grand opening in summer 2028.
- This project coincides with significant anniversaries: 90 years for the Botanical Gardens & School, and 30 years for the Butterfly Conservatory.







Celebrated Graduate Yuzuru San Visits School of Horticulture

- Yuzuru San is a renowned organic farmer from Kajiya Farm in Hiroshima, Japan, who supplies ingredients to Michelin-starred restaurants across Asia.
- Recently, he visited Restaurant Pearl Morissette in Jordan Station, Ontario, which is one of only two restaurants in Canada awarded two Michelin Stars.
- A proud graduate of the Niagara Parks School of Horticulture, class of 2007, he returned to campus to tour the gardens, engage with students and share his journey.
- His success shines a light on the school's role in fostering careers that have a global impact.



Truth and Reconciliation

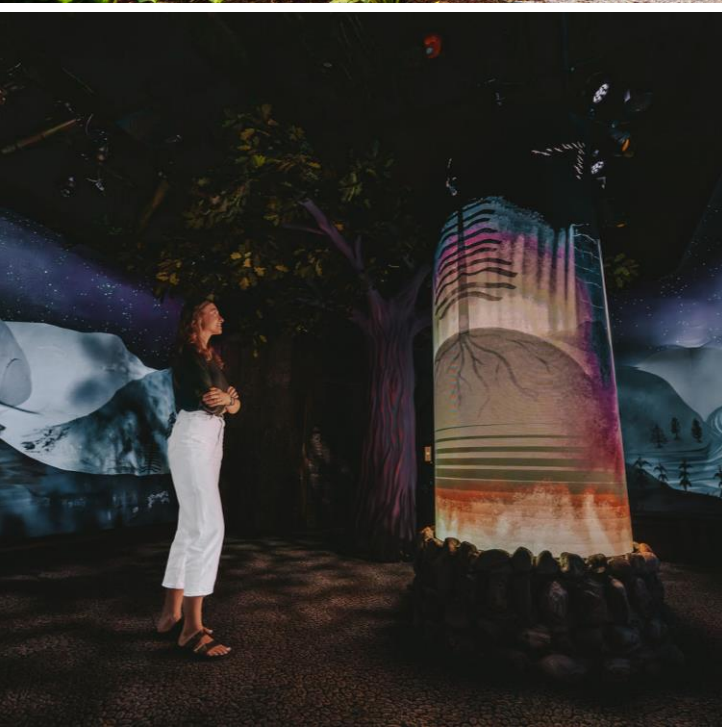
- Niagara Parks welcomed over 350 students and faculty from Niagara Catholic District School Board on Sept. 30 as they walked to mark the National Day for Truth and Reconciliation (Orange Shirt Day).
- The walk began at the Sandie Bellows Plaza at the Niagara Parks Power Station, up the Niagara Parkway to Oakes Garden Theatre.
- The event concluded with a presentation by Dr. Josh Manitowabi, Assistant Professor of Indigenous History at Brock University, who shared his insights with the students on topics such as Indigenous treaties and food sovereignty.
- Niagara Falls was also illuminated in orange for 15 minutes every hour starting at 7 p.m. to mark the occasion.



Majestic Monarchs Tag and Release Event

- This annual program experienced excellent public engagement, with over 300 Monarchs tagged and released into the Niagara Parks Botanical Gardens over two days.
- The Monarch Butterflies are ethically collected and nurtured before their release into the Botanical Gardens by the Niagara Parks Entomology team before they to begin their migratory journey south.





Business Development

Retail and Attractions

- The retail merchandising team designed the store layout at Niagara Takes Flight with a curated collection of flight-themed merchandise, as well as Indigenous art inspired by the pre-show experience, as well as popular branded items like apparel, patches, mugs and magnets.
- The retail team attended NY NOW and Shoppe Object in New York City to gain insights on emerging trends and consumer preferences.
- **Ambassador Program:** Since its soft launch in May, the Ambassador Program has received positive guest feedback. Ambassadors at Rapidsview, the GO Station, and key areas of the park have supported pass sales, wayfinding and inquiries.
 - Survey data shows varying support needs by location.
 - The program has proven effective in improving guest flow and enhancing the overall guest experience.



