



**NIAGARA
PARKS**

Niagara Parks Update

Overview for Town of Fort Erie Council

Presentation by Chair April Jeffs and CEO David Adames



Your Presenters

- Niagara Parks Chair, April Jeffs
- Niagara Parks CEO, David Adames

NIAGARA PARKS





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, Sport and Culture
- 12 Member Board: Chair: April Jeffs; Town of Fort Erie is represented by Mayor Redekop and Regional Councillor Tom Insinna
- **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



Operations and Funding

- Niagara Parks is reliant on its revenue-producing operations in order to cover its expenses and fund its cultural and environmental stewardship initiatives
- Niagara Parks maintains property and operations spanning the 56kms along the Niagara River





Stewards of the Niagara River Corridor

- Niagara Parks is a key demand generator, driving visitation and tourism impacts to Niagara and Ontario
- Operates its own revenue-producing products, services and experiences (including six attractions, five full-service restaurants, eight quick-service food outlets, eight retail outlets, four heritage sites, two golf courses, and numerous parking and transportation services) and is landlord to third-party partners (Niagara City Cruises, WildPlay Niagara Falls)
- Responsible for maintaining 56km Parkway and 53km recreation trail, numerous parks and gardens, as well as natural areas (Niagara Falls, Niagara Gorge, Niagara Glen, Escarpment, Dufferin Islands, Niagara River Shoreline, species at risk)
- Breadth of services include Niagara Parks Police Service, School of Horticulture





HOUSE BRANDS

ATTRACTIONS

NATURE + GARDENS

HERITAGE

CULINARY

GOLF

SHOPS

WEDDINGS

SUB-BRANDS

Canadian Niagara Power Station

Journey Behind the Falls

Niagara's Fury

Whirlpool Aero Car

White Water Walk

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Hornblower Niagara Cruises

WildPlay Zipline to the Falls

WildPlay Whirlpool Adventure Course

Botanical Gardens

Butterfly Conservatory

Centennial Lilac Gardens

Dufferin Islands

Floral Clock

Floral Showhouse

Niagara Glen

Niagara Glen Nature Centre & Nature Exchange

Niagara Recreational Trail

Oakes Garden Theatre

Paradise Grove

Queen Victoria Park

Queenston Heights Park

School of Horticulture

Battle of Chippawa Memorial Site

Landscape of Nations

Laura Secord Homestead

Mackenzie Printery

Mather Arch

McFarland House

Old Fort Erie

Table Rock House Restaurant

Table Rock Market

Table Rock Patio

Legends on the Niagara Clubhouse

Queen Victoria Place Restaurant

Queenston Heights Restaurant

Whirlpool Restaurant

Quick Serve Restaurants

Legends on the Niagara

Oak Hall

TaylorMade Niagara Performance Centre

Whirlpool Golf Course

Attraction Shops

Grand View Gift Shop

Niagara Parks General Store (online)

Queen Victoria Place Gift Shop

Table Rock Shop

Ceremonies and Receptions

Social Events



TABLE ROCK HOUSE
RESTAURANT

QUEENSTON HEIGHTS
RESTAURANT | EST 1900





Strategic Plan Themes

1

Preserving and showcasing our rich heritage, culture and lifestyle

2

Leveraging and activating our natural wonders and iconic experiences

3

Supporting a dynamic business environment

4

Taking experiences, services and hospitality to the next level



Environmental Stewardship

- Environmental Stewardship Action Plan 2020-2030
- Coastal Wetland Restoration Project
- Chippawa Grassland Bird Habitat Project
- Niagara River Riparian Restoration
- Urban Forestry Management Strategy
- Pollinator Garden Route



Environmental Stewardship

- Audubon Cooperative Sanctuary Program Certification at Legends on the Niagara
- MOU's with Brock University's Environmental Sustainability Research Centre, Forests Ontario and Canadian Wildlife Federation
- Annual Prescribed Burn Program
- Invasive Species Management Strategy
- Improvements to Visitor Experience and Ecology at Dufferin Islands



