



**NIAGARA  
PARKS**

# Niagara Parks Update

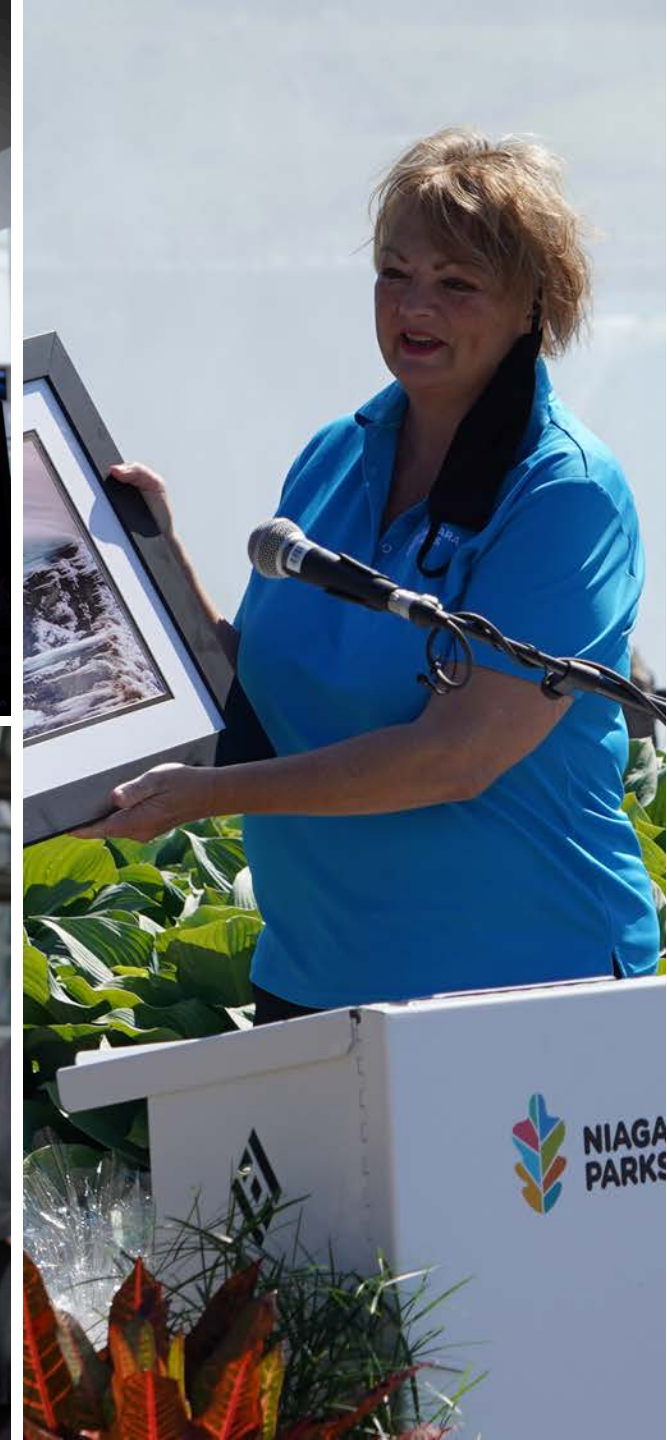
Overview for Niagara Regional Council

Presentation by Chair Sandie Bellows and CEO David Adames



# Your Presenters

- Niagara Parks Chair, Sandie Bellows
- Niagara Parks CEO, David Adames







# 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 Heritage, Sport, Tourism and Culture Industries
- **Chair:** Sandie Bellows
- **Regional Council:** Represented by Councillor Jim Diodati
- **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





# Niagara Parks: Stewards of the Niagara River Corridor

- 56km Parkway and 53km recreation trail
- 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 parking and transportation services) and is landlord to third-party partners (Hornblower Niagara Cruises, WildPlay Niagara Falls)
- Breadth of services include Niagara Parks Police Service, School of Horticulture and various natural areas
- Supports destination programming, including live music in Queen Victoria Park and Canada's largest New Year's Eve event







## HOUSE BRANDS

## ATTRACTIONS

## NATURE + GARDENS

## HERITAGE

## CULINARY

## GOLF

## SHOPS

## WEDDINGS

### SUB-BRANDS

Niagara Parks  
Power Station

Journey Behind the Falls

Niagara's Fury

Whirlpool Aero Car

White Water Walk

.....

