



**NIAGARA
PARKS**

Business Highlights Presentation

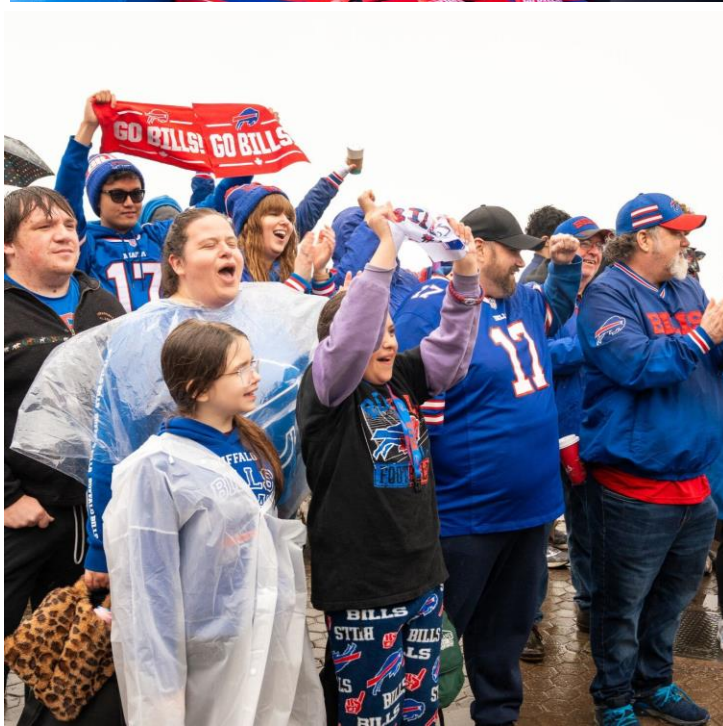
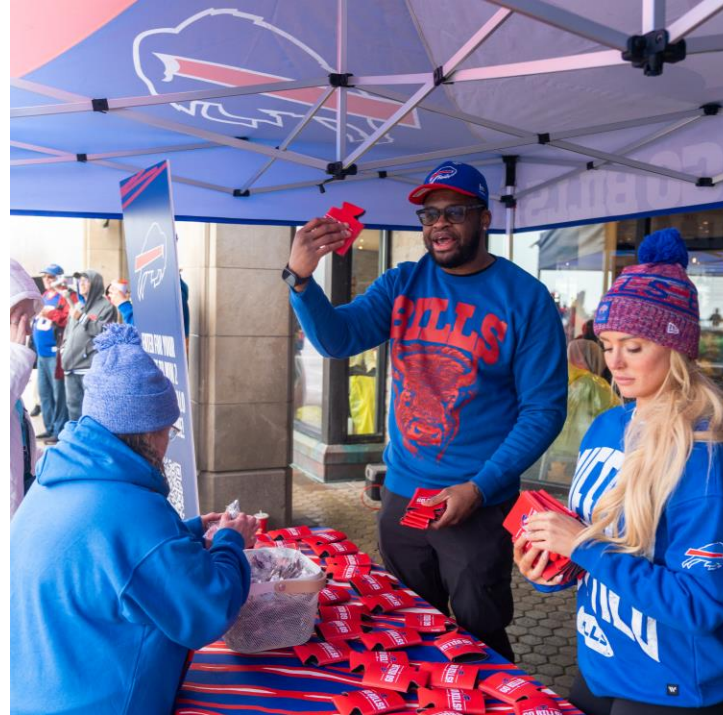
Niagara Parks Commission

Thursday, May 14, 2026



Buffalo Bills Draft Day – April 25

- For the first time, a Buffalo Bills Day 3 NFL Draft pick was announced live from Canada, called by social media influencers Briony, Brendan Carpenter and Mack Falconer at the Friendship Arch near Table Rock Centre
- Marked the first-ever Buffalo Bills Draft pick called in Canada, celebrating the team's passionate Canadian fanbase, Bills Mafia North
- Delivered a fan-focused event experience, including team giveaways, complimentary coffee from Street Brew, contests for game tickets and on-site photo opportunities
- Encouraged strong fan participation, with attendees invited to dress in Buffalo Bills gear and take part in the game-day atmosphere





FIFA 2026

- Outdoor covered, licensed patio on the front lawn with a mobile kitchen.
- Two large screens to view the games, along with an event stage for programming between matches.
- Will run for the duration of the tournament:
 - June 11 to July 19, 2026
- Additional programming to activate the area through to Labour Day.
- Niagara Parks will host the official Canada Celebrates activation led by FIFA 26 Canada during the bronze and silver medal games.



