

# 2024 ANNUAL REPORT



WHERE ADVENTURE COMES NATURALLY®

# EVOLUTION OF NIAGARA COUNTY TOURISM BY THE NUMBERS\*



<sup>\*</sup>Source: Tourism Economics: Economic Impact of Tourism in New York 2015 - 2023

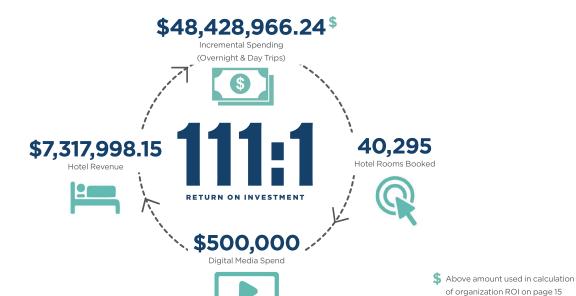
## DIGITAL MARKETING CAMPAIGNS

We launched integrated marketing campaigns in targeted markets to generate incremental visitation and spend along with repeat business.

#### Overall Results:

• Campaigns: Winter, Spring, Summer, Fall, Winter/Holiday

Channel	<b>Impressions</b>	Clicks
Google Paid Search	1,923,489	202,694
Meta Ads	22,160,159	455,919
Organic Search	59,955,299	1,191,855
Bing Paid Search	2,706,714	93,506
Display, CTV & Native	25,414,163	350,033
Geofence Display	2,890,238	7,645
Email	184,255	7,101
Total	115,234,317	2,308,753



## **MEDIA**

As stewards of a world-renowned icon, we work tirelessly to garner significant media attention.



#### Sharon Kong-Perring -

#### April 2024

• Yahoo!: A Niagara legacy: A 140-vear tale of two countries preserving a natural landmark 149.3 million impressions

#### Caroline Eubanks - May 2024

• USA Today: Uncork the charm of the Niagara Wine Trail: Vineyards, vintages, and more 78 million impressions

#### Meg St. Esprit - June 2024

• Thrillist: The Nation's Oldest State Park Was Born Out of Protest

6.9 million impressions

#### Mark Jones - July 2024

• The Daily Mail: Falling for the power and glory of Niagara 76.9 million impressions

#### **Hannah Stephenson -**

#### September 2024

• The Independent: The hidden side of New York perfect for your next holiday

61.9 million impressions

#### Teresa Bergen -

#### September 2024

• Blue Dot Living: Maid of the Mist Goes Electric

16,094 impressions



Destination stories across all media channels (print, television, online, etc.)



Total number of media impressions (Individual views),

Increase of 104.1%

## **A Snapshot of Top Media Placements**



#### Yahoo!

A Niagara legacy: a 140year tale of two countries preserving a natural landmark



149,324,782

**Impressions** 

(result of hosting Sharon Kong-Perring)



#### **USA Today**

Uncork the charm of the Niagara Wine Trail: Vineyards, vintages, and more



78,000,000



#### **The Daily Mail**

Falling for the power and glory of Niagara



76,900,000

## NIAGARA FALLS USA WEBSITE



4,407,472 **Increase of 18.2% over 2023** 







## **SOCIAL MEDIA\***



Impressions: **35,204,725** 

(31% decrease over 2023) Engagements: 429,476

(77% decrease over 2023)

**Link Clicks: 37,633** 

(75% decrease over 2023)

Total Audience: 177,416

(10% increase over 2023)









**Impressions: 1,746,267** 

(1% increase over 2023)

Engagements: 36,684

72% decrease over 2023)

Link Clicks: 1,560

(48% decrease over 2023)

Total Audience: 5,686

(9% increase over 2023)









**Impressions: 1,292,839** 

(16% increase over 2023)

Engagements: 44,827

(31% decrease over 2023)

Link Clicks: 854

(89% decrease over 2023)

Total Audience: 15,249

(26% increase over 2023)







\*According to Sprout Social (our social media tracking tool) the decreases year over year from 2023 to 2024 are a result of changing algorithms within the Meta and NOT the result of page performance.

## MARKETING: ECLIPSE **ECLIPSE CAMPAIGN RESULTS**











## Eclipse Landing Page 2023-April 15, 2024

The eclipse landing page was the go-to resource, highlighting traffic and parking information, frequently asked questions, eclipse gifts and souvenirs, and 75+ eclipse-related events.



160,060





\$92,935.00 \$
Total EEI for Eclipse Event



## **EDA GRANT**

Narrative: Through the support of a federal Economic Development Agency grant, administered by New York State, Destination Niagara USA has been able to strategically target three key sectors where our typical budget doesn't allow: niche outdoors, international (UK/Germany) and convention business. The efforts from this grant will continue through August 2025.