Business Development

Golf

- All Niagara Parks Golf Courses are busy with public play and offering excellent conditions.
- Tournaments and golf packages continue through Thanksgiving.
- Guests are responding positively to the included meal vouchers.
- Chippawa 9 & Dine will run until Legends Pub closes for the season.
- The annual All Access golf pass goes on sale Nov. 3.

Business Development

Retail and Attractions

- Director and managers attended IAAPA webinar on dynamic pricing strategies, gaining insights into guest experience and opportunities for revenue growth.
- Retail team attended trade show in Las Vegas, exploring trends and building vendor relationships to enhance product offerings.
- Back-to-school themed displays launched in late August/early September to align with seasonal shopping.
- Fall merchandising displays were introduced mid-September, featuring warmer palettes and re-introducing seasonal products like candles, mugs and cozy attire.





Business Development

Culinary

- Culinary Services leadership attended the Sysco Food Show in Toronto to explore upcoming food trends.
- Two Culinary Services employees received Certificates of Achievement for exemplary actions: one performed the Heimlich maneuver; the other served as an interpreter during an emergency.
- The World Junior Girls Golf group enjoyed a meal at Table Rock Market, with Culinary employees providing a smooth execution and professional conduct.



Business Development

Sales and Business Events

Hosted:

- 27 business events
- 4 wedding ceremonies and 12 wedding receptions
- 12 familiarization tours
- 3 virtual sales presentations
- 13 client site inspections
- 8 client site inspections
- 3 travel agent training sessions with Niagara Falls Tourism

Attended:

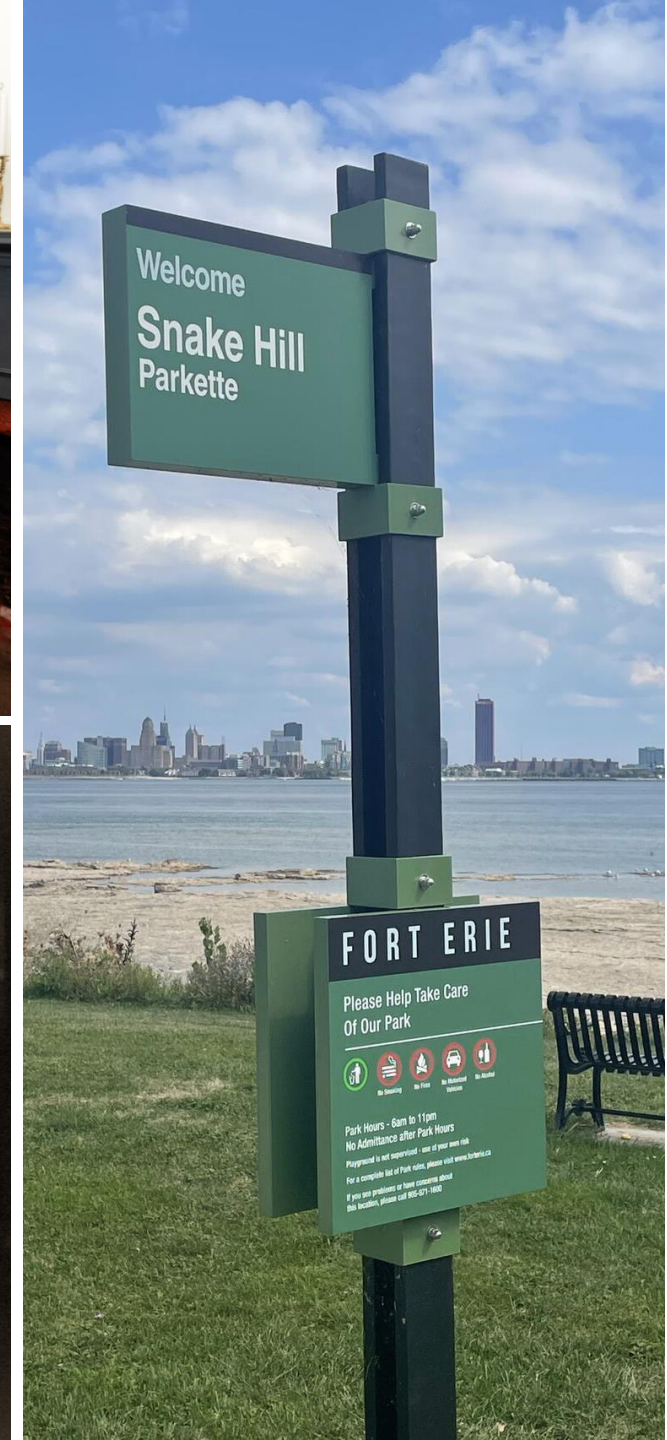
- Wedding Expo in Niagara-on-the-Lake
- Greater Niagara Chamber of Commerce Engage Conference, Niagara Falls
- Professionals International Event in Ottawa
- Presented at the FBI National Academy Associates Breakfast in Niagara Falls



