

An aerial photograph of Niagara Falls, showing the powerful waterfall cascading over rocks. The Rainbow Bridge spans the river above the falls. The surrounding area is lush with trees displaying vibrant autumn foliage in shades of orange, yellow, and red. In the background, the city of Niagara Falls is visible with various buildings and infrastructure.

A Discussion of Economic Development Opportunities For the City of Niagara Falls

Presented by Mayor Robert Restaino

This report was created by the Niagara Global Tourism Institute, in partnership with Niagara University. For more information, please contact:

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Benefits of Increased Hotel Occupancy in Low Season

	Niagara County 10-year average	Niagara Falls, ON 2018 average	Additional room-nights if Niagara County matched this rate (4543 available)	Additional revenue (2019 Average Daily Rate: \$80.84)	Additional Bed-Tax revenue* (6%)
JAN	34.5%	43.1%	12,112	\$979,105	\$58,746
FEB	40.1%	47.8%	9,795	\$791,804	\$47,508
MAR	46.4%	56.9%	14,787	\$1,195,419	\$71,725
APR	57.1%	59.9%	3,816	\$308,495	\$18,510
NOV	49.7%	56.4%	9,131	\$738,185	\$44,291
DEC	42.9%	55.6%	17,886	\$1,445,887	\$86,753
TOTAL			67,527	\$5,458,895	\$327,534

STR Global. *6% Bed Tax revenue; assumes additional room-nights are within the City of Niagara Falls.

Desired Outcomes

for the City of Niagara Falls, USA

More visitors

overall, with longer
stays and a balance
between seasons

Encourage visitors to come in
low season

Give people more to do during
their visit, encouraging longer
stays

Attract new or non-traditional
visitors

Better employment

options for residents
and workforce
alignment for
businesses

Support year-round, high-quality
local jobs

Align jobs with local workforce
supply

Engage / integrate with local
businesses

Improved image

of Niagara Falls as
a world-class
destination

Spread marketing and positive
attention to Niagara Falls

Hassle-free, enjoyable
experience for visitors and
residents at all times

Align with a Master Vision for
Niagara Falls



When tourists fail to connect with the rest of Niagara Falls, including its shops, restaurants, and services, **an enormous opportunity is missed.**

Underemployment is unfair to the local population that is unable to thrive without adequate opportunities for year-round employment.

Envisioning Growth and Prosperity in Niagara Falls

City of Niagara Falls Centennial Park Vision

A Concept Presentation by Mayor Robert Restaino

- The City of Niagara Falls continues to draw a significant number of visitors to the WNY region. The last official tourism statistics sets the annual visitor total to be in the multiple millions of people.
- As the City continues to see a consistent number of visitors, the population and workforce development opportunities have shown a net loss, according to the 2020 Census.
- ESD (USA Niagara) and the NYS Parks Service continue to make improvements to State-Owned land and invest in assets adjacent to the Falls.
- The residents of the City of Niagara Falls believe we can chart our own path with the help of the Governor and the resources from NYS.

Photo by Jie Zhang on Unsplash

The Niagara Falls Centennial Park Vision

The City is interested in partnering with multiple entities to build a multifaceted year-round "Event Campus" that accomplishes the following:

1. Keep visitors in the Niagara Falls area over a 12-month period
2. Take advantage of the Winter Season and all the amenities and activities for families the winter season has to offer.
3. Build a location within Niagara Falls for a multitude of events including but not limited to: sporting events, concerts, indoor/outdoor gatherings, and youth-centered activities.
4. Centennial Park has plans for an indoor Arena, and outdoor Amphitheatre, a Water Feature Ice Skating Rink, a multilevel surface parking deck, and a Wall Climbing Adventure Course.



