



**NIAGARA
PARKS**

Business Highlights Presentation

Niagara Parks Commission – Public Meeting

Thursday, November 13, 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

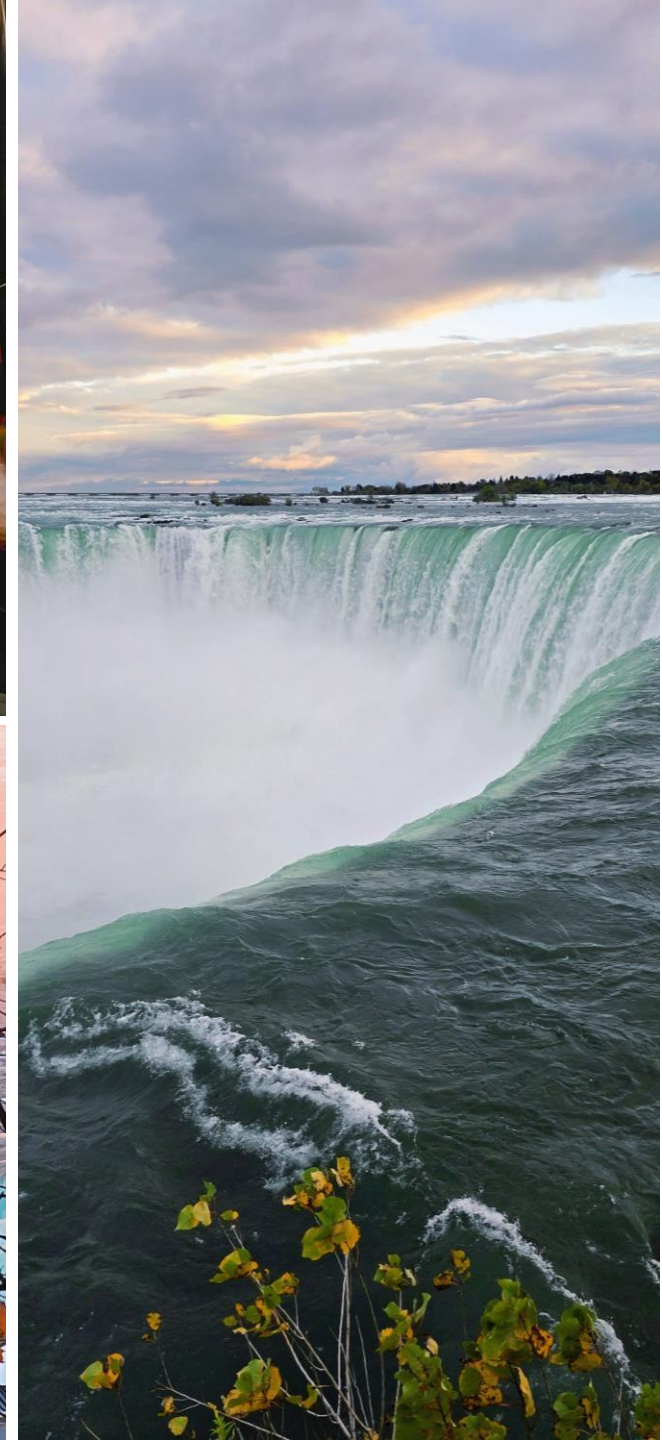
- Niagara Parks is a key demand generator, driving visitation and tourism to Niagara and Ontario.
- Responsible for maintaining 56km Niagara Parkway and 53km recreation trail, numerous parks, gardens and natural areas.
- Breadth of services include Niagara Parks Police Service, School of Horticulture.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