Mother's Day Brunch – Sunday, May 10

- Niagara Parks' culinary team prepared a sold-out Mother's Day Brunch at Queenston Heights Restaurant and Legends on the Niagara.
- Brunch seatings were offered at 11:00 a.m. and 1:30 p.m



Business Development

Retail and Attractions

- Staff attended IAAPA's High Cost of Low Engagement webinar, then discussed how to apply key insights at Niagara Parks.
- Staff attended Niagara Region's Administrative Professionals Day conference.
- Staff reviewed IAAPA's dynamic pricing case study on Morton Arboretum and discussed potential se at Niagara Parks.
- Participated in a Grand View Retail merchandising session focused on product grouping, story-telling and visual flow.
- POS Modernization: RFP evaluation completed; top three vendors selected for Proof of Concept demos starting April 28.
- FIFA Readiness: Retail locations merchandised and prepared for increased FIFA-related visitors.

FIFA 2026





Business Development

Culinary

- Culinary Services hosted sold-out Easter Brunch:
 - Legends on the Niagara Restaurant served 350 guests.
 - Queenston Heights Restaurant served 200 guests.
- Golf Course Halfway Houses, on-course Cart Services, and the Legends Pub are now open for the season.
- The Parkway Kitchen, a new mobile kitchen trailer will be operational in time for Fan Zone activation.
- Queen Victoria Place Restaurant hosted the Niagara College Alumni Dinner, with CEO David Adames serving as keynote speaker.
- Staff attended industry leaders at ORHMA Queen's Park Advocacy Day during National Tourism Week, meeting with MPPs to discuss hospitality and tourism priorities.





Business Development

Sales – April

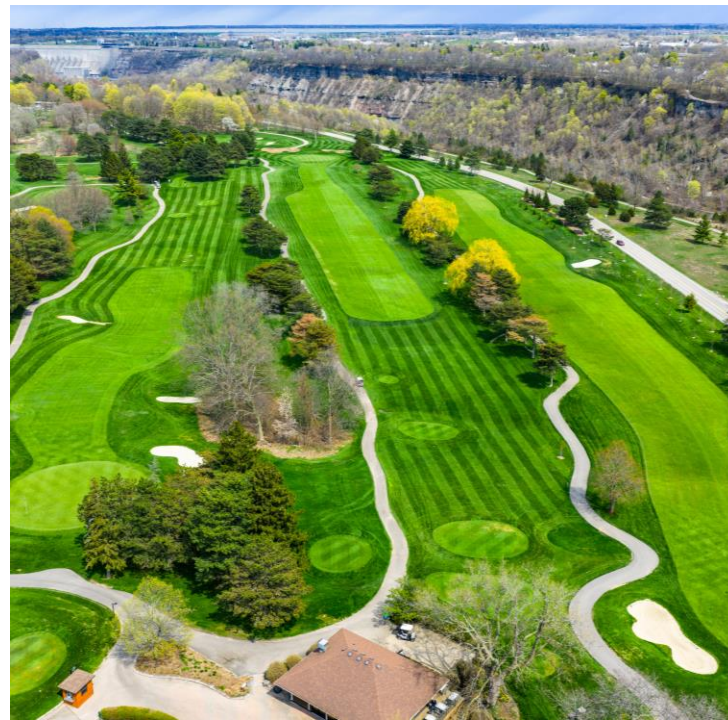
- Business & Social Events
 - 13 client site visits; 8 business events; 2 fam tours
- Travel Trade
 - 5 fam tours; 4 guide training sessions; 3 virtual client trainings
- Weddings
 - 17 site visits; 7 wedding ceremonies.



Business Development

Golf Season Launch

- All of Niagara Parks' golf courses are now open for the season.
 - A variety of instructional program available for men, women, children, and adaptive services.
 - Golf leagues for men and women start in May. There is still space available. Call 905-295-9595.
 - Courses wintered well but are starting the season wet due to higher-than-normal rainfall, limiting maintenance in some areas.
 - New Whirlpool Pub washrooms completed; cement sidewalk installed at Legends.
- Whirlpool Golf Course is celebrating 75th anniversary with a Sunday promotion through July and August 2026 for 75 per person and includes:
 - 18 holes of golf with cart
 - Souvenir golf ball
 - \$15 voucher toward food Whirlpool Pub and Lounge





Planning, Environment and Culture

Heritage and Legacy

- 1776 Forum session — Old Fort Erie delivered its monthly installment of The 1776 Forum.
- Coast to Coast launch — Sold-out 10th-anniversary spring event at Laura Secord Homestead featuring bestselling author Heather Marshall.
- Heritage staffing — Full 2026 Heritage team hired with support from the Tourism Partnership of Niagara grant.



Horticulture and Education

Niagara Parks School of Horticulture

- **Student progress:** Winter semester and exams completed; Level 3 students begin final semester with 12 internships across Canada in areas from vegetable production and research to arboriculture, landscape construction, public gardens, and ornamental horticulture.

Environmental Stewardship

- After-care of trees, including removals of t-bars.
- Preparation underway to conduct upcoming auditory survey of frog species at Dufferin Islands and Gonder's Flats.