*Seneca Niagara
Resort and Casino*

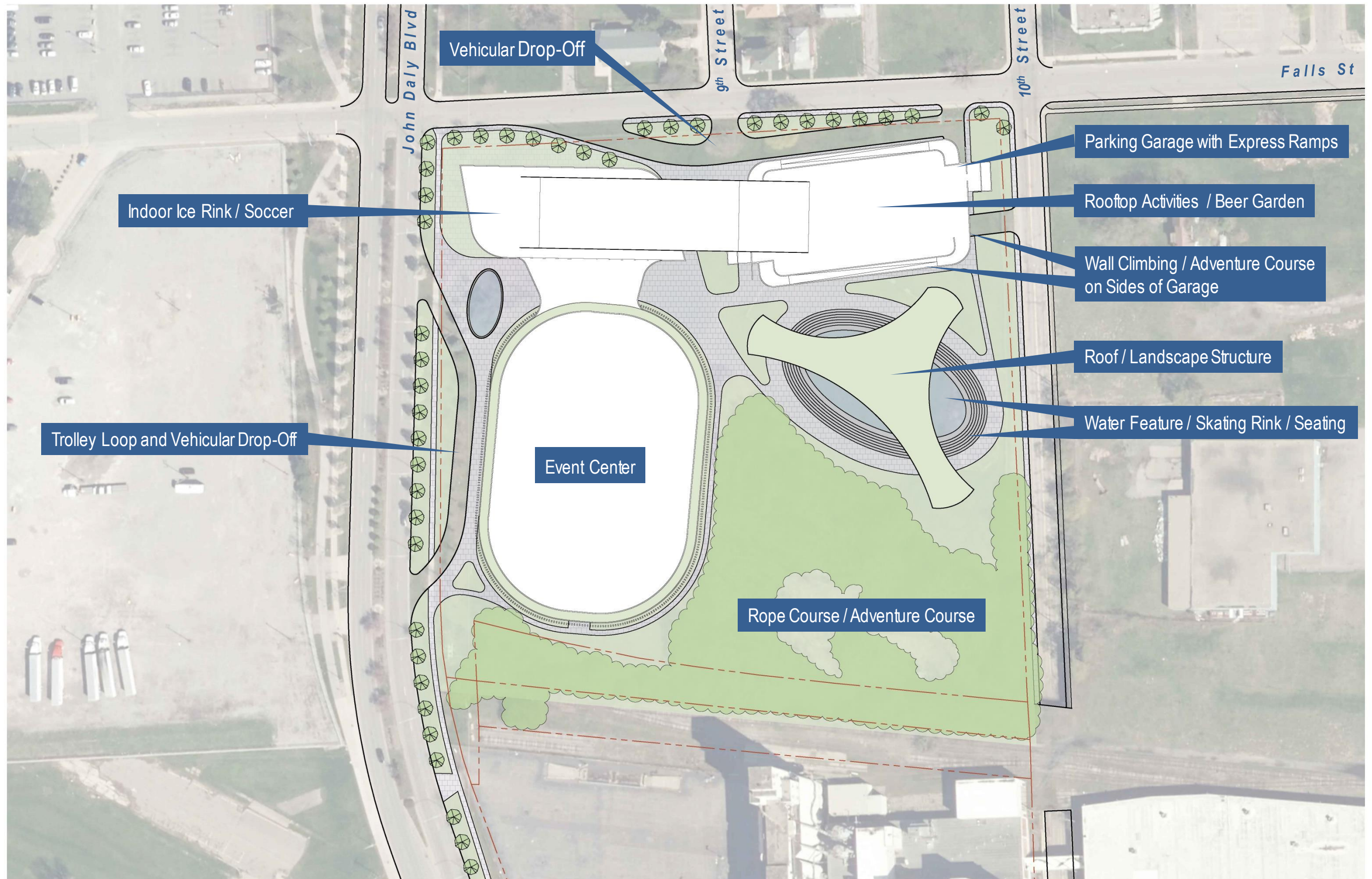
Rainbow Blvd

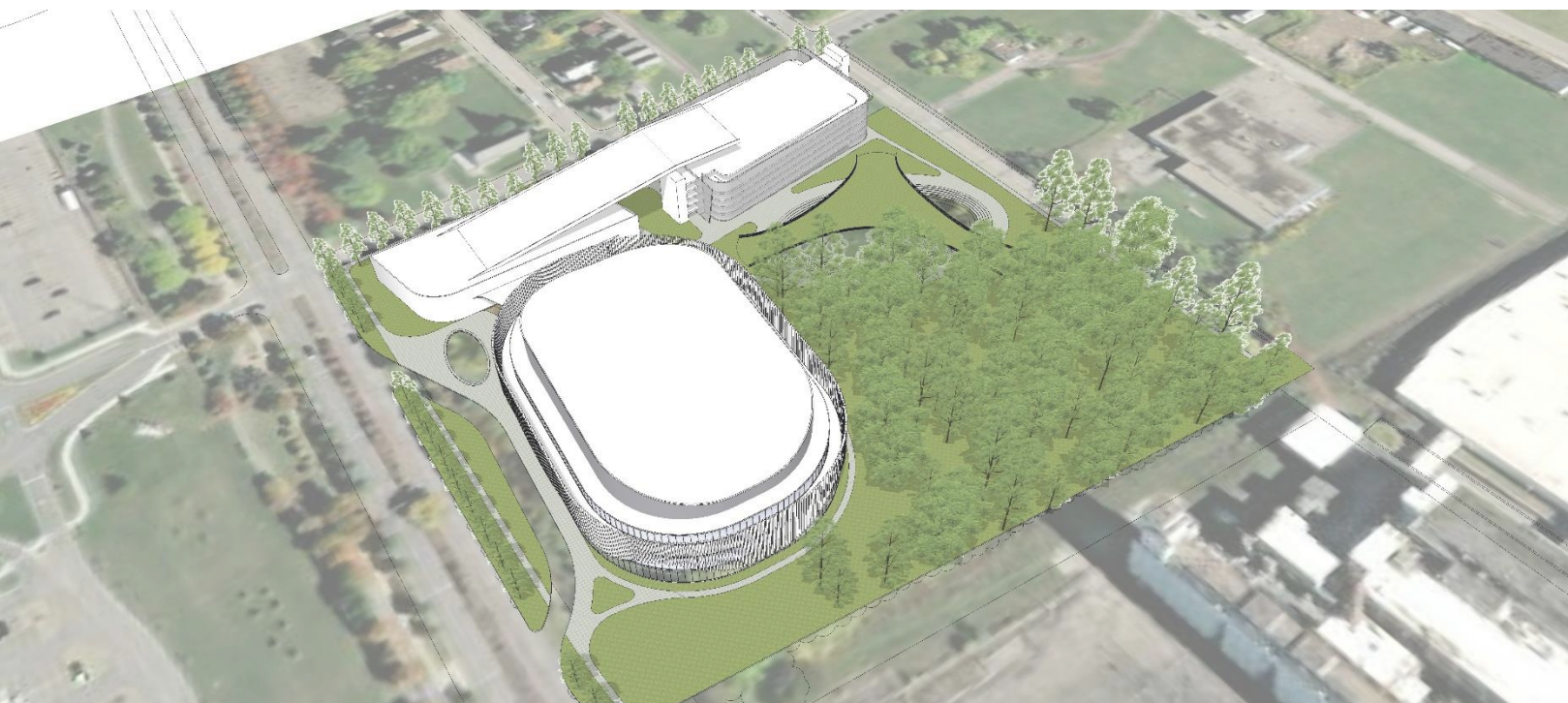
John Daly Blvd

9th Street

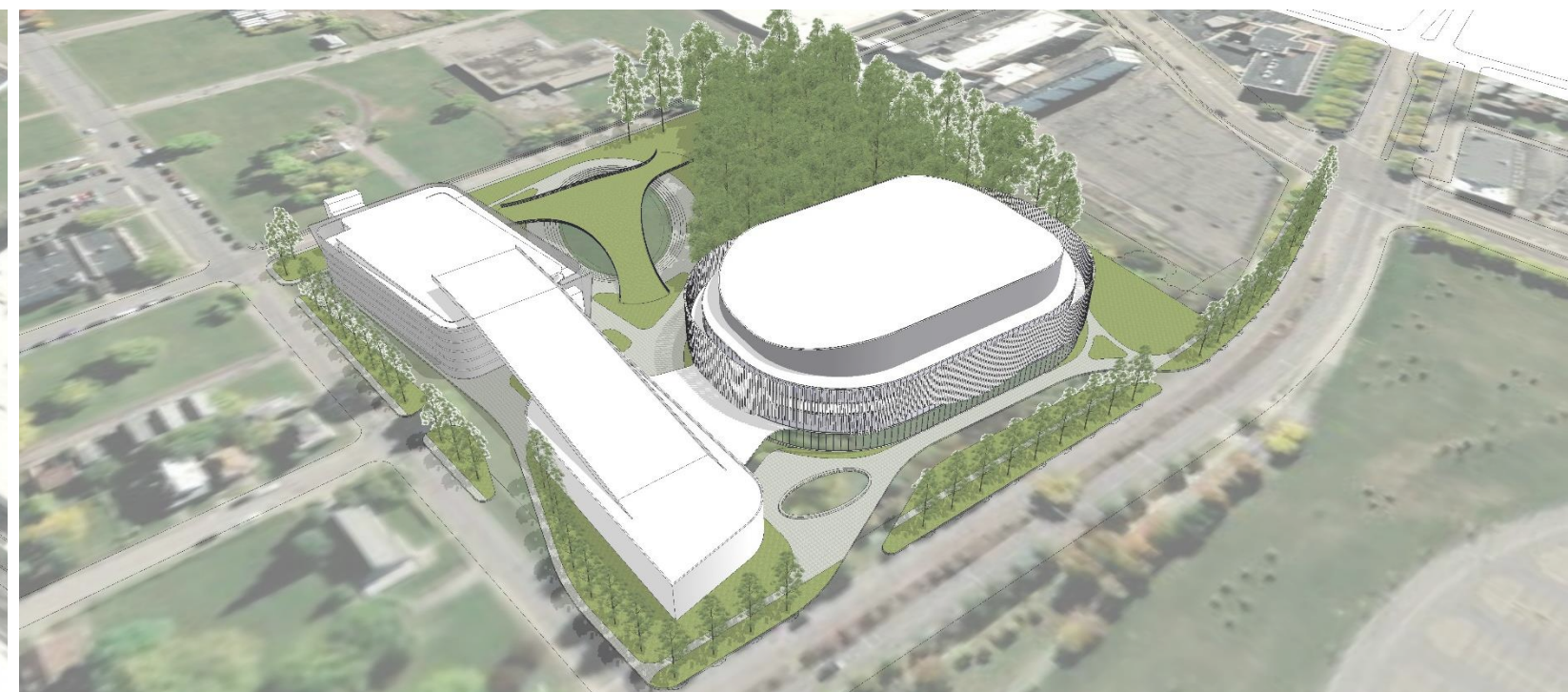
Falls St