#### OUTDOORS

Targeting birding, kayaking/kayak fishing and disc golf through niche digital and print publications including but not limited to:

- Bassmaster
- In Fisherman
- On the Water
- Birding Magazine
- Kayak Fishing Fun
- Professional Disc Golf Association

#### INTERNATIONAL

Develop a comprehensive digital marketing campaign targeting consumers in the United Kingdom and Germany with the goal of increasing awareness, engagement, and tourism from the UK and Germany to Niagara Falls USA.

#### CONVENTION

"Bucket List Hero" marketing campaign in top tier meetings industry publications (digital and print).





## LEISURE GROUP SALES

Leisure Group Sales focuses their efforts on increasing domestic motor coach business to Niagara County while providing support to groups that are in the destination.

#### **Tours**



Overnight Groups

Estimated Economic Impact: \$1,592,500



**59** 

Day Trips

Estimated Economic Impact: \$295,460



14

**Additional Groups Assisted** 

Estimated Economic Impact: \$139,655

171
Total Groups

\$2,027,615 Total Estimated Economic Impact (Increase of 15.3% over 2023)

**17:1** 

RO

\$ Above amount used in calculation of organization ROI on page 15

#### **Group Travel**

### American Bus Association (ABA) Marketplace

New York State tourism partners participated

g total shows attended

Niagara County tourism partners participated

256 appointments

**Domestic Sales Mission - OH & PA (4 NC Partners)** 

National Association of Motorcoach Operators: September 10, 2024

Select FAM: March 18, 2024

## **GLOBAL INITIATIVES**

### **Brand USA Inspiration Program 2023**

The Global Inspiration Program is Brand USA's core inspirational, travel planning resource for travelers and the travel trade industry around the world. The program includes custom content and dual distribution strategies (print and digital).



Countries in which digital e-guide has been viewed



150,000 Print copies distributed at Trade Shows, Embassies, Visa Offices, IPW Registration bags, etc.





## **Presenting Niagara Falls USA to the World**

By attending/participating in travel trade marketplaces and carrying out sales calls/missions, we met with over 520 travel trade companies representing India, UK, Germany, Australia, France and more

> **FAM TOURS** TRADE SHOWS Germany, Switzerland, New IPW & IITA Summit Zealand/Australia, India **SALES MISSIONS** Brand USA Travel Week Europe, SITE VISITS Brand USA India Sales Mission, NYC Receptive Tour Operator Reception, Visit USA Germany Travel Agent Event

## **GLOBAL INITIATIVES**

Christian Zerbian - External representative in the German, Austrian & Swiss Markets

#### Visit USA Experts Event Germany - Nuremberg, Munich

Attendees: **59** Travel Agents

#### **Visit USA Germany Halloween Event**

Attendees: 103 Travel Agents



#### **Visit USA Germany Newsletter**

Distributed to more than 22,000 travel agents in Germany.

June 2024 - LGBTQ August 2024 - Top outdoor activities September 2024 – Great Lakes 360 October 2024 - Ralph C. Wilson, Jr. Welcome Center at Niagara Falls State Park



### **Fairflight Marketing Campaign** (January 2024)

Double-sided flyer featured a NYS itinerary, with two nights in Niagara Falls USA.

Package Distribution: 643

Attendees: 193,900

Newsletter with Niagara Falls package: 15,236 recipients

Facebook: 5,343 followers Instagram: 7,256 followers

## **CONVENTION & MEETING SALES**

**Destination Niagara USA Efforts** 



**Total Room Nights:** 

12,010

**Estimated Economic Impact (EEI):** 

\$8,292,168°

\$ Above amount used in calculation of organization ROI on page 15

First Time Attending IMEX - the largest trade show in the US for the meetings and events industry

200 Meetings

Show Your Badge Program - Conference and event attendees can show badge at participating attractions, restaurants and shops to receive discounts.

## **Niagara Falls Convention Center Efforts**





97 Definite Events	<b>+\$252,322</b> vs. 2024 Budget
<b>62,931</b> Guests	<b>23,215</b> Room Nights
<b>\$2,874,163</b> Definite Revenue	\$24,663,202

## **VISITOR CENTER**



In 2024, the Niagara Falls USA Official Visitor Center welcomed 101,347 visitors, representing a 18.7% increase from 2023.



The retail shop in the Niagara Falls USA Official Visitor Center sold 17,425 branded items, representing a 26.8% increase from 2023.