Planning, Environment and Culture

Heritage and Legacy

- Popular September Ghost Tour events SOLD OUT at Old Fort Erie; upcoming All Hallow's Eve events expected to follow.
- Laura Secord Homestead celebrated Queenston Heritage Day and Laura Secord's 250th birthday.
- Old Fort Erie staff took part in naming the new Snake Hill Parkette.





Planning, Environment and Culture

Environmental Stewardship

- Staff led tours of Dufferin Islands for Ontario Parks Association delegates, highlighting successes in shoreline erosion control and invasive species management.
- Accepted and organized two tree deliveries for fall planting; 3,000 additional trees to be planted by season's end.
- Treated and removed invasive Buckthorn trees along the shoreline.
- Sprayed invasive Phragmites near the Maintenance Centre and Rapidsview.

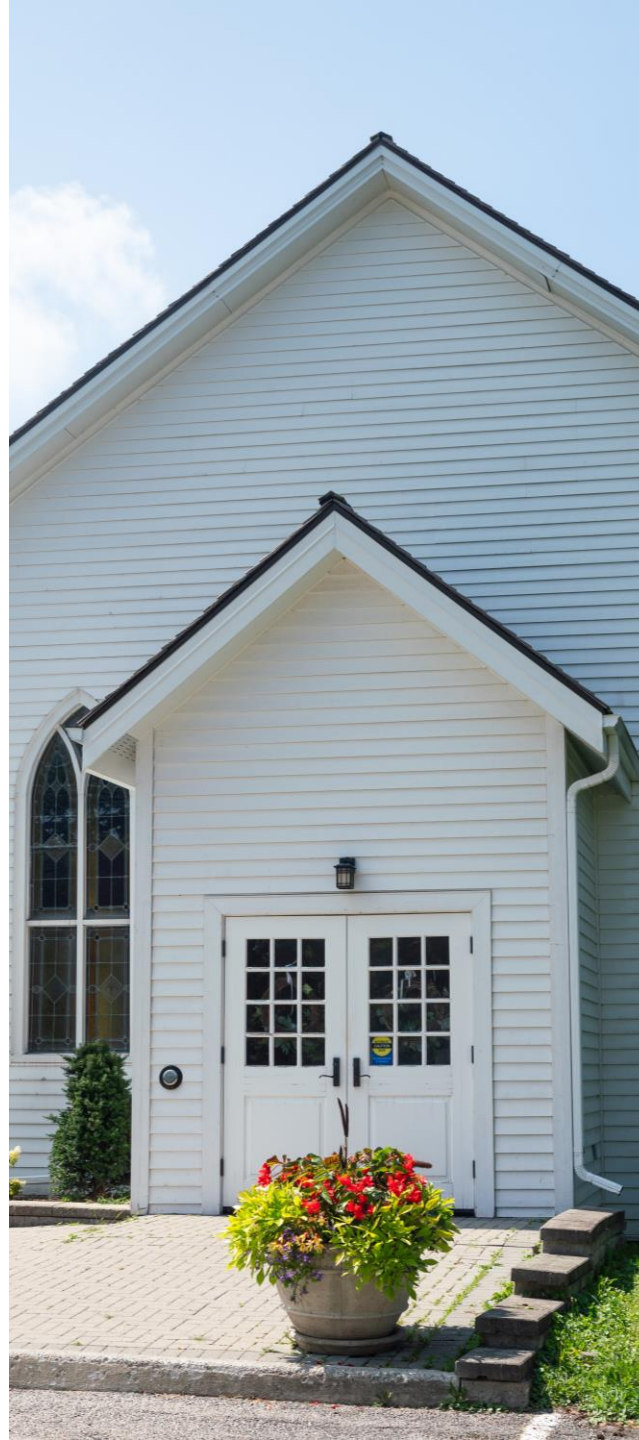




Planning, Environment and Culture

School of Horticulture

- Floral Showhouse launched its Exhibition Chrysanthemum show on Sept. 19, featuring 1,300+ mums of 35 varieties, along with begonias, ferns, sedum, and more in a vibrant autumn display.
- Recognition Garden officially opened on Sept. 13, a joint project by the Alumni Association, Alumni Foundation, and Niagara Parks to honor contributors to the School of Horticulture and Botanical Gardens.
- Ontario Parks Association Conference held in Niagara Falls; staff led tours of the Botanical Gardens, Butterfly Conservatory, sharing best practices, while learning about new industry innovations.



Planning, Environment and Culture

Events, Programming and Education

- Ongoing Winter Festival of Lights inventory display repairs, supported by Forestry and volunteers.
- Annual Barrelman Triathlon sold out, with 729 participants.
- Coast to Coast author series launched in September at Laura Secord Homestead; all sessions sold out.
- September Staff BBQ: \$2,000 raised for United Way, with additional \$5,000+ pledged via payroll deductions.
- Filming for a romantic comedy took place Sept. 4 at Table Rock, the brink of the Falls, and Journey Behind the Falls; airing in 2026.
- New Destination Ontario commercial featuring Journey Behind the Falls premiered on Sept. 24.



Engineering and Parks Operations