10th Street

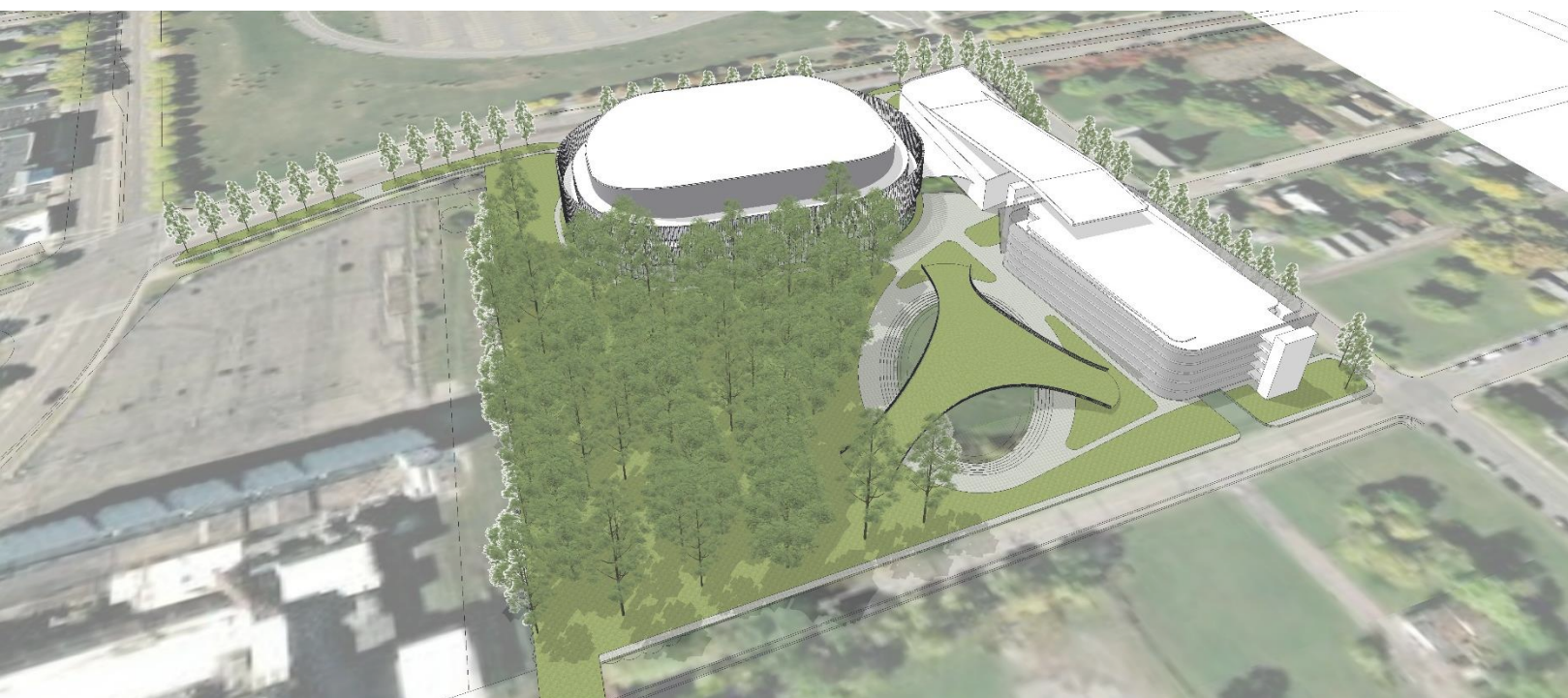




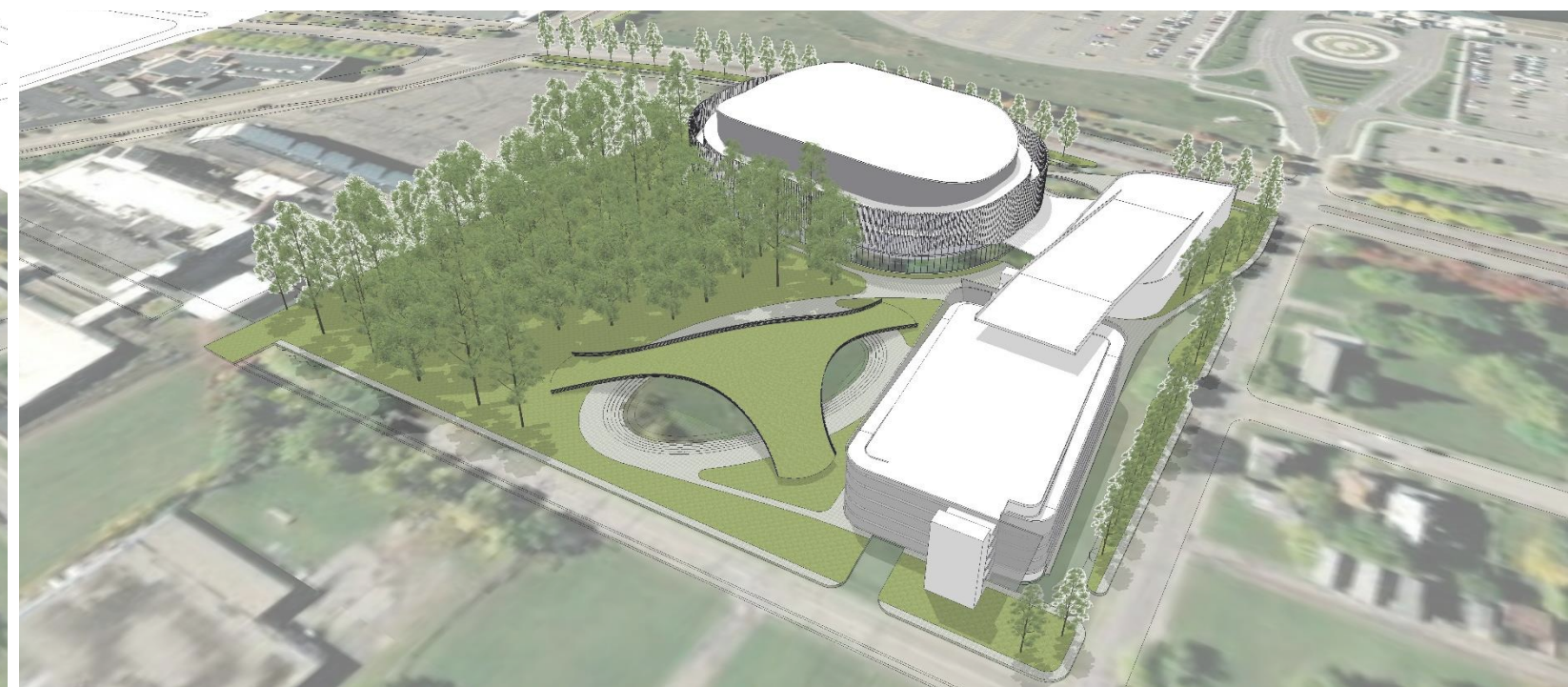
Aerial View from Southwest



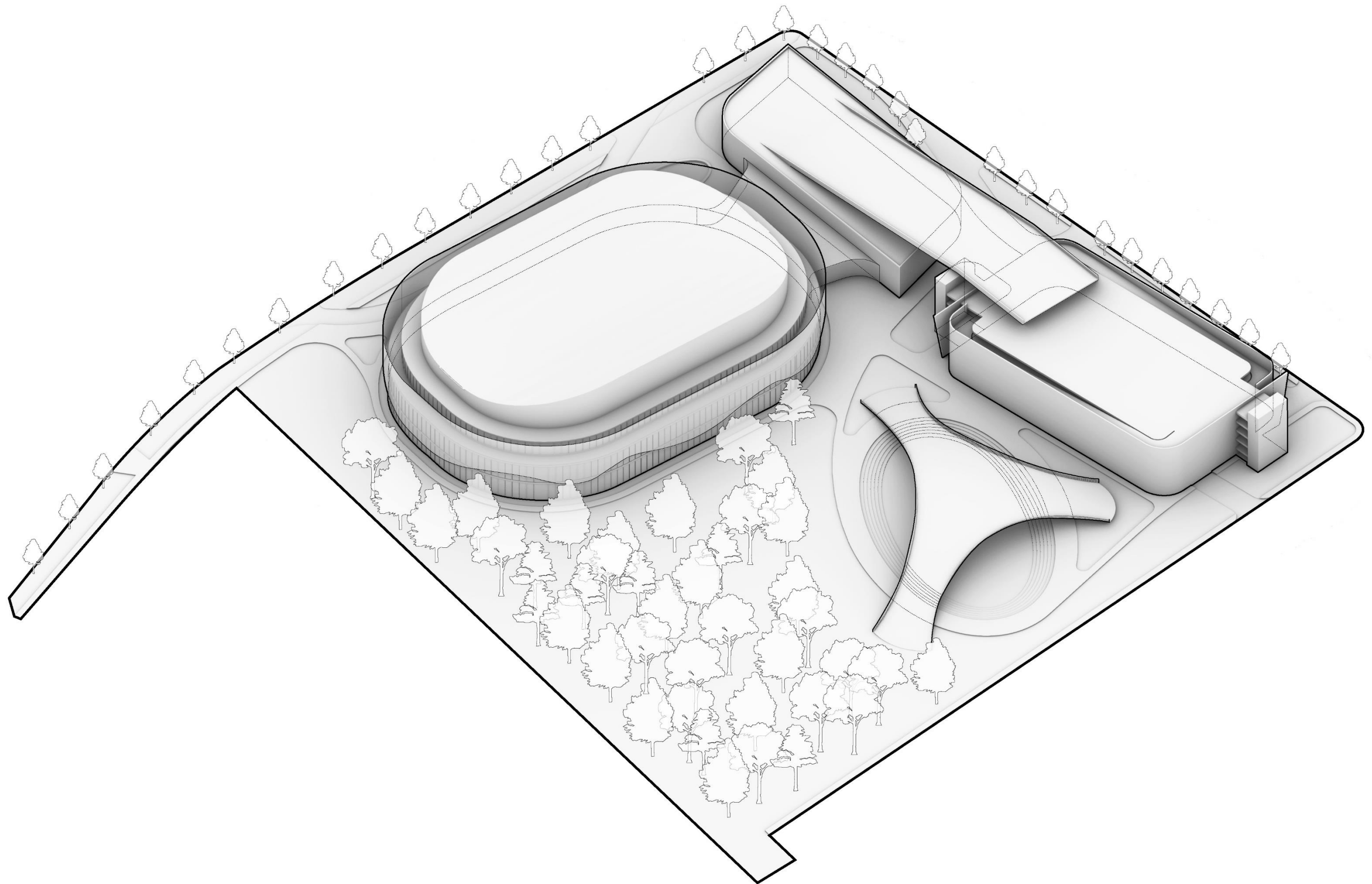
Aerial View from Northwest