## **OUTDOOR PROMOTIONS**

EDA Grant Funding - \$177,000 secured to promote Niagara County's outdoor assets.

## **Sportfishing Promotion:**

- Ads placed in Bassmaster Magazine for the first time.
- Vendor space secured at the *Bassmaster Classic* in Texas (100,000 attendees).
- Additional ads in Florida Sportsman, In-Fisherman, Midwest Outdoors, On the Water Magazine and a **30-second commercial** on Bigwater Adventures.

#### **Other Outdoor Promotions:**

- **Birdwatching**: Advertorials in national birding publications.
- **Disc Golf**: Promotions through various disc golf media outlets.
- Kayaking: Included in the 2024 EDA grant funding for Destination Niagara's outdoor promotions.

## TV Show Features (2024):

- Episodes filmed in Niagara County by In-Fisherman, Bigwater Adventures, Rush Outdoors, Bob Redfern Outdoor Magazine, Fishing 411.
- Broadcast on Outdoor Channel, Pursuit Channel, Fox Sports, World Fishing Network, Sportsman Channel, MY Outdoor TV.

## 9th Annual Greater Niagara Fishing Expo (Feb. 15-18, 2024):

- Held at Niagara Falls Convention Center with 9,500 attendees.
- 200+ educational seminars and 180 vendor booths showcasing the latest fishing gear.
- Boosted downtown businesses during the offseason.
- Estimated economic impact: nearly \$2 million.

## **BUFFALO NIAGARA FILM COMMISSION**

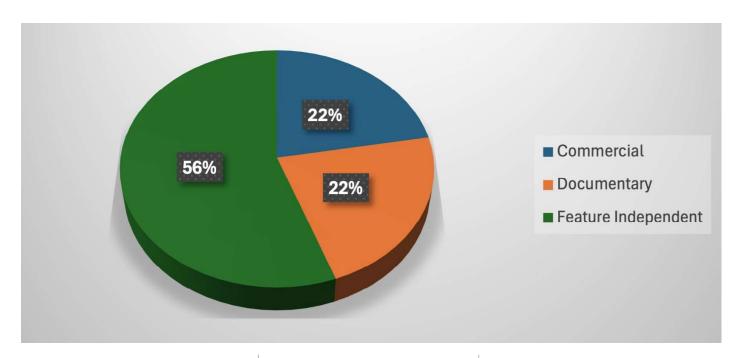
Despite the after-effects of the Writers and Screen Actors Guild strikes, the Buffalo Niagara Film Commission was able to bring over \$750,000 dollars in movie and television production to Niagara County in 2024.

The motion picture entitled Cutman starring William Fichtner shot scenes in the city of Niagara Falls and in Lewiston.

Another movie called *The Panic* starring Cary Elwes filmed at Old Fort Niagara and for multiple days at a privately owned mansion on Lake Ontario in Youngstown.

Independent feature films Caravan, The Good One and an unnamed movie from Fireside Pictures each shot inside Niagara Falls State Park. In addition, two television documentaries and two TV commercials also shot at Niagara Falls.

#### **NIAGARA COUNTY 2024 PRODUCTION BY TYPE**





11:1 ROI \$ Above amount used in calculation of organization ROI on page 15





Total Production Days

## 2024 DNUSA BOARD OF DIRECTORS TERMS

Name	Business	Category
Barbara Hughes	Webster's Bistro & Bar	General Business
Andrea Klyczek	Niagara County IDA/NC Center for Econ. Dev.	General Business
Mark Laurrie	Niagara Falls City Schools	General Business
Lucy Muto	M&T Bank	General Business
Michael Schweitzer	Bella Rose Winery	General Business
Michael Zimmerman	Harrison Place Studio	General Business
David Carroll	Merani Hotel Group	Hospitality/Tourism
Daniel Hamister	Hamister Group, LLC	Hospitality/Tourism
Donald Foste	Delaware North	Hospitality/Tourism
Marlena Mazzei	Moonlite Motel	Hospitality/Tourism
Nirel Patel	Rupal Hospitality	Hospitality/Tourism
Muhammad Shoaib	A&W, Moe's, Papa John's	Hospitality/Tourism
OPEN	City of Lockport Rep (permanent seat)	Investor Appointment
Mayor Robert Restaino	City of Niagara Falls (permanent seat)	Investor Appointment
Richard Updegrove	Niagara County Legislature Rep (permanent seat)	Investor Appointment
John Percy	Destination Niagara USA	Ex-Officio/Non-Voting
Angela Berti	NYS Parks (permanent seat)	Ex-Officio/Non-Voting
Anthony Vilardo	USA Niagara Development (permanent seat)	Ex-Officio/Non-Voting
Bridget Niland	Niagara University (permanent seat)	Ex-Officio/Non-Voting
Josh Blumberg	NCCC/Culinary Institute (permanent seat)	Ex-Officio/Non-Voting