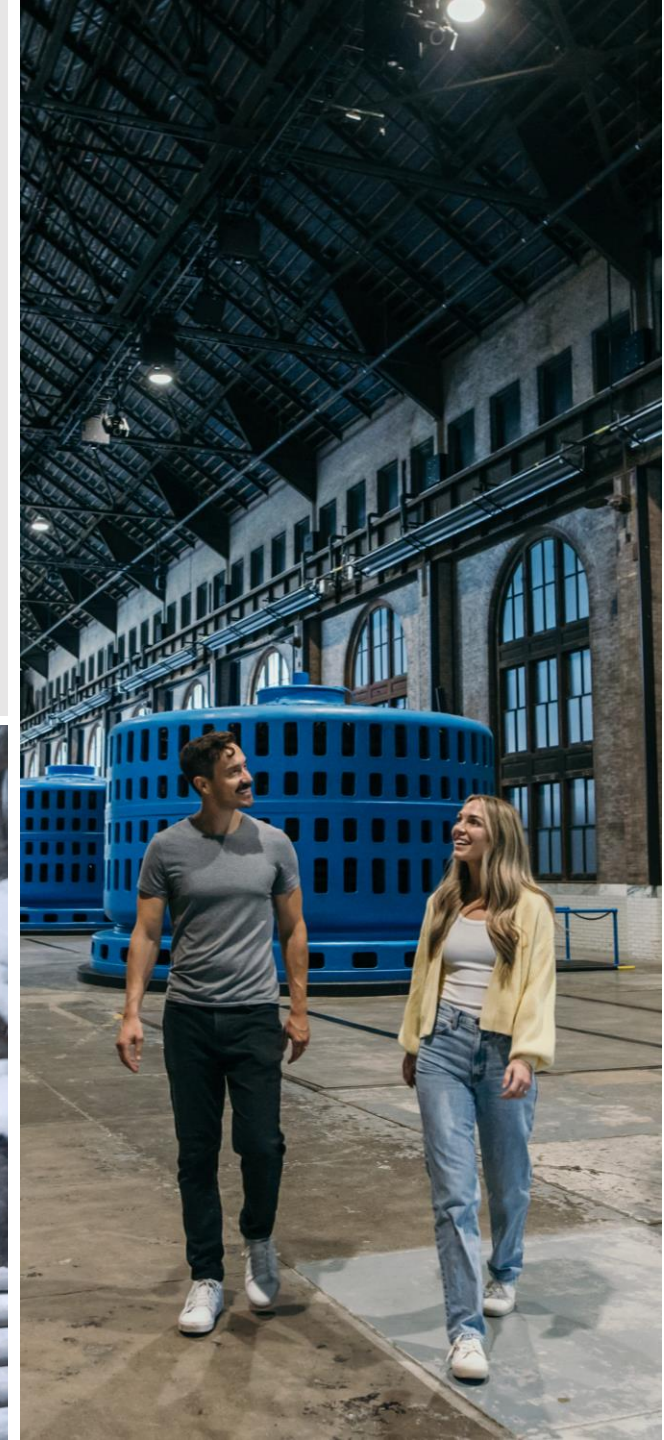
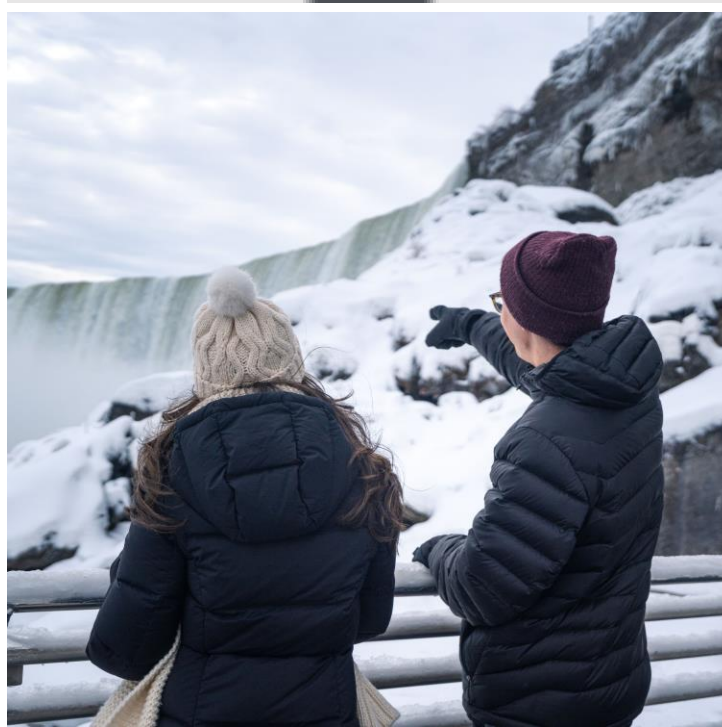
- One of the region's largest employers; 2,000 employees in peak season; \$70 million payroll.
- Operating budget covers payroll, operating expenses to run its revenue-producing operations and key operational projects.
- Capital budget covers investments into deferred maintenance and strategic projects 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





Wonder Pass Launch

- The Niagara Falls Wonder Pass launched on November 3.
- Invites guests to save on bundled year-round attractions including Niagara Parks Power Station + Tunnel, Journey Behind the Falls and Butterfly Conservatory.
- New This Year: *Niagara Takes Flight*.
- Passholders also receive exclusive benefits with destination partners and at Niagara Parks shops and restaurants.