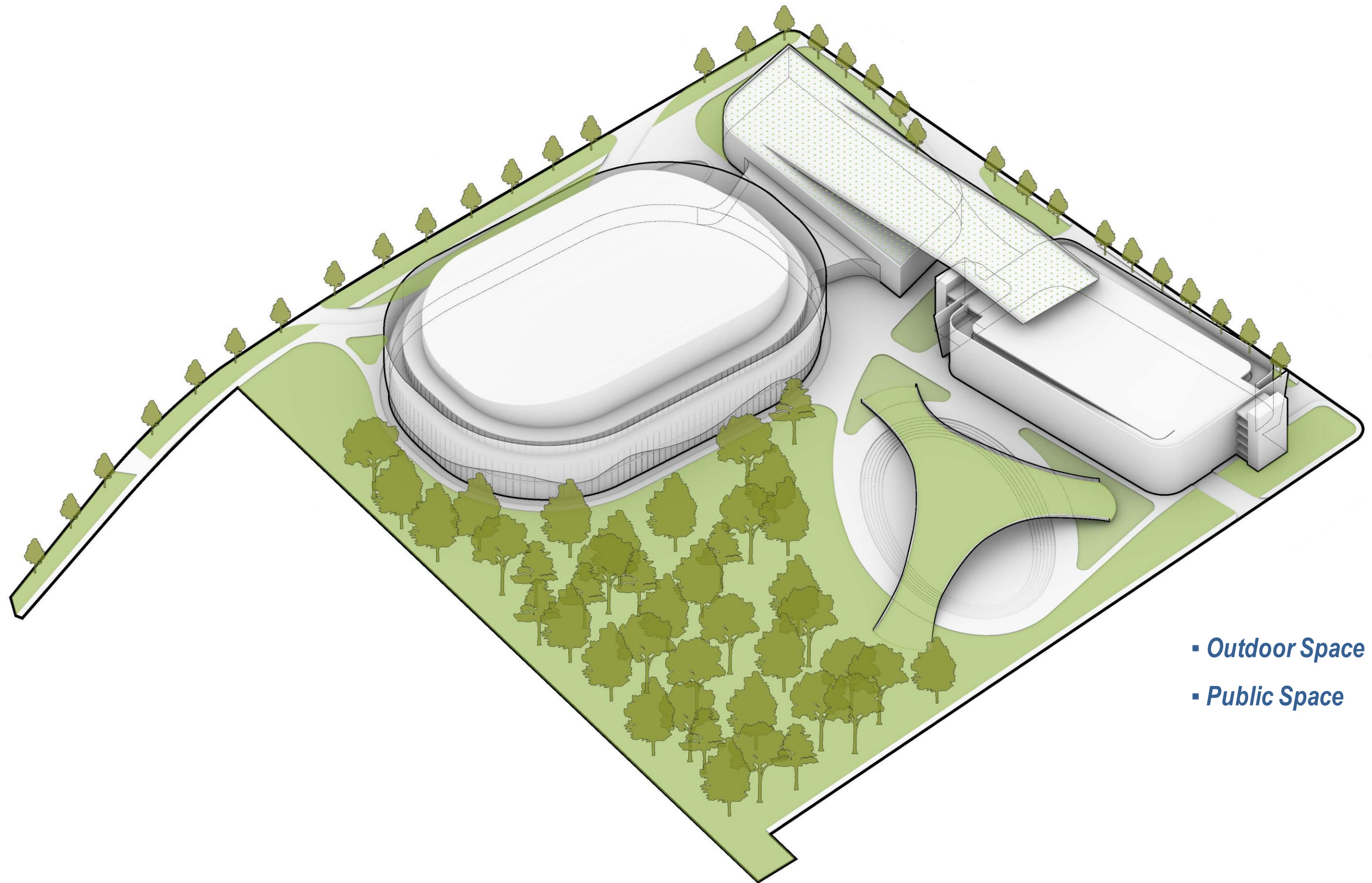


Aerial View from Southeast

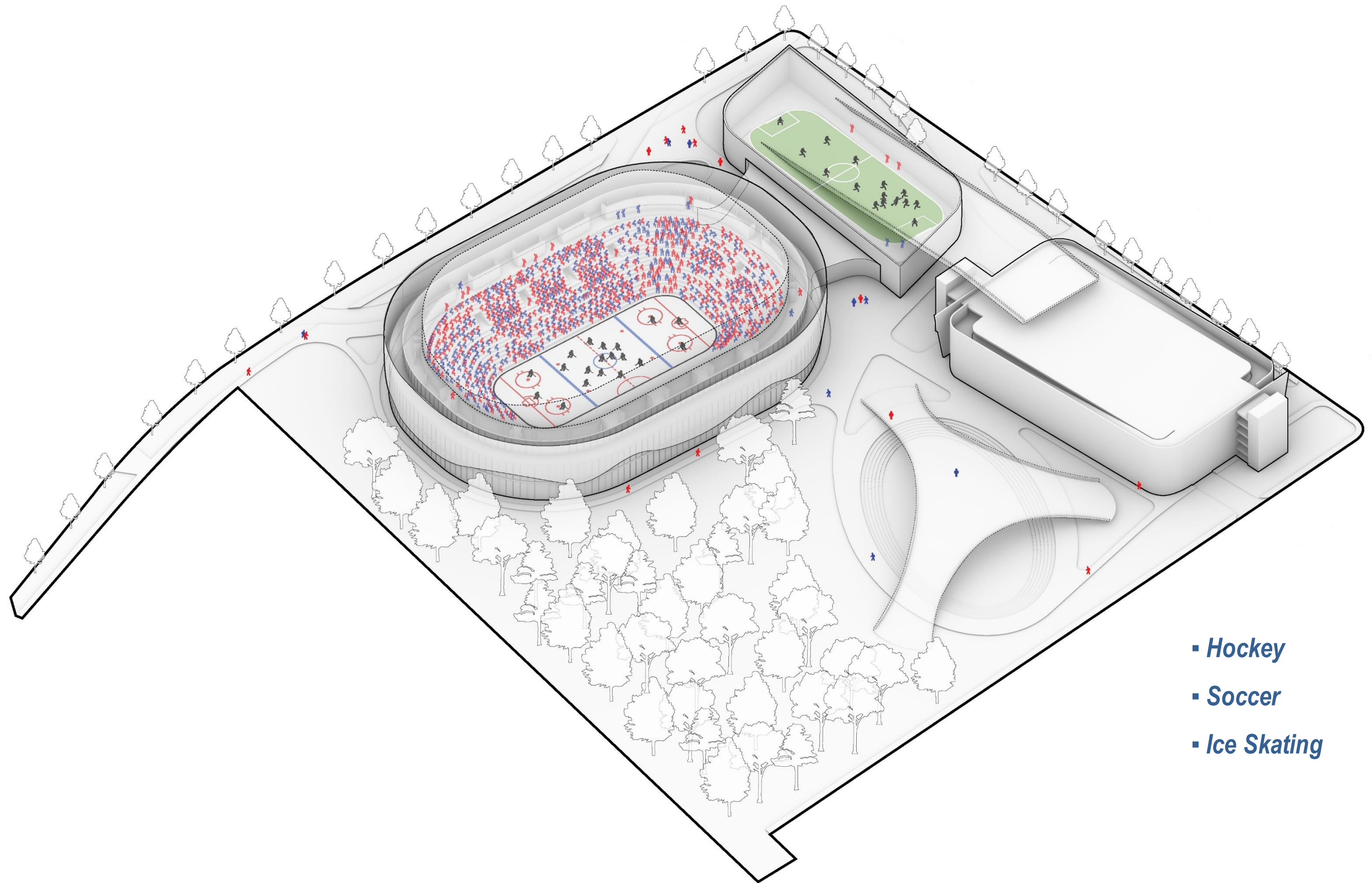


Aerial View from Northeast

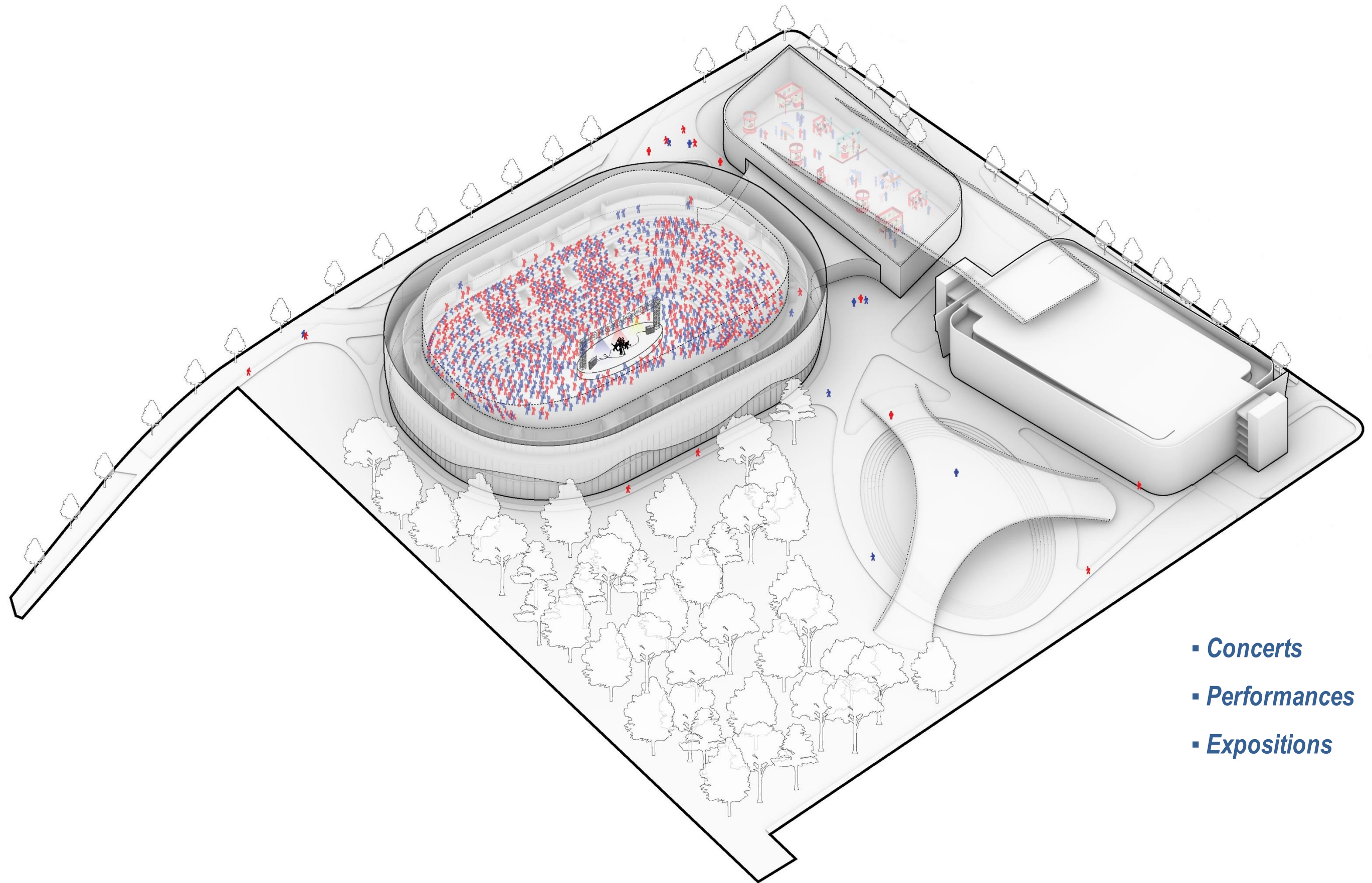




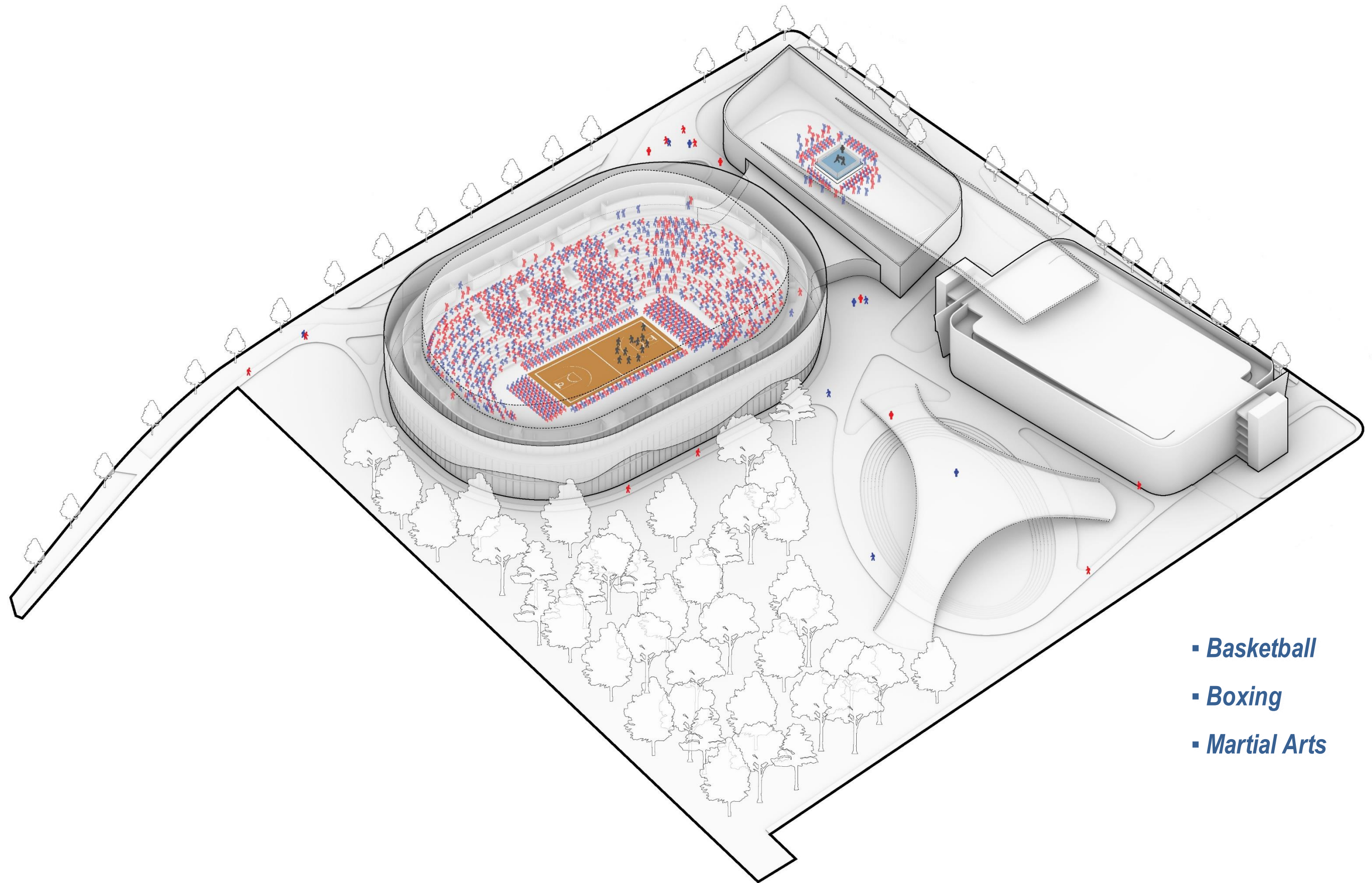