Horticulture and Education

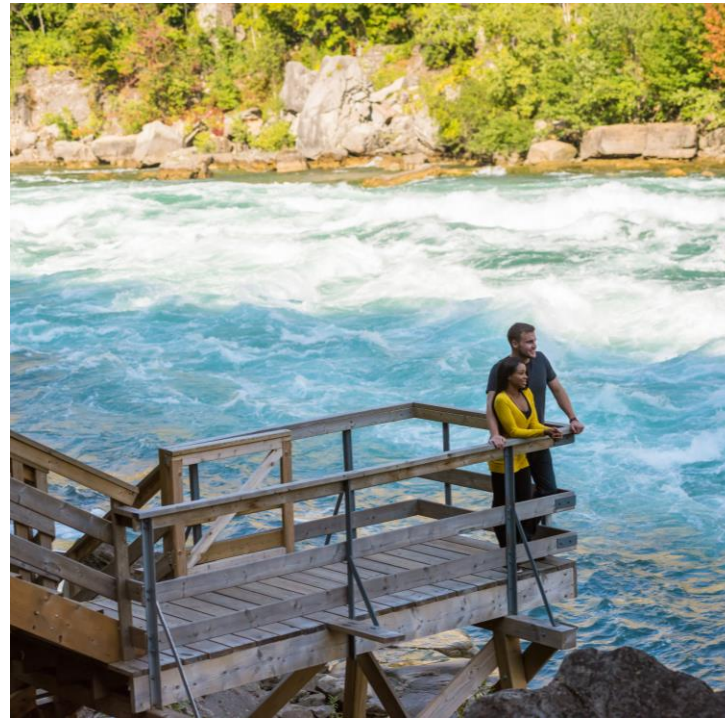
- Spring displays Tulips and daffodils installed; 2026 Viola Floral Clock marks School of Horticulture's 90th and Butterfly Conservatory's 30th.
- Floral production 110,000+ annuals and vegetables seeded or transplanted; hydrangeas prepped; tropical displays installed.
- New Mosaiculture installation: 25-ft butterfly frame delivered; Monarch planted with student involvement.
- Facility improvements: potting shed trim repainted; Conservatory lunchroom floor sealed; new décor storage racks added.
- Children's Garden Design refinements nearing completion.
- Rhododendron relocation 300+ collection plants and 500 Fire Pond plants transplanted or potted for Children's Garden.
- Irrigation line Crab Apple Vista irrigation supply line replacement completed.



Facility Services

Custodial Services

- **Garden Café washrooms** reopened in early April.
- **Season start prep** Awaiting water turn-on to begin power washing.
- **Custodial hiring** Recruiting for 10 open custodial positions.
- **White Water Walk** Annual floor scrubbing and waxing scheduled pending trades completion.





Facility Services

Forestry

- Winter Festival of Lights staff member joined the 2026 rock scaling team.
- Lighting displays removed; 3D animal work underway; display conditions assessed to prioritize repairs.
- Tree protection installed during Table Rock pathway renewal work.
- Hazardous trees removed at the Marina and Queen Victoria Place.
- Additional pruning completed around Queen Victoria Place ahead of Fan Zone activation.
- Pruning, removals and stumping completed at hole 2 at Whirlpool Golf Course.
- Palms pruned at the Butterfly Conservatory.





Facility Services

Parks

- Spring planters complete; garden preparations underway.
- Floral Clock installation completed for the Easter weekend.
- New sign bed installed at Whirlpool Golf Course.
- Installation of pedestrian barriers underway in Queen Victoria Park.
- Winter cleanup underway (salt boxes, signs and fencing removal).

Environmental Services

- Launch dock installation completed April 1 at Miller's Creek Marina.
- Septic review: marina septic investigation complete; required maintenance to be contracted.
- Grandview refurbishment plan complete, with installation and repainting targeted for June 11 at Queen Victoria Place Restaurant.
- Marina boat launch dock repairs completed following winter damage.





Engineering and Project Management

- Tunnel rehabilitation underway at Journey Behind the Falls; Rankin Construction to complete this phase by May 2026.
- Queen Victoria Park water and wastewater project in progress.
- OPG access road
 - Rock-fall mesh and scaling underway on the shared access road; completion expected by the end of May 2026.
- Rapidsview watermain work complete.
- Work on Botanical Gardens washrooms completed; reopened in early April.



Parks Operations

Parking and Transportation

- 9,553 annual parking passes sold YTD at \$50; 1,108 sold at \$75 express rate.
- Variable parking launched at Falls, Floral Showhouse and QVP lots, with \$20–\$40 daily rates.
- Rapidsview operations Parking attendants now on site to support Niagara Falls Pass launch.
- Coach partnerships: FlixBus continues using Rapidsview; Coach Canada Megabus began May 6.
- WEGO schedule: Transitioned to summer schedule began May 15.
- Incline shutdowns (maintenance) July 15; Aug. 19; Sept. 16; Oct. 26–Nov. 6; Dec. 16.