Take Our Kids to Work Day

- Niagara Parks welcomed 22 Grade 9 students for a behind-the-scenes look at our operations.
- Students explored career paths across key departments: Transportation; Parks Operations; Heritage; Retail & Attractions; Niagara Parks Police; Horticulture and Culinary.
- Students experienced Niagara Takes Flight, the Floral Showhouse and a visit to the Niagara Parks Police Building, followed by lunch at Table Rock Market.





Winter Festival of Lights

November 15 to January 4

- Canada's largest free outdoor light festival returns to illuminate the Niagara River corridor with 8 km of twinkling lights.
- Over 6,000 staff hours have been committed to date on the installation of lighting displays.
- Laser Light Shows: Fridays & Saturdays (Nov 15–Dec 20), nightly Dec 26–Jan 4.

New Interactive Installations:

- Sonic Radiant
- Roseaux
- Cosmic Wolf
- Light Anemones
- Poetry Hut

Additional Features:

- Interactive swings & musical piano.
- Multi-pointed stars.
- New reindeer photo op at Falls Incline Plaza.

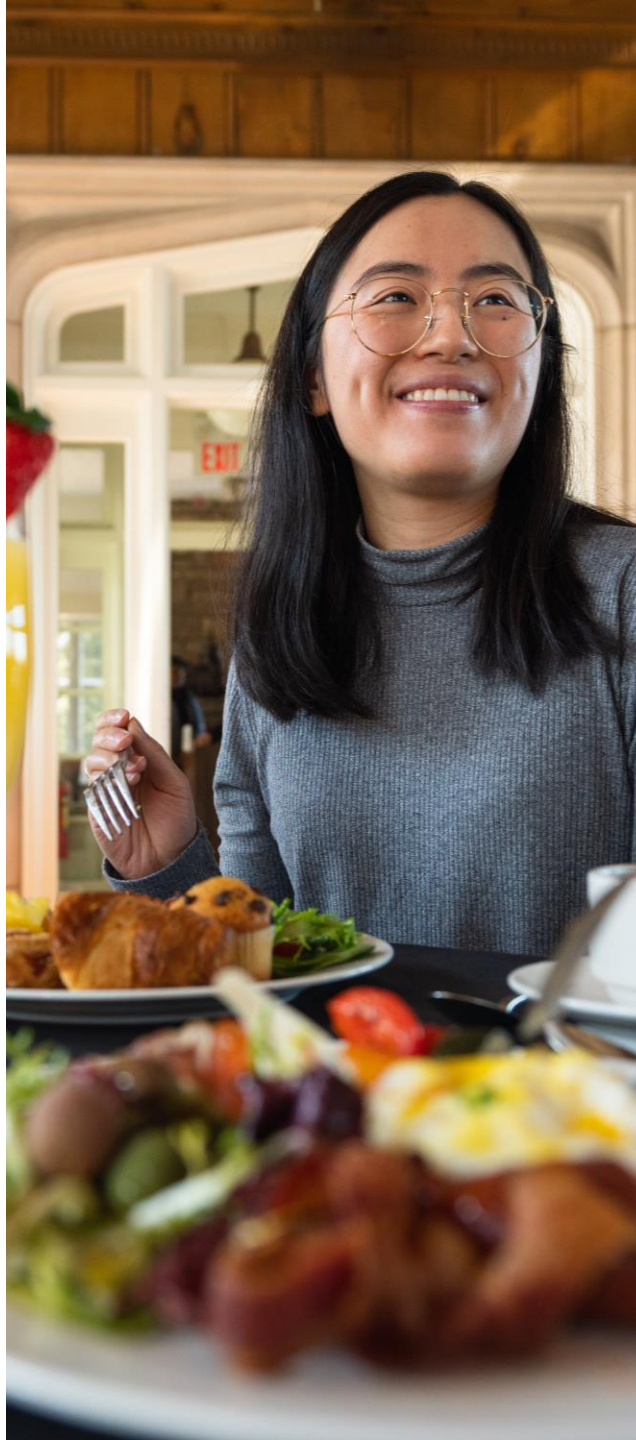




Business Development

Golf

- Fall maintenance is now underway to winterize golf courses.
- All Access Pass is now on sale.
- Adaptive Golf Program Highlights:
 - Niagara Parks Golf acquired an additional SoloRider golf cart to support its Adaptive Golf Program, enabling golfers with mobility limitations to play independently.
 - Legends Golf Academy hosted three Adaptive Golf clinics and offered private lessons for individuals with disabilities.
 - Program will be expanded in 2026, including the option for league play.
- Annual Staff Golf Tournament was held at Ussher's Creek. Participants enjoyed friendly competition and dinner.



Business Development

Culinary