Engineering and Project Management

- Fort Erie Shoreline Protection: Completion planned for October; no cost-effective option found to keep the path open.
- Queenston Boat Ramp Safety Improvements: Scheduled Sept. 22 – Oct. 6; launch closed during this period.
- Falls Ave Sidewalk Resurfacing (West Side): Scheduled Sept. 29 – Oct. 10.
- Nicholls Boat Launch Parking Lot Improvements: Scheduled Oct. 14 – 17.





Engineering and Parks Operations

Custodial Services

- Additional tasks: power washing concrete surfaces, biweekly Grand Hall windows using genie booms.
- Custodial staff layoffs to begin in November.

Forestry

- Cleaned up storm damage in Queenston and South Boulevard; removed hazardous trees on Rapidsview Drive.
- Mapping of Floral Showhouse tree inventory using GIS with contractor AKON.
- Weeded around surge tank and cleaned lower light bunkers by rappelling, in preparation for Niagara Falls Illumination Board's 100th anniversary laser light displays.
- Removed, planted, and pruned trees along redesigned recreation trail in Fort Erie.
- Winter Festival of Lights team pruned trees in front of Queen Victoria Place in preparation of upcoming tree wrapping.



Engineering and Parks Operations

Environmental Services

- Recycled approximately 200 used tires from Marina docks.
- Acquired new dual-stream compact waste collection vehicle; operator training scheduled in October.
- Procured new cardboard and plastic film balers for Table Rock, and cardboard balers for Grandview, Power Station and QVP Café.
- Dismantled Floral Showhouse salt dome to improve Falls Parking overflow aesthetics, in preparation for future plans.
- Provided waste disposal services during the demolition of the Floral Showhouse potting shed.
- Assisting Butterfly Conservatory cleanup and reorganization with waste pickups and scrap recycling.
- Provided waste and recycling services for Barrelman Triathlon.
- Investigating recycling options for marketing materials to meet RPRA compliance; in progress.





Engineering and Parks Operations

Central Parks

- Shoreline restoration work started near entrance to Dufferin Islands.
- Rehabilitation of inner islands, including soil amendments and native plantings.
- Several memorial bench pad installations.