- *Outdoor Space*
- *Public Space*



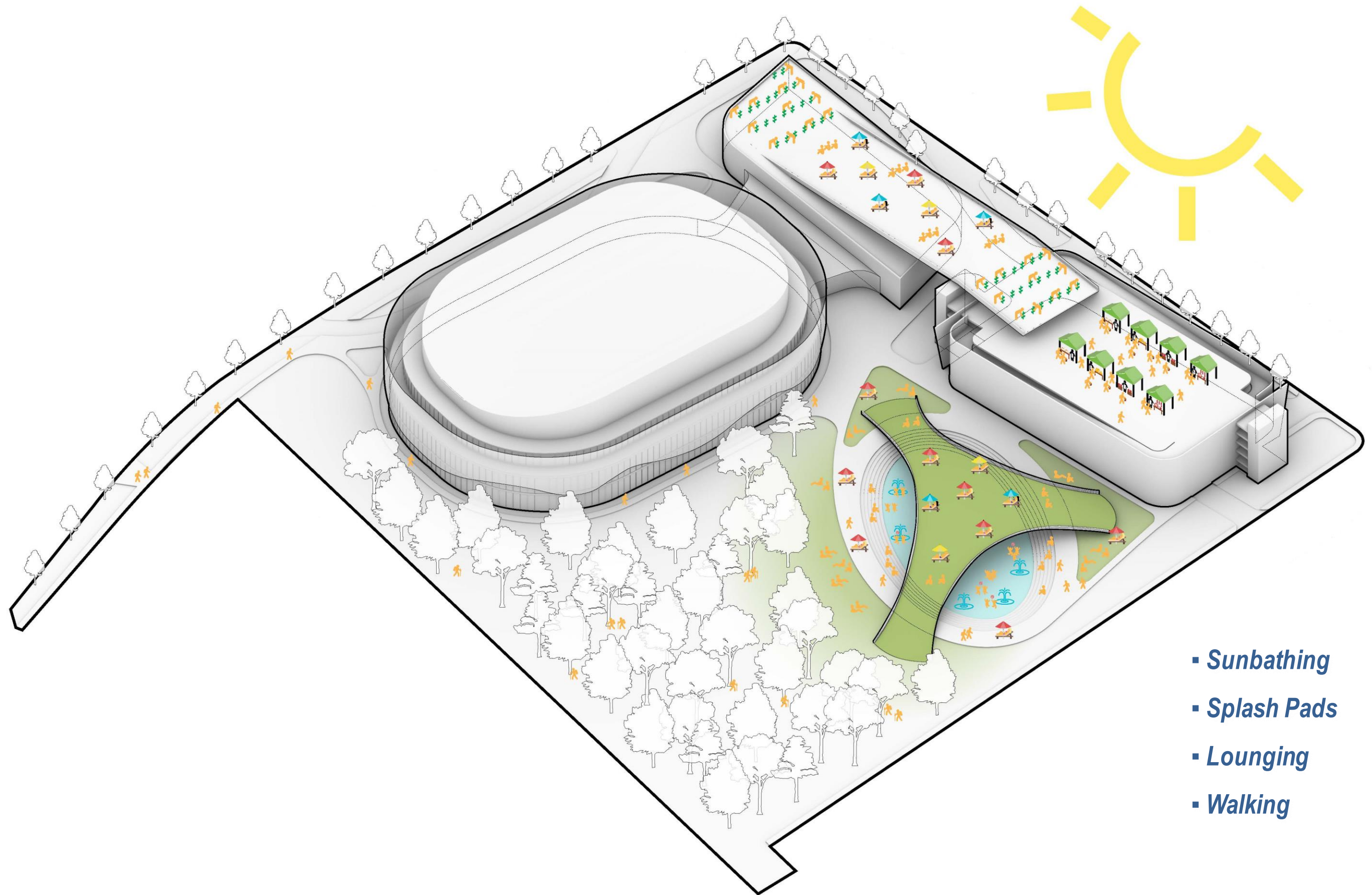
- *Hockey*
- *Soccer*
- *Ice Skating*



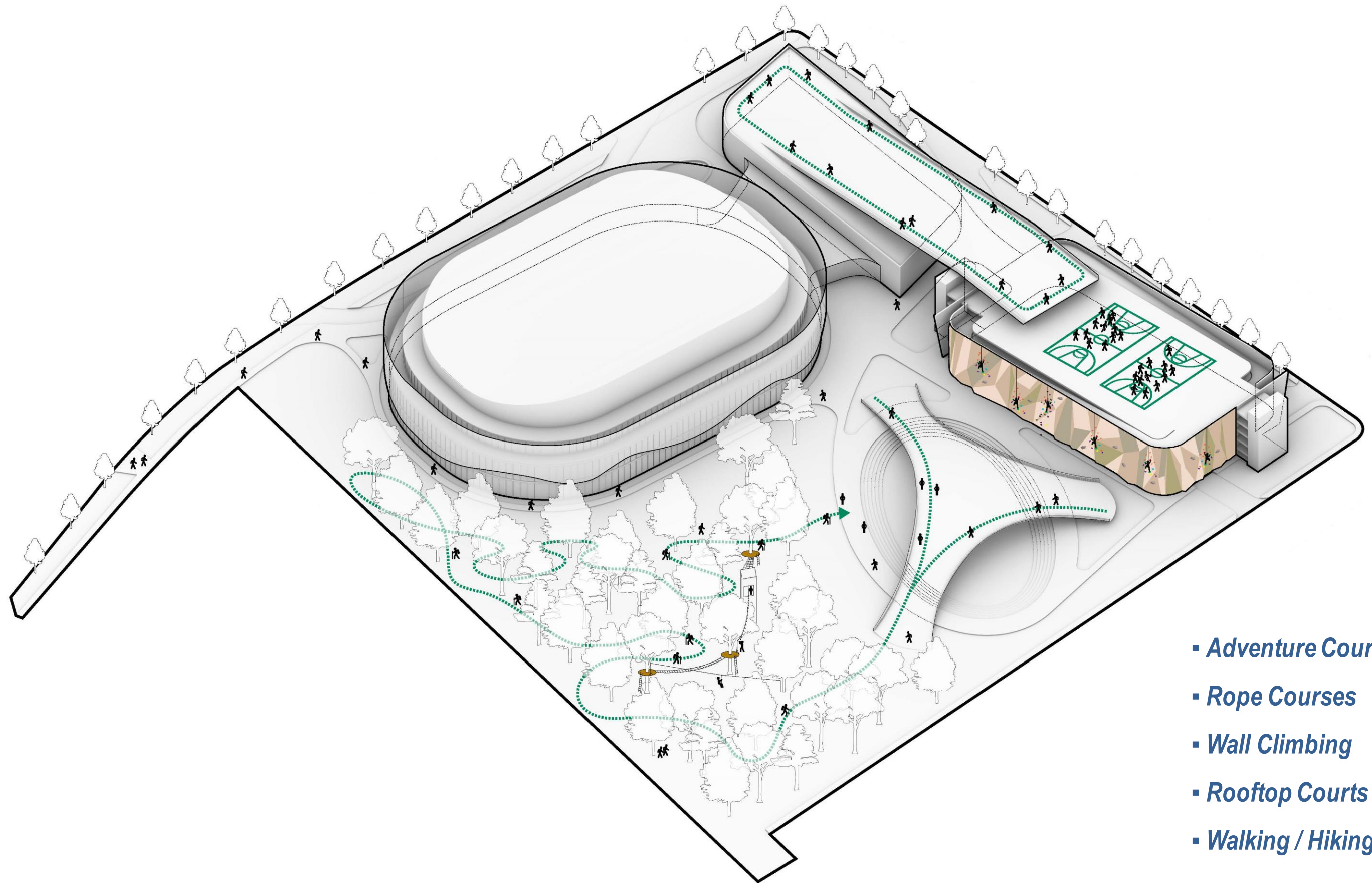
- **Concerts**
- **Performances**
- **Expositions**