- Culinary leadership attended the Ontario Hospitality Conference in Richmond Hill, connecting with industry leaders and suppliers. Niagara Parks presented a two-minute video.
- Chef Tim Dunnill was hired as the new Chef of Table Rock House Restaurant and Table Rock Bistro + Wine Bar.
- Table Rock House Restaurant welcomed nearly 400 City of Niagara Falls employees for their Employee Recognition breakfast.
- Hosted two corporate events for Ernst & Young LLP, serving over 600 guests with food stations, canapés and featuring fire performer entertainment.
- Queenston Heights' Thanksgiving Brunch and Legends' Thanksgiving Lunch buffet were near sell-outs. Securing a \$25 deposit via Accesso successfully reduced no-shows.



Business Development

Sales and Business Highlights

Hosted:

- 26 business events
- 13 familiarization tours
- 3 client lunches
- 8 client site inspections
- 3 Niagara Falls Tourism Travel Agent & Tour Operator training sessions
- Weddings
 - 22 wedding site visits
 - 17 wedding ceremonies
 - 9 wedding receptions

Attended:

- Bienvenue Quebec
- Canadian Society of Association Executives



Communications and Marketing

- Niagara Falls illuminated in blue on October 23, 24, and 25 to celebrate the Blue Jays' first World Series appearance in 32 years.
- Media Coverage & Impact
 - Campaign generated 673 media mentions and 228 million impressions in one week.
 - Mentions in major outlets like CTV and CBC.
 - Key learning: leverage pop culture moments (e.g., FIFA in Toronto) for future campaigns.



Heritage and Legacy

- Hosted two sold-out Tea and Tasseomancy tea leaf reading workshops at McFarland House.
- Queenston Dinner event supported by Heritage team was hosted at Queenston Heights Restaurant.
- 395 guests took part in the sold-out All Hallow's Eve events at Old Fort Erie.