### **Commitees**

Executive	Mark Laurrie	Donald Foste	David Carroll	Lucy Muto
Title	Chairperson	Vice Chairperson	Treasurer	Secretary

Finance	
Mark Laurrie	
Donald Foste	
David Carroll	
Lucy Muto	
Nirel Patel	

Nominating
Mark Laurrie
Donald Foste
Lucy Muto
Michael Schweitzer
Michael Zimmerman

## **FINANCE\***

2024 Revenue		% of Revenue
Niagara Falls	\$2,731,600	51%
Niagara County	\$349,888	6%
Lockport	\$85,791	2%
Grants	\$212,727	4%
Business Generated Revenue	\$894,815	17%
Retail	\$130,620	2%
Casino Revenue	\$990,615	18%
Total 2024	\$5,396,056	100%

2024 Expenses		% of Revenue
Personnel	\$1,460,256	27%
Marketing	\$2,544,829	47%
Group Leisure	\$121,818	2%
Convention and Meeting	\$158,537	3%
International Markets	\$300,034	6%
Visitor Services	\$127,871	2%
Outdoor Promotion	\$131,103	2%
General and Administration	\$524,487	10%
Total 2024	\$5,368,935	100%

## **Overall Organization ROI: 19:1**

#### **Hotel Data**

SMITH TRAVEL RESEARCH DATA (STR REPORT)



\$145.71

Average Daily Rate (3.0% increase from 2023)



56.6%

Occupancy (2.4% increase from 2023)



\$82.51

REVPAR

(5.5% increase from 2023)

**SUPPLY:** 

1,157,841

(0.005% increase from 2023)

**DEMAND:** 

655,609 (2.4% increase from 2023)

\*Interim unaudited statements

## **Destination Niagara USA**

**Our Mission:** We are a private non-profit with a mission to expand the economic prosperity of the Niagara Falls USA communities by generating individual and group visitation.



Positioning Statement: For those who would rather go and do rather than just see, Niagara Falls USA is the embodiment of America's adventurous spirit, connecting people to nature through immersive experiences that move, challenge and inspire them.

#### **NIAGARA FALLS CITY COUNCIL**

#### **MINUTES FOR THE REGULAR MEETING OF APRIL 9, 2025**

#### **REGULAR MEETING**

#### **COUNCIL CHAMBERS**

6:00 P.M.

#### I. MEETING CALLED TO ORDER

- A. CALL TO ORDER BY THE CHAIR.
- B. ROLL CALL BY THE CITY CLERK.

ARCHIE P BAX P PERRY P MYLES P ZAJAC EXCUSED

Also present: THOMAS DEBOY, ACTING CORPORATION COUNSEL, ELIZABETH EATON, CITY CLERK

#### II. OPENING CEREMONIES, FOLLOWED BY PUBLIC HEARING

- A. INVOCATION Prayer by Council Member Bax
- B. PLEDGE OF ALLEGIANCE Led by Council Member Bax

#### III. PRESENTATIONS AND PUBLIC SPEAKERS

- 1. Presentations:
  - 1. Proclamation Recognizing Education & Sharing Day, to be accepted by Rabbi Lorber.
  - 2. Proclamation Recognizing Earth Day and Prioritizing Earth-Friendly Food.
- 2. Public Speakers on Legislative Agenda Items for Council Action:
  - 1. Lawrence Blaber: Spoke in opposition to Agenda Items 2, 5, and 7.
  - 2. Tanya Barone: Spoke in opposition to Agenda Item #5.
  - 3. Arlene Doss: Spoke in opposition to Agenda Item #5.
- 3. Administrative Update: None for this meeting.
- 4. Community Happenings:

Russell J. Salvatore's and Paw Inn the Falls Animal Center, Inc., will sponsor an Easter Egg Hunt on April 19, 2025, from 12:00 PM to 4:00 PM, at *2070 Cayuga Drive Extension, Niagara Falls, NY* 14304.

The Packard Court Community Center in Niagara Falls, NY is hosting a community Easter Egg Hunt on Friday, April 10, 2025, from 4:30 PM to 6:00 PM at 4300 Pine Avenue.

#### IV. REVIEW AND ADOPTION OF THE AGENDA

MOTION BY COUNCIL MEMBER BAX TO ADOPT THE AGENDA AS ORIGINALLY PROPOSED. SECONDED BY COUNCIL MEMBER ZAJAC.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	X	
BAX	Х	
MYLES	Х	
ZAJAC		
PERRY	Х	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.