North Parks

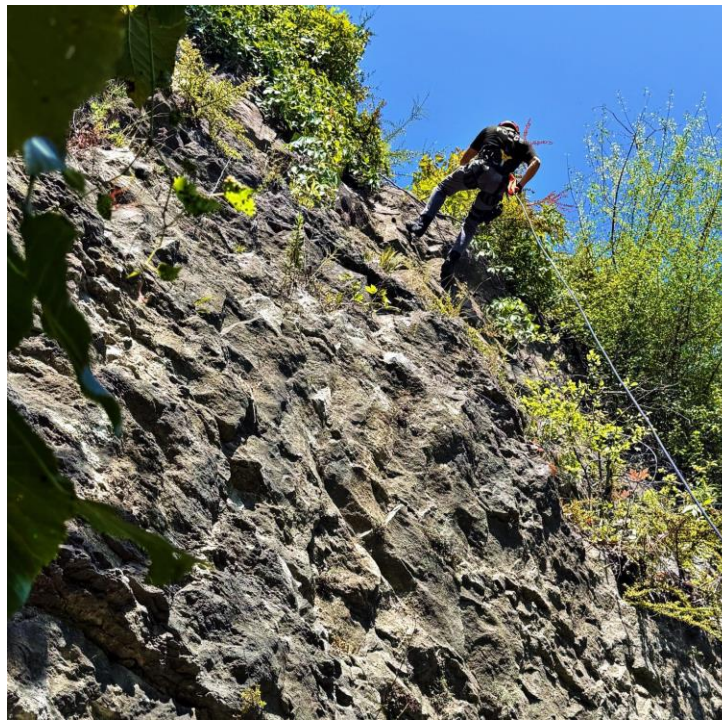
- Completed upgrades to sod at bottom of Floral Clock – levelling out to the clock face, and improving the overall look.
- Several memorial bench pad installations.

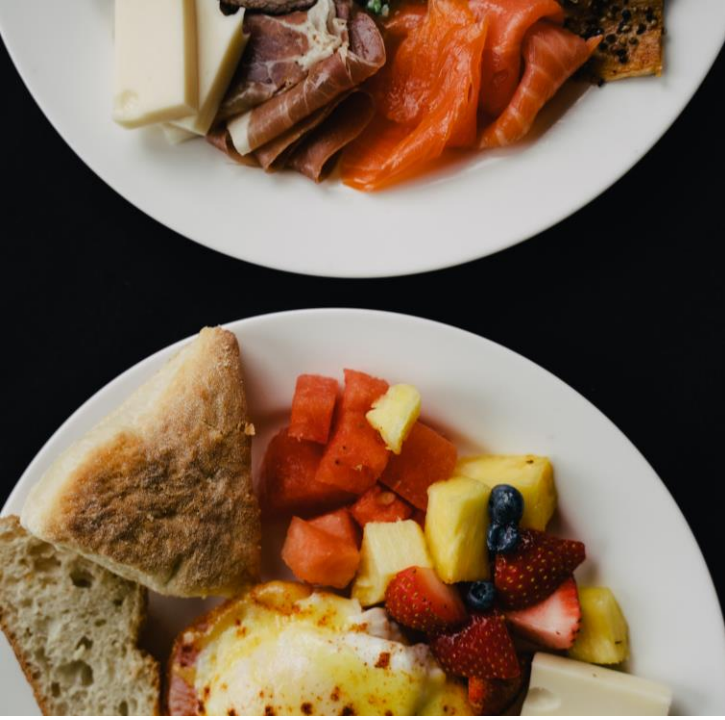




Niagara Parks Police

- Niagara Parks Police participated in a back-to-school traffic safety initiative, following school bus routes along the Niagara River Parkway, which resulted in: 12 traffic-related charges under the Highway Traffic Act; seven warnings; one arrest for an outstanding warrant and one notice for a driver's licence suspension.
- High Angle River Team participated in routine rappel training at the Niagara Glen and completed swift water training, in cooperation with Niagara City Cruises.
- Met with Crimestoppers Niagara and Casino Security Police Alliance.
- Confirmed upcoming training exercises with Niagara Regional Police.
- **Ongoing:** Discussions and training about the NG-9-1-1 project with stakeholders and vendors.





Upcoming Events

- Oct. 12: Thanksgiving Menus at Queenston Heights Restaurant (SOLD OUT), Legends on the Niagara Golf Course and Table Rock House Restaurant
- Oct. 17: Battle of Queenston Heights Commemorative Dinner;
- Oct. 17 - 19: Niagara Falls Illumination Board 100th Anniversary Doors Open Tours
- Oct. 24 - 25: All Hallow's Eve at Old Fort Erie
- Oct. 25: Community Tree Planting Day at Legends on the Niagara

Questions & Comments