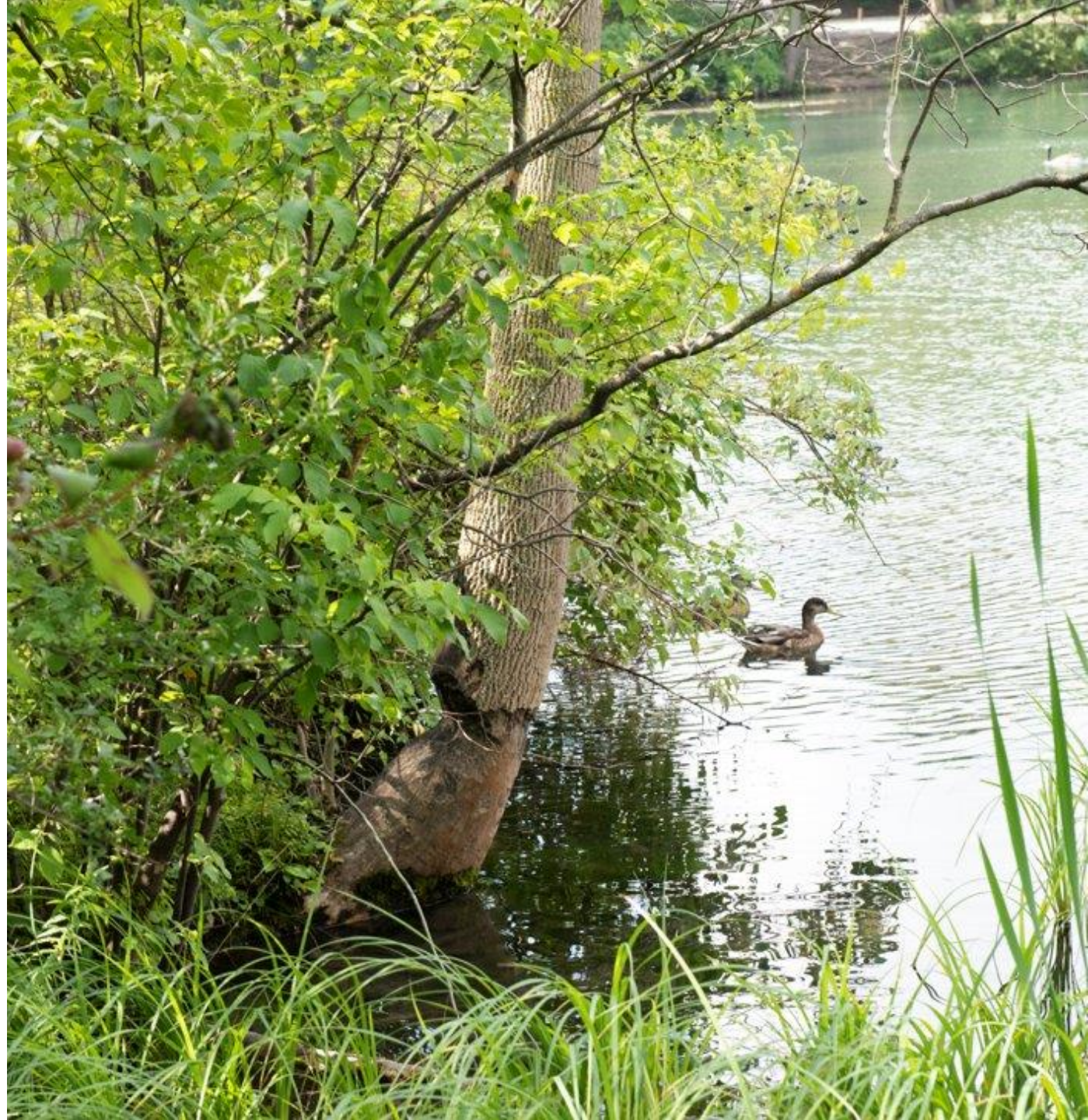


Environmental Stewardship

- Core logs installed in Dufferin Islands to protect the moraine against erosion, acting as a natural retaining wall.

Horticulture

- Phase 2 of deer-proof fencing installation at the Rose Garden, featuring a wood-and-steel design that protects 90-year-old plant collections, maintains garden visibility, and is expected to be completed by November, with future landscaping planned.





School of Horticulture

- On Oct. 18, the Niagara Parks School of Horticulture marked its 89th graduation, honoring 14 graduates and reaching 750 alumni.
- The ceremony showcased student achievements and the School's global reputation for excellence in horticultural education and leadership.

Environmental Services

- Whirlpool litter clean up in progress.
- Winners of the 2025 Compost Council of Canada Giant Pumpkin Growing Contest – 472lbs.
- Compost deliveries to Floral Showhouse Artists' Garden and Whirlpool Golf Course tree planting.
- Support of Niagara Falls International Marathon with event waste management.
- Collaborated with Events team on the development of a scalable Event Waste Management price structure.



Events, Programming and Education

- Illumination Tower Tours: 755 visitors enjoyed free tours over two weekends celebrating the binational board's 100th anniversary, receiving exceptional feedback.
- Children's Garden Sod Turning: Event moved indoors due to weather; students from Victoria Public School joined horticulture students for the ceremony, seed-ball workshop and Butterfly Conservatory tour.
- Creative City Summit: Three team members from Events, Programming, and Education attended to collaborate on arts and cultural development.
- Niagara Falls Marathon: Over 4,000 participants.
- Fall Educator's Open House: Largest educators event on date, with 118 educators from local and regional boards; tours included Journey Behind the Falls and Power Station & Tunnel, generating strong interest in educational programming and packages.