THE AGENDA WAS ADOPTED AS PROPOSED

#### LEGISLATIVE AGENDA

#### V. REVIEW AND APPROVAL OF MINUTES

A. None.

#### **VI. INFORMATIONAL ITEMS FROM THE CITY CLERK**

A. None.

#### VII. AGENDA ITEMS FOR COUNCIL ACTION

#### **FROM THE MAYOR**

1. APPROVE AND AUTHORIZE THE MAYOR TO ENTER INTO AN AGREEMENT WITH P.J. NIAGARA FALLS BOULEVARD AUTO, INC., FOR THE PURCHASE OF TWO NEW EQUIPMENT TRAILERS FOR THE DEPARTMENT OF PUBLIC WORKS AND AUTHORIZE THE MAYOR TO EXECUTE AN AGREEMENT WITH THE SAID VENDOR AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #1 AS SUBMITTED. SECONDED BY COUNCIL MEMBER ARCHIE

NO DEBATE ON MOTION.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	Х	
BAX	X	
MYLES	Х	
ZAJAC		
PERRY	Х	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.

THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED.

2. APPROVE AND AUTHORIZE THE MAYOR TO ENTER INTO AN AGREEMENT WITH A MILTON CAT DEALERSHIP FOR THE PURCHASE OF A NEW CATERPILLAR UTILITY COMPACTOR FOR THE DEPARTMENT OF PUBLIC WORKS AND AUTHORIZE THE MAYOR TO EXECUTE AN AGREEMENT WITH THE SAID VENDOR AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #2 AS SUBMITTED. SECONDED BY COUNCIL MEMBER MYLES.

NO DEBATE ON MOTION.

#### Roll Call Vote:

Council

Member yeas nays

ARCHIE	Х	
BAX	Χ	
MYLES	Χ	
ZAJAC		
PERRY	Χ	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.
THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED.

3. APPROVE AND AUTHORIZE THE MAYOR TO ENTER INTO AN AGREEMENT WITH LOE TRAILER SALES OF WNY, LLC, FOR THE PURCHASE OF A NEW WOOD DECK TRAILER FOR THE DEPARTMENT OF PUBLIC WORKS AND AUTHORIZE THE MAYOR TO EXECUTE AN AGREEMENT WITH THE SAID VENDOR AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #3 AS SUBMITTED. SECONDED BY COUNCIL MEMBER ARCHIE. NO DEBATE ON MOTION

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	Х	
BAX	X	
MYLES	X	
ZAJAC		
PERRY	Х	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.
THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED.

4. APPROVE CONTRACT AWARD TO THE SUCCESSFUL BIDDER, K.J. SMITH ENTERPRISES, INC., RELATIVE TO THE CLEARING AND CUTTING OF CITY-OWNED LOTS AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #4 AS SUBMITTED. SECONDED BY COUNCIL MEMBER ARCHIE.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	X	
BAX	Х	
MYLES	Х	
ZAJAC		
PERRY	Х	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.

THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED.

5. APPROVE AND AUTHORIZE THE MAYOR TO AWARD AND SIGN ENGINEERING, CONSTRUCTION, AND OTHER CONTRACTS NECESSARY TO EXPEDITE THE COMPLETION OF THE YEAR 1 2025 CITY PARK PROJECT COMPONENTS FOR WHICH GREENWAY FUNDS HAVE ALREADY BEEN ALLOCATED, AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED MARCH 20, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #5 AS SUBMITTED. SECONDED BY COUNCIL MEMBER PERRY.

#### **DEBATE ON MOTION.**

COUNCIL MEMBER BAX THEN MOTIONED TO APPROVE ITEM #5 AS AMENDED BY STRIKING ALL REMAINING REFERENCES TO "ANIMAL SHELTER" FROM EXHIBIT B.

NO SECOND ON MOTION.

#### **MOTION DEFEATED.**

Roll Call Vote: ORIGINAL MOTION.

#### Council

<u>Member</u>	yeas	nays
ARCHIE	X	
BAX	Х	
MYLES		Х
ZAJAC		
PERRY	Х	
Totals:	3	1

THE CLERK ANNOUNCED THE VOTE TALLY.
THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED

6. APPROVE CONTRACT AWARD TO THE SUCCESSFUL BIDDER, DAVIS-ULMER SPRINKLER COMPANY, INC., RELATIVE TO THE INSTALLATION OF FIRE PROTECTION CONTROLS AND EQUIPMENT DURING CONSTRUCTION OF A PEMB GROUNDS BUILDING AT THE PUBLIC WORKS CORPORATION YARD, AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #6 AS SUBMITTED. SECONDED BY COUNCIL MEMBER PERRY.