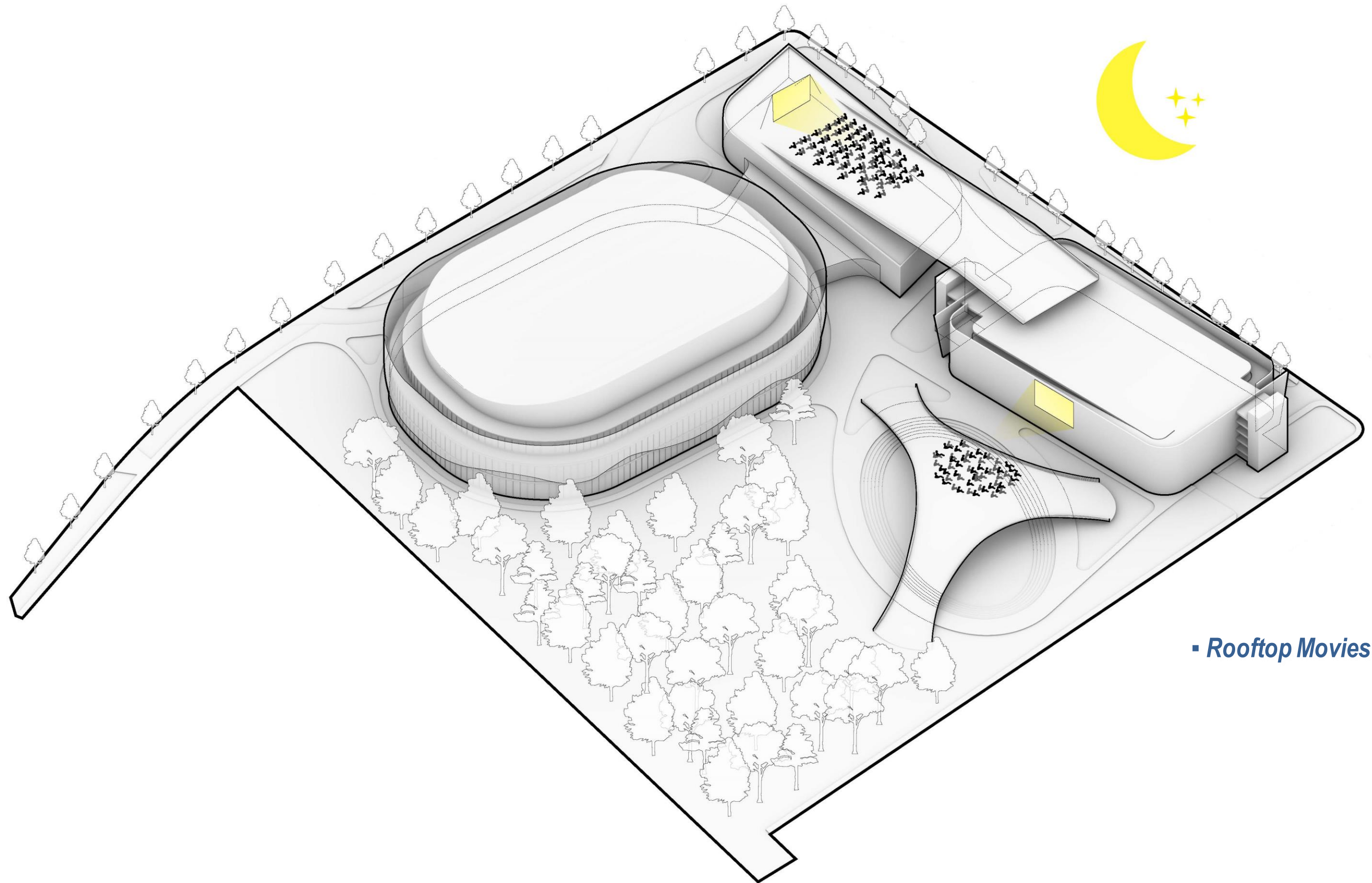
- **Basketball**
- **Boxing**
- **Martial Arts**



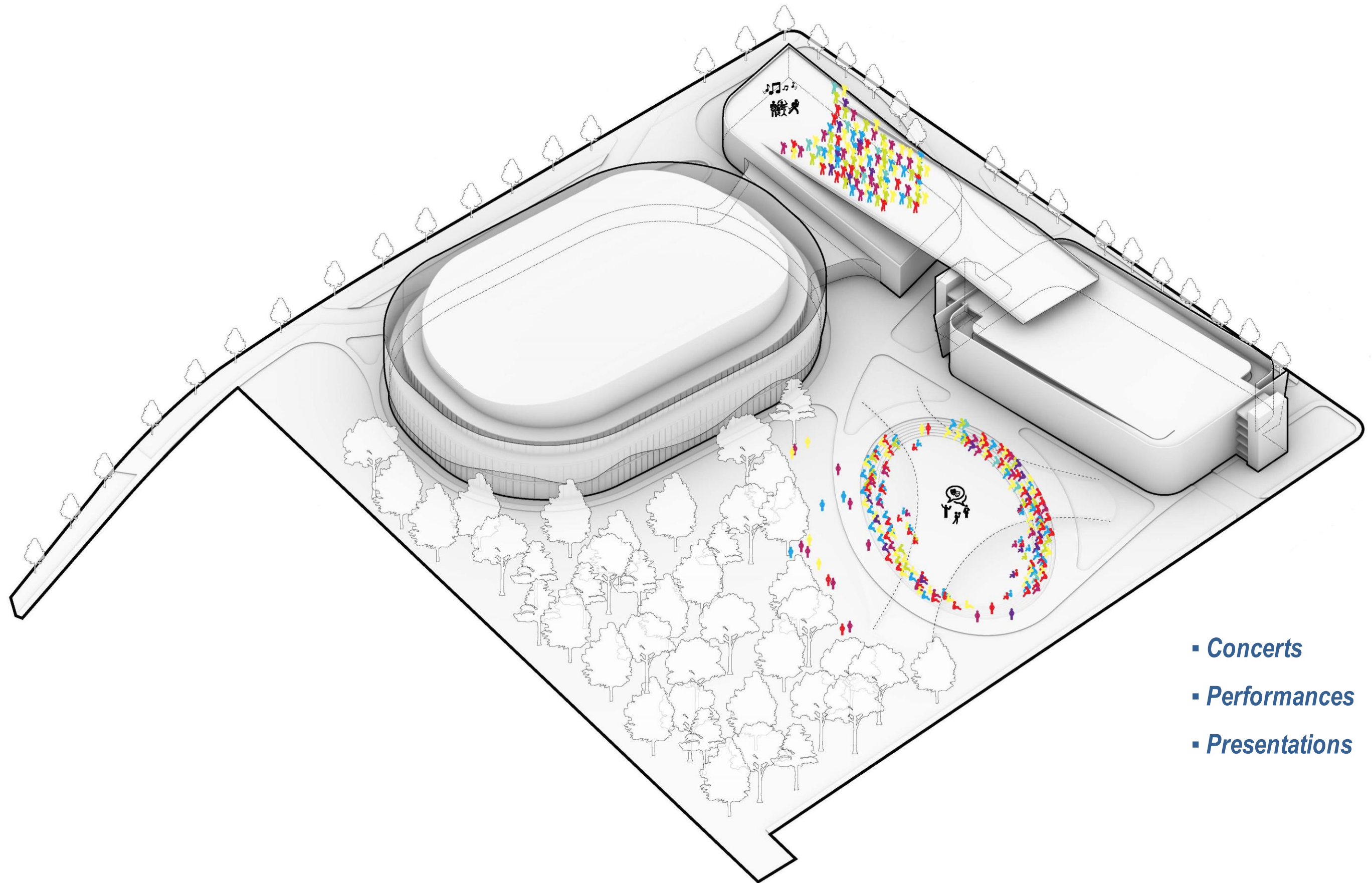
- **Sunbathing**
- **Splash Pads**
- **Lounging**
- **Walking**