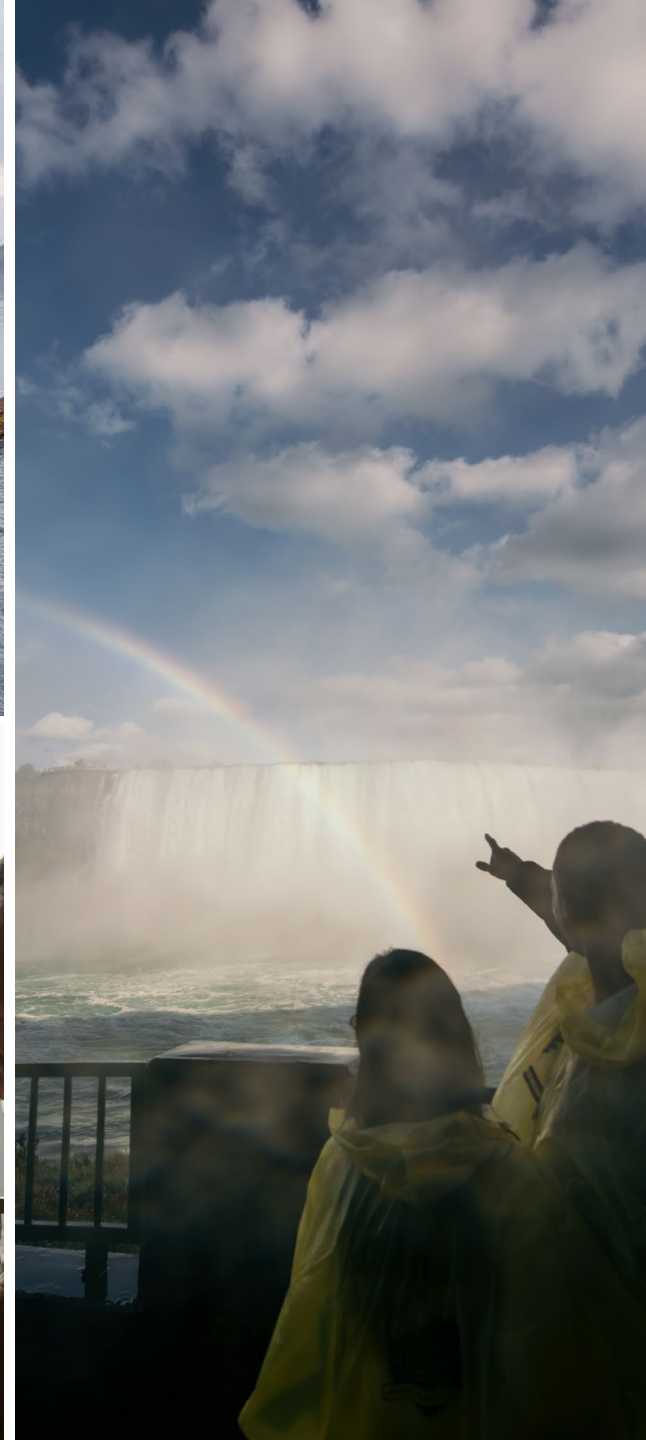


Post-Pandemic Tourism Climate

- After being heavily impacted by COVID-19, Niagara Parks placed a renewed focus on promoting its highest revenue-producing operations – attractions
- Revenue generation greatly surpassed budget projections this past year, allowing for spillover benefits to our retail stores, restaurants and parking operations
- The domestic market is expected be fully recovered by 2023 with US recovery anticipated by 2024 and other international markets by 2025-26
- Despite the return of these markets, there are still economic restraints that will continue to impact travel spending and the full recovery of the local tourism industry
- It is more important than ever to work collaboratively to promote and support tourism in Niagara

NIAGARA PARKS





What's New at Niagara Parks

- \$22 million redevelopment project to upgrade flagship location at the brink of the Falls – Table Rock Centre
- Brand-new retail store Table Rock Shop and fully renovated Table Rock House Restaurant in 2019
- Renovations made to main level concourse area including entrance to Journey Behind the Falls and all-new Table Rock quick serve area

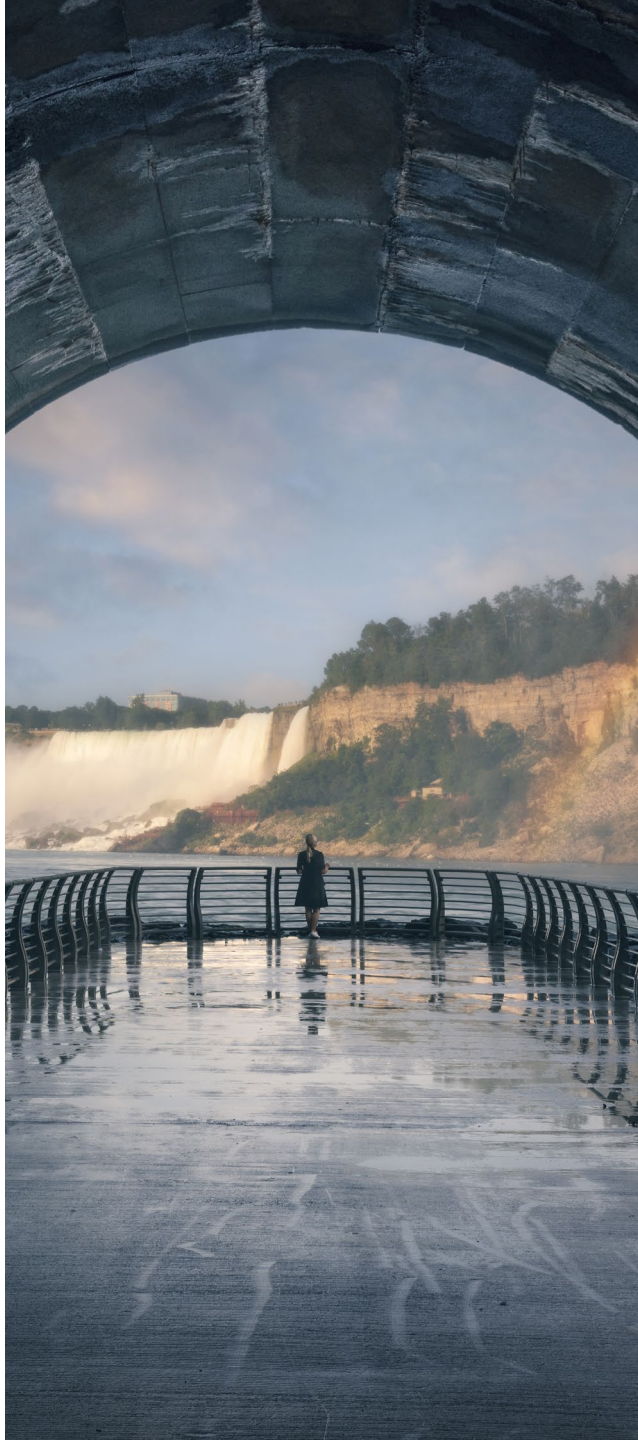
Launching this summer:

Table Rock Bistro and Wine Bar

- An elevated, but approachable licensed dining option on the upper level, incorporating the patio space
- Wine bar featuring the sale of VQA wine and highlighting local craft beer and spirits.

Journey Behind the Falls Refresh

- Updates to the queuing areas within the Journey Behind the Falls attraction to improve the visitor experience
- Expand opportunities for visual and digital storytelling



Niagara Parks Power Station

- Opened to the public in July 2021 for daytime tours of the Generator Hall
- Immersive sight and sound night experience, Currents: Niagara's Power Transformed opened in September of 2021
- The Tunnel attraction opened in July 2022 adding another exciting visitor experience to this multi-faceted attraction
- The Niagara Parks Power Station has been featured in stories across all major Canadian broadcast news channels and US networks, in addition to coverage in dozens of other top outlets including CNN Travel, Washington Post, National Post, BBC World News and Forbes.
- CNN's Chief Travel Editor confirmed that the Tunnel story was their best performing and most viral travel story of 2022.
- In 2022, Niagara Parks was awarded the Lieutenant-Governor's Awards of Excellence in Conservation for the preservation of the Station
- In 2023, the Niagara Parks Power Station was awarded the Grand Prize for design excellence in the category of interior public spaces at the Niagara Biennial Design Awards



Launch of Niagara Parks Foundation

- The Niagara Parks Foundation was relaunched in the spring of 2022
- A registered charity governed by a Board of Governors established to support and advance the environmental and cultural stewardship initiatives of Niagara Parks

2022 Highlights

- \$10,000 donation made by Miller Waste Systems allowed 150 new trees to be planted at Paradise Grove, comprised of oak, maple and sassafras to ensure a diversity of tree species
- \$400,000 investment from TD Bank to support stewardship work at Dufferin Islands

“A caring commitment to priceless parklands”





Community Initiatives

- 13 for 13 event at Old Fort Erie for the Canada Games
- Speaker Series at Old Fort Erie
- Interpretive signage at Bertie Hall
- Siege at Old Fort Erie Battle Re-enactment



Explore the Niagara

- Collaboration between destination stakeholders to position and promote guest experiences along the Niagara River corridor including the Town of Fort Erie, City of Niagara Falls, Niagara-on-the-Lake, Parks Canada and others
- Increase awareness of the themes and experiences that exist along the corridor and generate visitation to the region
- Themes and experiences include Black History, Indigenous History, sightseeing, golf, attractions, nature activities, hydro power generation and more
- Explore the Niagara will showcase unique trip itineraries that can only be experienced here in Niagara





Key Projects

Niagara Parks works with the Town of Fort Erie on a variety of projects including:

- Service Agreement
- Close working relationship with Town of Fort Erie departments including Fire Department with Niagara Parks Police and Roads
- Repairs and maintenance of Fort Erie shoreline breakwall
- Black Creek Bridge reconstruction
- Gonders Flats Wetland Restoration
- Marina at Miller's Creek
- Pathway improvements
- Mather Arch Park
- Preserving and promoting the 1764 Fort site
- Shoreline dock repair
- Improving vistas – 33 viewpoints cleared along the river's edge, providing optimized sightseeing opportunities while protecting critical shoreline habitat



Questions and Comments

Thank you for your time today. We welcome any questions and or comments about today's presentation!