NO DEBATE ON MOTION.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	Х	
BAX	X	
MYLES	Х	
ZAJAC		
PERRY	Х	

Totals:	4	
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THE CLERK ANNOUNCED THE VOTE TALLY.

THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED

7. APPROVE ACCEPTANCE OF A 2024-2025 CYBERSECURITY GRANT FROM THE NEW YORK STATE DIVISION OF HOMELAND SECURITY AND EMERGENCY SERVICES, AND APPROVE AND AUTHORIZE THE MAYOR TO ENTER INTO AN AGREEMENT WITH SHI INTERNATIONAL CORPORATION TO PURCHASE A SOFTWARE LICENSE FOR MIS, THE COST OF WHICH IS ELIGIBLE FOR FULL REIMBURSEMENT BY THE ABOVE REFERENCED GRANT AS MORE FULLY OUTLINED IN THE MAYOR'S RECOMMENDATION MEMO DATED APRIL 2, 2025.

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #7 AS SUBMITTED. SECONDED BY COUNCIL MEMBER ARCHIE.

NO DEBATE ON MOTION.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	Х	
BAX	Х	
MYLES	Х	
ZAJAC		
PERRY	Х	
Totals:	4	

THE CLERK ANNOUNCED THE VOTE TALLY.

THE CHAIR ANNOUNCED THE MOTION WAS ADOPTED.

#### **RESOLUTIONS**

8. RESOLUTION RELATIVE TO AMENDING CHAPTER 171 OF THE CODIFIED ORDINANCES ENTITLED "BENEFITS OF EMPLOYEES NOT COVERED BY COLLECTIVE BARGAINING AGREEMENTS."

MOTION BY COUNCIL MEMBER BAX TO APPROVE ITEM #8 AS SUBMITTED. SECONDED BY COUNCIL MEMBER ARCHIE.

NO DEBATE ON MOTION.

#### Roll Call Vote:

#### Council

Member	yeas	nays
ARCHIE	Х	
BAX	Х	
MYLES	Х	
ZAJAC		
PERRY	Х	
Totals:	4	

#### VIII. PUBLIC SPEAKERS FOR THE GOOD OF THE COMMUNITY

- 1. Rabbi Lorber spoke in recognition of Education and Sharing Day, highlighting the importance of moral education and daily acts of kindness. He presented an ark-shaped giving box as a symbol to encourage goodness and compassion in the community.
- 2. Lawrence Blaber addressed the importance of the Read to Succeed program and expressed concern about literacy rates in the City of Niagara Falls.
- 3. Ella Moore expressed concern about the overall condition of the City of Niagara Falls, citing visible decline and a lack of investment.
- 4. Derrick Hilson emphasized the need to cultivate the City's own people, highlighting the importance of empowering residents and supporting local talent and resources.
- 5. Janine Gallo questioned the City Council's decision-making process. She expressed concern over transparency and due diligence, urging greater accountability.
- 6. Tanya Barone objected to the presence of six police officers at the City Council meeting, describing it as intimidating for members of the public, and generally criticized the City.
- 7. Gregory Palmer expressed frustration with numerous potholes that can only be patched with a substandard product until hot asphalt becomes available to use.
- 8. Gloria White The speaker expressed frustration with the Department of Public Works and requested that the two trees at 2472 Whitney Avenue be spared from cutting down.
- 9. Gloria Dolson advocated for community togetherness, emphasizing that "together we can fix things." She cited the problem of trash on City streets and urged businesses and residents alike to do more to eliminate unsightly conditions.
- 10. Michia Lee was critical of the City's lack of engagement with children. She also lectured on her interpretation of the City Charter, and urged improved City services for all.
- 11. Donta Myles left his seat at the Council dais to express his concern as a citizen for education and respect between citizens. He questioned why the City Controller and other Department heads are not required to attend Council meetings to answer questions.

#### IX. MEETING ADJOURNMENT

With no further business remaining, Chairman Perry adjourned the meeting at 8:00 p.m., without a motion or second, as permitted by RONR (12th ed.) 21:27.



# City of Niagara Falls, New York

P.O. Box 69, Niagara Falls, NY 14302-0069

TO:

The City Council

FROM:

Elizabeth Eaton

RE:

Informational Item: City Clerk's Report

DATE:

April 10, 2025

Council Members:

The following is a report of the licenses issued and collections made in the Office of the City Clerk during the month of March 2025.