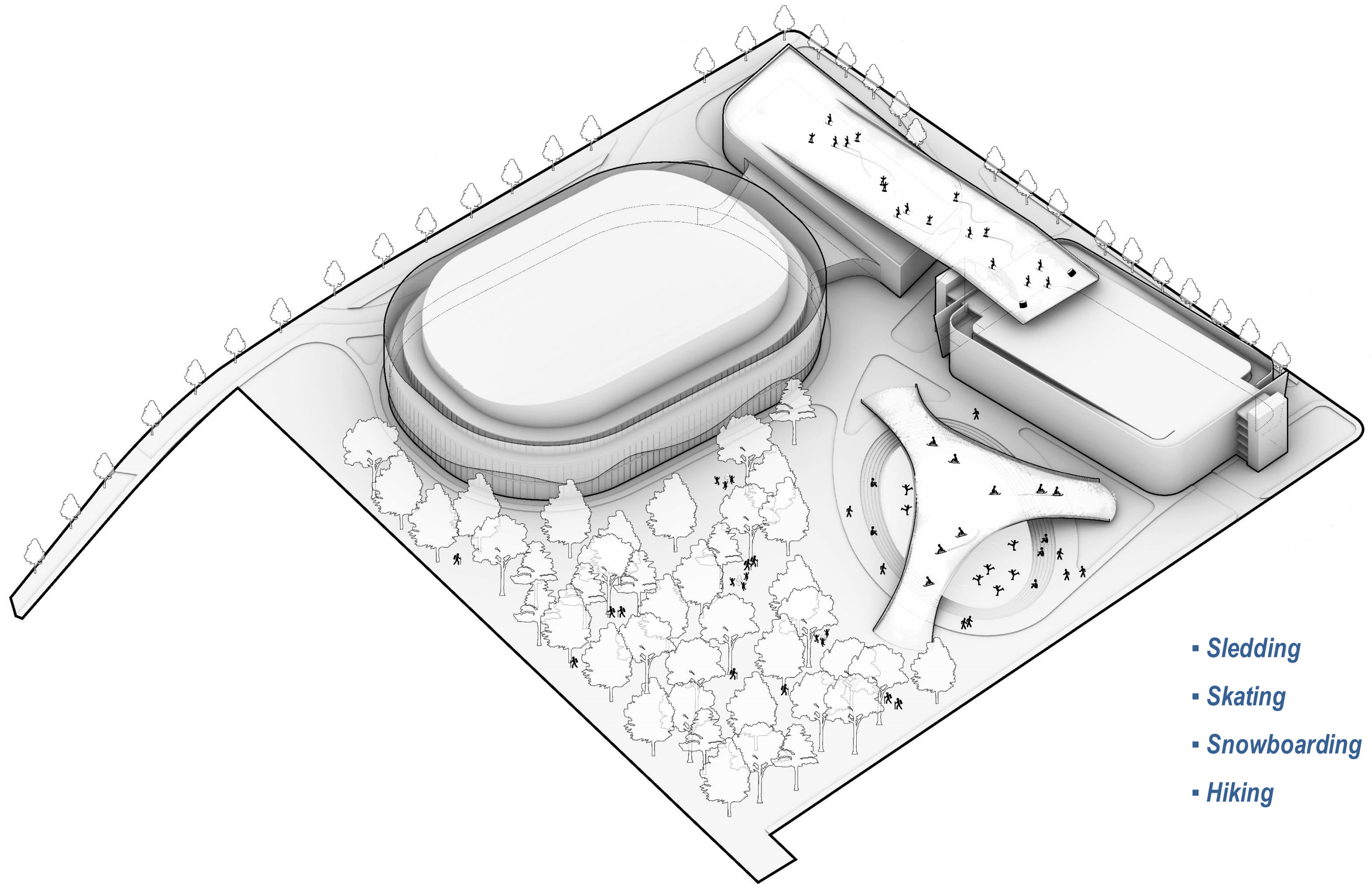
- **Adventure Courses**
- **Rope Courses**
- **Wall Climbing**
- **Rooftop Courts**
- **Walking / Hiking**



▪ *Rooftop Movies*



- **Concerts**
- **Performances**
- **Presentations**



- Sledding
- Skating
- Snowboarding
- Hiking

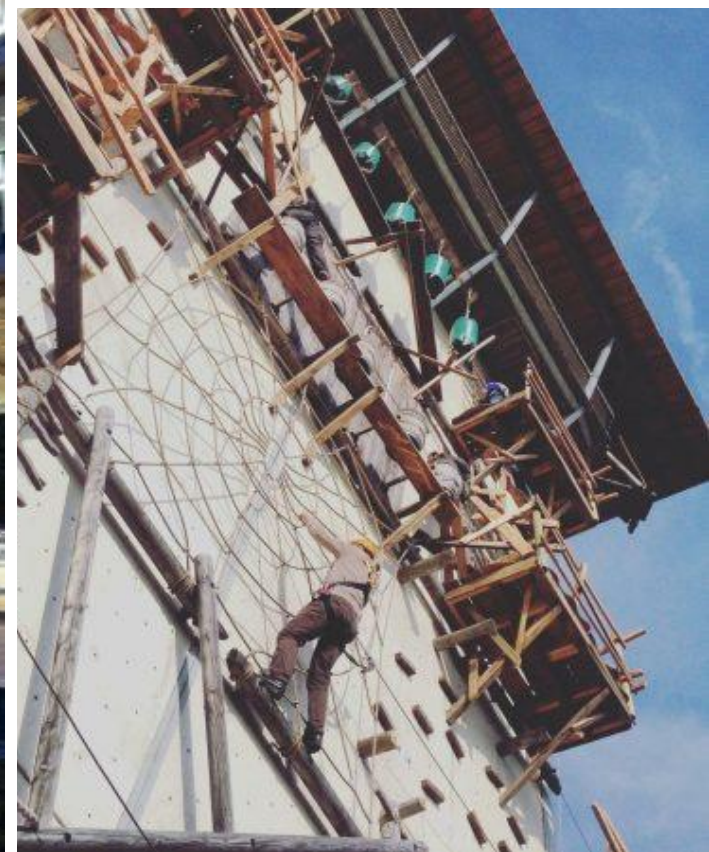
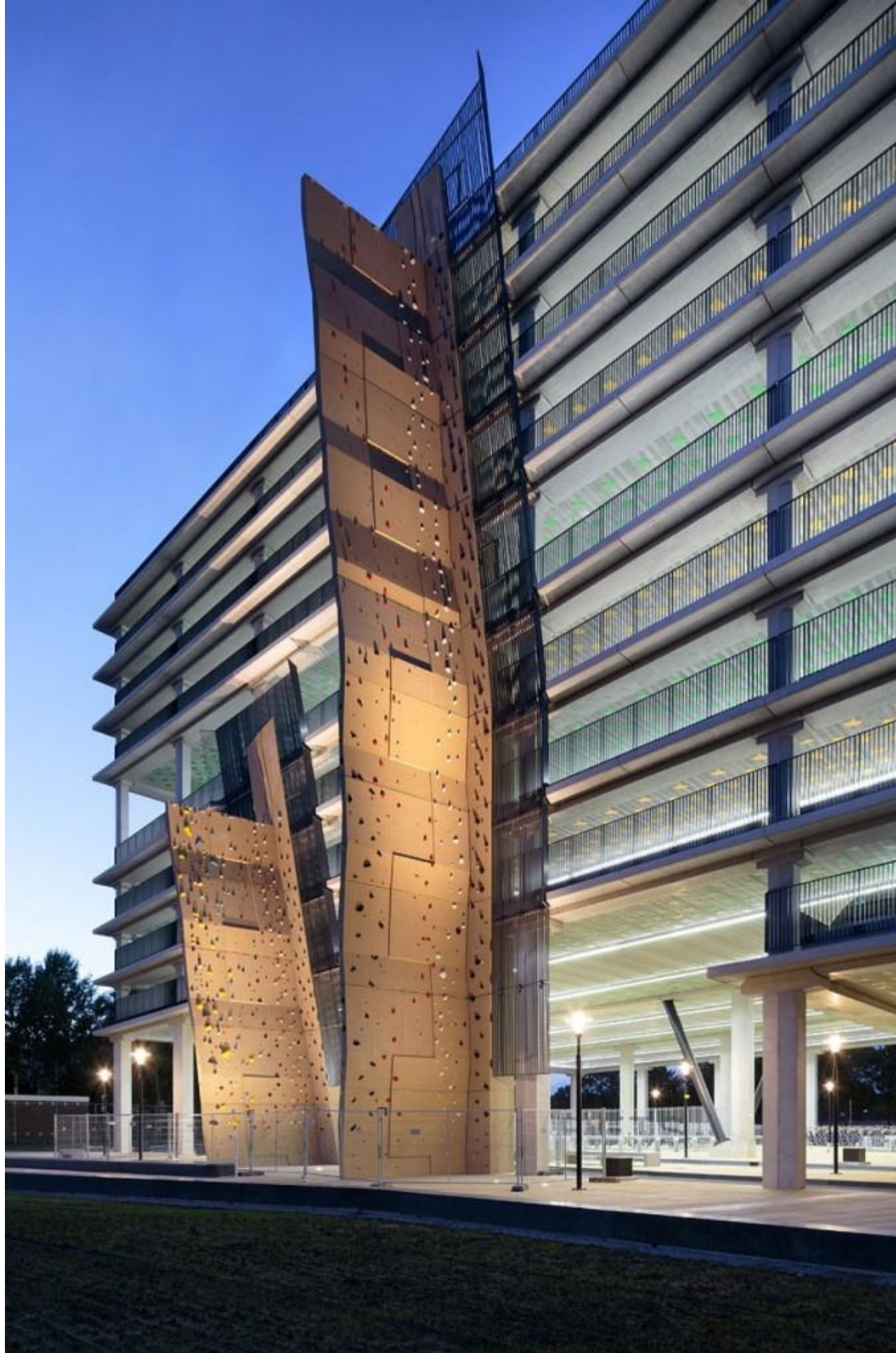


