

OFFICE OF THE MAYOR  
Telephone: (716) 286-4310

January 25, 2018

The City Council  
Niagara Falls, New York

*RE: Approval of Participation in funding for Discover Niagara Shuttle*

Council Members:

It is requested that the City contribute the sum of \$100,000 to support the continued operation of the Discover Niagara Shuttle for the 2018 season. During its first two years of operation, almost 70,000 riders have used the shuttle to access over a dozen destinations between downtown Niagara Falls and Fort Niagara. A recently released economic impact study by the prestigious Tripp Umbach firm showed a \$35 million impact for the shuttle, for a return on investment of approximately 43 to 1.

The New York Power Authority, State Parks, Destination Niagara, Niagara University and Niagara County are already lined up as 2018 sponsors. It is believed the willingness of the City to make a contribution is essential to getting other sponsors to contribute. The project has bipartisan support, as demonstrated by the presence of both Congressman Brian Higgins and Congressman Chris Collins at a press conference where the results of the impact study were released on December 4<sup>th</sup>.

Funds are available from the Tourism fund, supported by bed tax revenues. No general fund dollars are involved.

Will the Council so approve?

Respectfully submitted,

PAUL A. DYSTER  
Mayor

Funding is in place

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Daniel Morello  
City Controller

Kennedy\_\_\_\_\_ Scott\_\_\_\_\_ Tompkins\_\_\_\_\_ Voccio\_\_\_\_\_ Touma\_\_\_\_\_