				CO	NTROLLER	TOTAL
A1255.001 A012	Vital Statistics			\$	4,820.00	\$ 4,820.00
A1255.008 A804	Copies of Records			\$	410.00	\$ 410.00
A1255.009 A805	Certificates of Marriage			\$	60.00	\$ 60.00
A2501.016 A047	Stationary Engineers			\$	290.00	\$ 290.00
A2501.016 A047	Stationary Engineers Test F	ee		\$	40.00	\$ 40.00
A2542.000 A053	Dogs/NYS Agr.& Mkts	\$	145.00	\$	-	\$ 145.00
A2542.000 A053	Additional Dogs			\$	1,835.00	\$ 1,835.00
A2545.001 A054	Marriage License/NYSHD	\$	135.00	\$	45.00	\$ 180.00
A1255.002 A123	Commissioners of Deeds			\$	5.00	\$ 5.00
A2501.010 A125	Business Licenses			\$	150.00	\$ 150.00
A2545.010 A128	Petroleum - Retail			\$	300.00	\$ 300.00
A2545.010 A128	Petroleum - Storage			\$	750.00	\$ 750.00
A2545.010 A128	Petroleum - Wholesale			\$	600.00	\$ 600.00
A2501.032 A812	Street Performers			\$	25.00	\$ 25.00
A2545.023 A318	Hunters/NYS DEC RAU	\$	51.96	\$	-	\$ 51.96
A2545.023 A318	Hunters Fees			\$	3.04	\$ 3.04
A1255.005 A528	Dog Release			\$	130.00	\$ 130.00
TA63008 A597	Marriage Performance			\$	1,200.00	\$ 1,200.00
TOTAL:		\$	331.96	\$	10,663.04	\$ 10,995.00

Check # Check # Check # 50486 50476 ET NYS Dept.of Arg. & Mkts NYS Health Department NYS DEC RAU \$ 145.00 \$ 135.00 \$ 51.96

Elizabeth Eaton

EE/lgl

Niagara Falls City Clerk's Office 2025 APR 10 AM11:35





# City of Niagara Falls, New York OFFICE OF THE MAYOR

TO:	City Counc	il

FROM: Mayor Robert M. Restaino

**DATE:** May 1, 2025

**SUBJECT:** BID # DPW-2025-12 Chemicals for City Pools

The Executive Office recommends that the Council approve the award of a purchase agreement as follows:

WITH: PVS Nolwood Chemicals, Inc. (Vendor # 693)

80 Metcalfe Street Buffalo, NY 14206

FOR: Chemicals for City Pools effective May 8, 2025 through December 31, 2025

Sodium Hypochlorite (275 gallon totes)\$1,042.25/toteSodium Hypochlorite (55 gallon drums)\$ 222.20/drumHydrochloric (Muriatic) Acid (500 pound drums)\$ 170.00/drumHydrochloric (Muriatic) Acid (500 pound drums)\$ 61.60/drum

The City Purchasing Division certifies that all bids were solicited and analyzed in accordance with applicable New York State laws, rules, and regulations, including General Municipal Law § 103, as well as the Division's standard operating procedures. Moreover, the City Purchasing Division supports this recommendation.

Notice that bids were to be received was advertised in the Niagara Gazette and on the City's website. In addition, our request for bids was sent to six (6) prospective vendors. One (1) response was received by the bid submission deadline. After reviewing the same, it has been determined that PVS Nolwood Chemicals, Inc. has met the specifications required in Request for Bid # DPW-2025-12 and is the successful respondent.

Funds are available in the DPW Swimming Pool Maintenance budget account code A.7146.0200.0419.009 Misc. Chemicals.

Will the Council vote to so approve and authorize the Mayor to execute an agreement with the above-named vendor in a form acceptable to the Corporation Counsel?

			Submitted by	<b>:</b>	
			Mayor Rober	t M. Restaino	_
Archie	Bax	Myles	Zajac	Perry	_



# City of Niagara Falls, New York OFFICE OF THE MAYOR

TO:	City Council

**FROM:** Mayor Robert M. Restaino

**DATE:** May 1, 2025

**SUBJECT:** Proposed Agreement with Patch Management, Inc.

The Executive Office recommends that the Council approve the award of an agreement as follows:

WITH: Patch Management, Inc.

451 Tyburn Road

Fairless Hills, PA 19030

FOR: Street Pothole Repair Using Spray Injection Patching Technology

As you know, many potholes develop each winter season when moisture seeps into cracks in the pavement, where it is then subjected to freeze-and-thaw cycles that break up road surfaces. Unfortunately, cold patch is the only product that can be used to fill potholes in cold weather. It is our temporary fix until the plants that make hot asphalt reopen when outdoor temperatures rise sufficiently. While warmer spring weather provides an opportunity for better quality repairs, the volume of potholes is always daunting by then.