Rope / Challenge Course

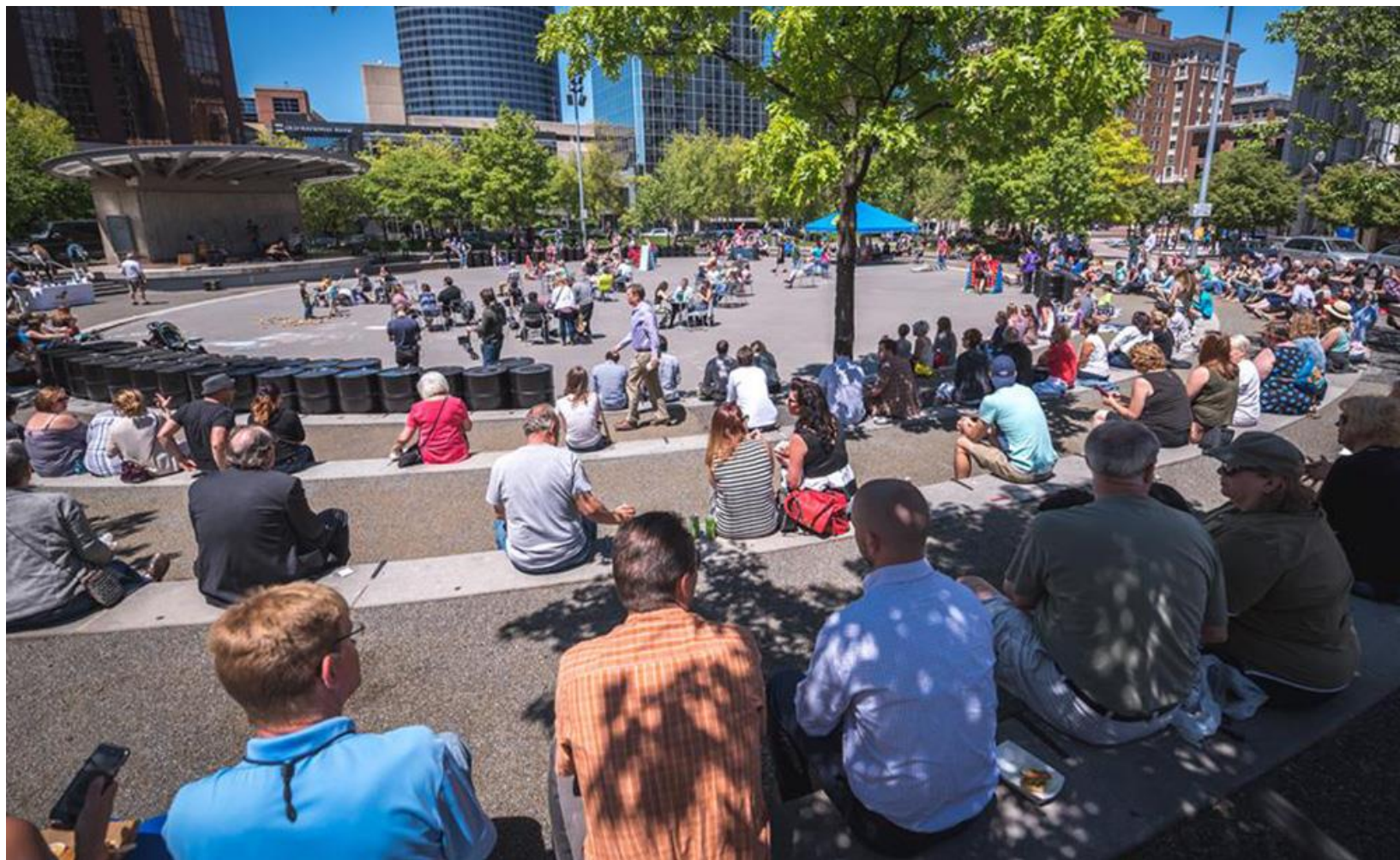
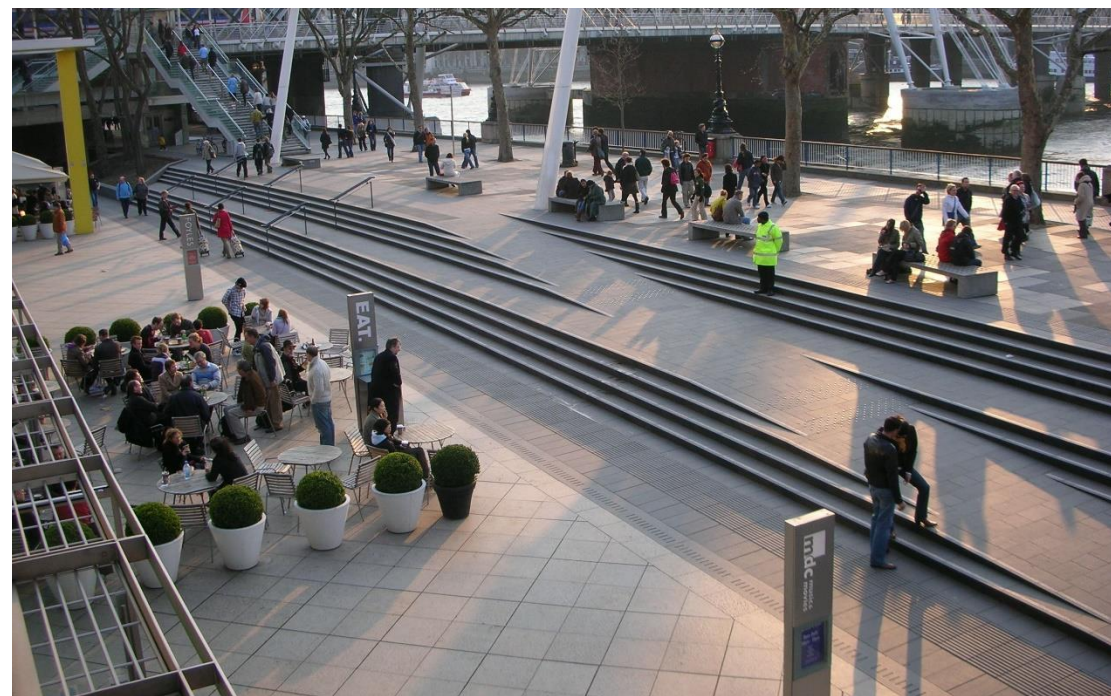
CITY OF NIAGARA FALLS
NEW CENTENNIAL PARK
VISIONING PRESENTATION
10.14.2021



NIAGARA FALLS
NEW YORK



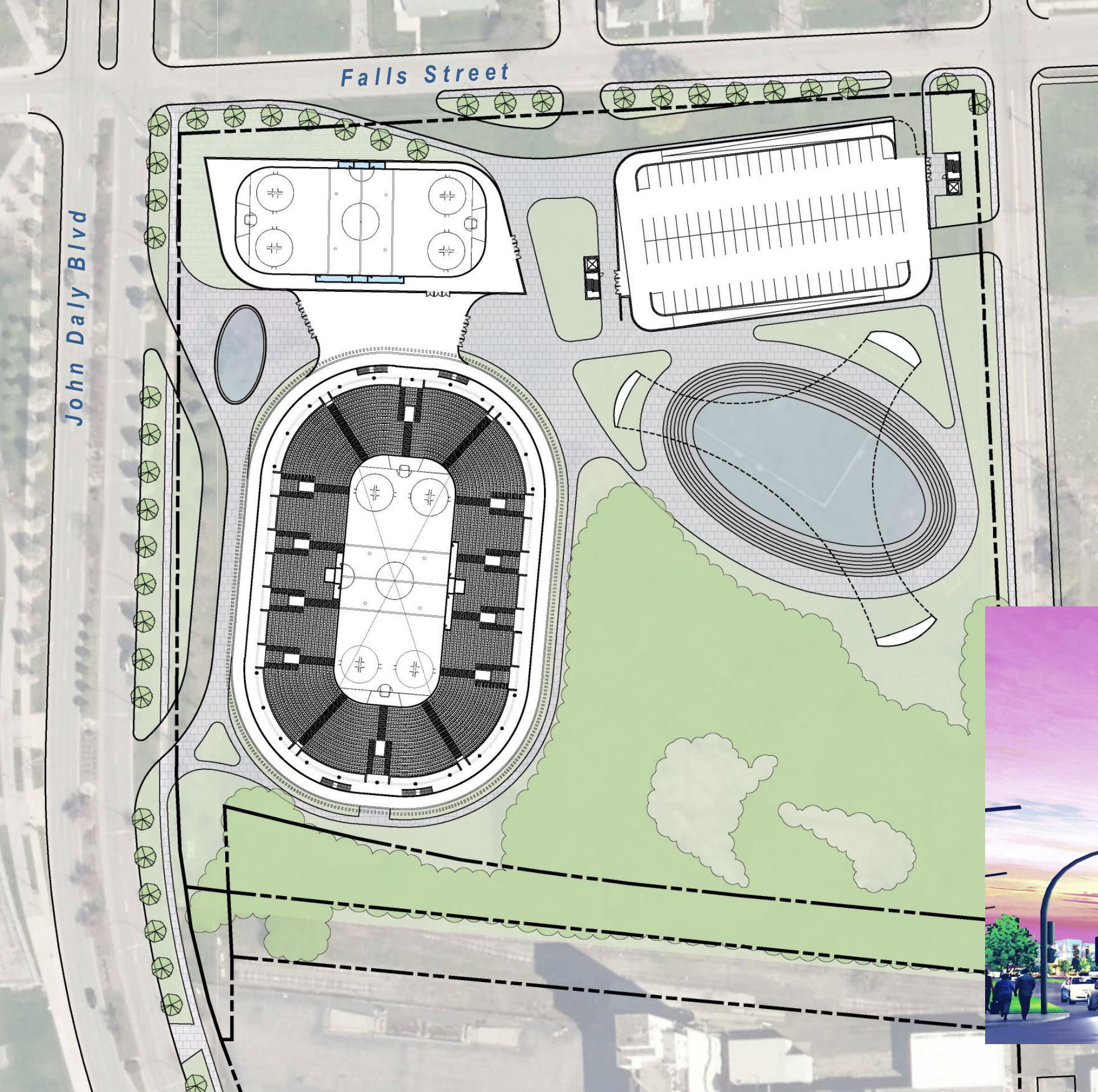
Climbing Wall / Adventure Climbing Course



Water Feature / Ice Rink / Seating and Stage



Landscape Roof / Feature



A new gateway to the City of Niagara Falls

- *An iconic point of arrival to the City*
- *A place for visitor orientation and distribution*
- *A place for year-round activities and events*
- *A destination for visitors and residents alike*

Imagine the opportunities and possibilities....