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





## Retail Operations

- New flagship Table Rock Shop opened in 2019
- Updated retail offerings were a key part of the Table Rock Centre redevelopment project
- Niagara Parks offers products from leading Canadian brands including, Roots Canada and Herschel Supply Co. along with custom-made branded apparel and unique gifts





## Organizational Economic Impact

- Niagara Parks typically hosts in excess of 4 million unique visitors annually, with an annual economic impact of over \$1.2 billion
- Niagara Parks is one of the largest employers in the Niagara region, with a peak staff of over 1,800 and annual payroll of \$57 million in 2019





# Impacts of COVID-19

- Niagara Parks' visitation and revenue sources have been heavily impacted by COVID-19, resulting in an unprecedented financial situation for the organization
- Comprehensive safety protocols related to COVID-19 implemented across Niagara Parks, have carried significant costs
- On December, 4th, 2020, the Ontario Government announced a one-time emergency stabilization grant of \$12.8 million for Niagara Parks
- This grant will assist Niagara Parks in meeting its current financial obligations and continuing to deliver on its mandate





## 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

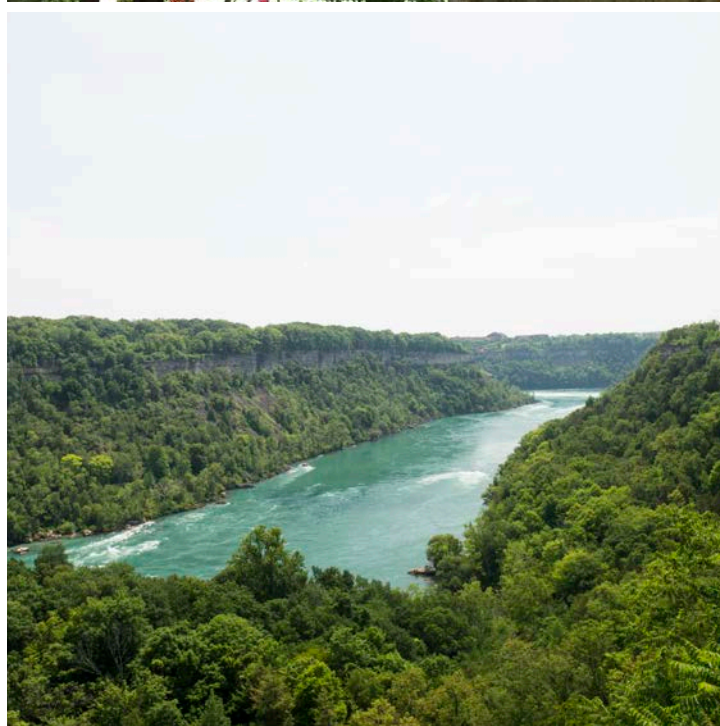
- Environmental Stewardship Action Plan 2020-2030
- Gypsy Moth mitigation
- Coastal Wetland Restoration Project
- Chippawa Grassland Bird Habitat Project
- Niagara River Riparian Restoration
- Urban Forestry Management Strategy
- Pollinator Garden Route





# Environmental Stewardship

- Audubon Cooperative Sanctuary Program Certification at Legends on the Niagara
- Trails Assets and Tourism Initiative in collaboration with Brock University
- MOU's with Forests Ontario and Canadian Wildlife Federation
- Annual Prescribed Burn Program
- Invasive Species Management Strategy







## Community Programming

Niagara Parks continues to deliver new and innovative programming both in-person and through virtual events, including:

- Virtual Black History Speaker Series
- Virtual Golf Workshops
- Horticultural Workshops
- Youth focused Educational Experiences
- Namaste Niagara: Yoga Series
- Indigenous programming with Landscape of Nations 360





## Key Initiatives

- Partnership with Metrolinx supporting transportation connections with the GTHA
- WEGO transportation system which is operated by Niagara Parks
- Policing agreement between Niagara Regional Police Service Board and Niagara Parks Police Service Board which governs the delivery of police services on Niagara Parks property, and outlines expectations for operations, accountability and communications
- Ongoing partnerships with Niagara College for environmental stewardship work and apprentice programs







## Key Initiatives

- Canada Summer Games 2022 ceremonies and events will be hosted at Niagara Parks
- Chair Sandie Bellows is serving as the provincial appointee to the games committee
- Construction of the Welland GE plant was dependent on finding a suitable offsetting location for the environmental impact to the grassland habitat. Niagara Parks worked with Niagara Region to facilitate approvals for the creation of the new 120-acre Chippawa Grassland site which has successfully created a new habitat for species at risk.





# Niagara Parks Power Station

- Work is underway to transform the preserved decommissioned power station into an extraordinary new multi-faceted visitor experience with over 40 companies and 300 contracted employees working on the project
- Phase One of the project, which includes interactive exhibits and a state-of-the-art immersive sound and light experience is scheduled to open on July 1st, 2021
- Phase Two will open in July 2022 and take visitors nearly 200 feet underground the ground level to explore the Tailrace Tunnel below
- The project will be a key economic driver for the region and catalyst for the recovery of the tourism industry in Niagara







## Questions and Comments

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