Engineering and Parks Operations

Engineering and Project Management

- Successful first year of shoreline protection pilot project along Fort Erie breakwall; next phase of work to begin in July 2026.
- Safety improvements and erosion control measures taken at Queenston public boat launch.
- Nicholls Boat Launch parking lot upgrades completed.





Engineering and Parks Operations

Health, Safety and Compliance

- Hosted Fall Biannual All JHSC meeting at Legends on the Niagara.
- Fire Extinguisher Training at Maintenance Centre held during Fire Safety Week.
- Roads and Parks Operations employees completed Confined Space and Rescue training.
- TSSA boiler inspections completed at Table Rock
- Accessibility Consultant visited Niagara Takes Flight to plan filming for "The Accessible Passport Project", to promote accessibility and trip planning.





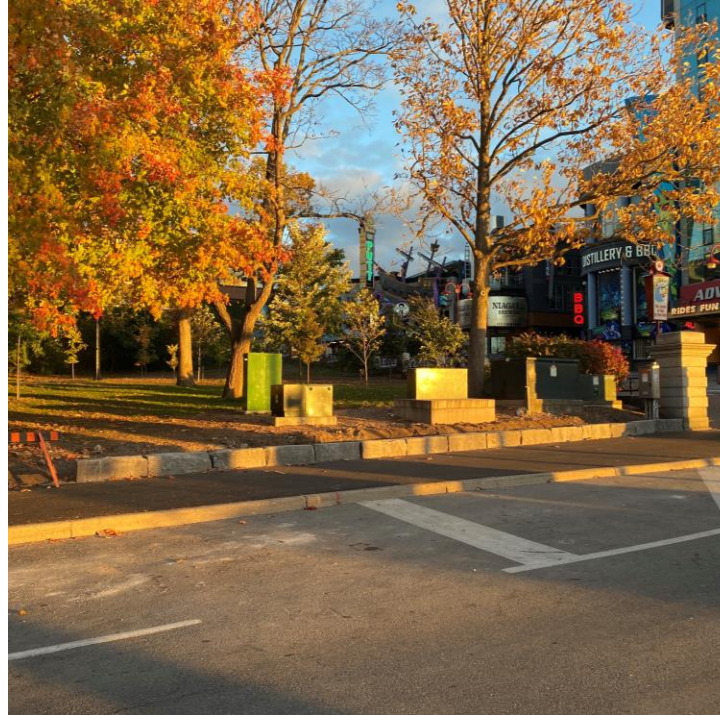
Engineering and Parks Operations

Central Parks

- Pathway replacement is underway at Mowat Gate and Falls Ave. with new asphalt and stone edging, while teams remove seasonal annuals and begin spring bulb planting across Queen Victoria Park.

North and South Parks

- Teams are removing seasonal annuals and planting spring bulbs at the Floral Clock, Queenston Heights, and heritage sites.
- Concrete leveling at McFarland Park Pavilion is complete, Locust Grove received green upgrades for the Peace Monument, and pathway and garden improvements at Fort Erie Freedom Park are underway for next year's Can-Am event.





Niagara Parks Police

- Hosted 22 Grade 9 students on Take Our Kids to Work Day including a special K-9 demonstration.
- Attended the Ontario Association of Chiefs of Police Crisis and Strategic Communications Conference.
- Helicopter operations training with members of the High Angle River Team and the NRPS Emergency Task Unit.
- Attended the Casino Security Police Alliance meeting.
- Attended the OACP Professional Standards Unit Committee meeting.



Upcoming Events

- Nov. 15 – Jan. 4: Poinsettia Show; Floral Showhouse
- Nov. 21: Late Harvest Dinner – Reception & Five-course meal at Queenston Heights Restaurant
- Nov. 22: Trivia Night; Old Fort Erie
- Nov. 26: Employee Holiday Open House; Floral Showhouse, 5:00 – 8:00 p.m.
- Nov. 27: U.S. Thanksgiving Menu; Table Rock House Restaurant
- Dec. 5 – 7: NOTL Rotary Holiday House Tour; featuring McFarland House
- Dec. 10 – 12: Yuletide Tea at McFarland House
- Dec. 13: McFarland Heritage Christmas



Questions & Comments