To address this issue as early as possible, it is recommended that Patch Management, Inc. be engaged once again to provide a PK 2000 Pothole Killer truck, an operator, and 100 tons of materials, service, and support to the City in the fight against potholes. Importantly, this vendor provides a unique service that uses a patented sole-source product that injects and patches potholes quickly and effectively.

The Director of DPW will coordinate with Patch Management, Inc. for the commencement and conclusion of services. The operator will work an 8-hour day and 40-hour weeks and will place up to 6 tons of aggregate and 120 gallons of spray patching emulsion each day. GPS recordings of all repairs will be provided. The cost of this service is \$99,600.00 (approximately half the amount historically paid to this contractor), with funding available from Tribal revenue reserves restricted for road projects. In addition, City crews will supplement the efforts of the Pothole Killer truck by working 4 hours a day for 21 days performing hot asphalt patching work at a cost of \$100,870.00 in overtime with funding available from Tribal reserves restricted for road projects.

Will the Council vote to so approve and authorize the Mayor to execute an agreement with the above-named vendor in a form acceptable to the Corporation Counsel?

Mayor Robert M. Restaino	Mayor Robert M. Restaino
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# City of Niagara Falls, New York

**TO:** City Council

**FROM:** Mayor Robert M. Restaino

**DATE:** May 1, 2025

**SUBJECT:** Amendment of Casella's contract to increase the extension period from two to five years

in exchange for Casella purchasing about 18,000 new 96-gallon blue garbage totes to

replace our aging collection of smaller-sized blue totes.

The Executive Office recommends that the Council approve and authorize the Mayor to negotiate and sign an amendment to the City's May 1, 2024, Master Agreement For Refuse and Recycling Collection, Processing and Disposal Services with Casella Waste Management of N.Y., Inc.

Under the terms of the current Agreement, which is now a year old, our contractual relationship will remain in effect through April 30, 2029. After the fifth year, the Agreement provides for a two (2) year extension "under the same terms, conditions, and specifications" if mutually agreeable to the parties. Recently, Casella indicated an interest in increasing the extension period from two to five years, which if agreed to, would potentially extend the contract to April 20, 3034. The Executive Office therefore started exploratory negotiations to see what concessions the City might be able to achieve in return for such an extension.

One subject that has been under consideration is how and when can the City possibly go about replacing its current fleet of nearly 18,000 64-gallon blue garbage totes, many of which are at the end of their useful lives. Since the City owns all those totes, the increasing maintenance and replacement duties associated with them continue to fall upon DPW.

Casella has now proposed spending approximately \$1.2 million this year to purchase 18,000 new 96-gallon blue garbage totes, disposing of all the current blue garbage totes, and deploying the new totes throughout the City. Under this arrangement, the new totes will remain the property of Casella for as long as it has the City's waste contract. That means that Casella will be responsible for their maintenance and repair until Casella ceases to be our vendor. DPW would continue to maintain the City's 96-gallon green recycle totes, but we anticipate that its overall tote maintenance workload will decrease by at least 75% under the new arrangement.

There are additional details to be worked out in preparation for contract drafting, but the financial benefit to the City is obvious if we can avoid having to pay \$1.2 million upfront to buy replacement garbage totes. Without Casella's help, that purchase price would have to be funded entirely by an increase in garbage user fees if not City tax dollars.

Will the Council vote to so approve and authorize the Mayor to negotiate and execute an amended agreement with Casella in a form acceptable to the Corporation Counsel?

			Submitted by	7:
			Mayor Rober	rt M. Restaino
Archie	Bax	Myles	Zajac	Perry



## City of Niagara Falls, New York Office of the Mayor

TO						
TO:	City Council					
FROM:	Mayor Robert M. Restaino					
DATE:	May 1, 2025					
SUBJECT:	Waiver of Bandstand Fee – Juneteenth Celebration sponsored by the NAAC on Saturday, June 14, 2025.					
The 1	Niagara Arts & Cultural Center (NACC) is sponsoring its 3 <sup>rd</sup> Annual Juneteentl					
Celebration of	on Saturday, June 14, on its property (the former City High School). As in past years					
the NACC's	all-volunteer Juneteenth Celebration Committee is busy planning the daylong event					
which will co	elebrate African American art, culture, and heritage and feature a wide array of free					
activities. Th	e celebration will be open to the public from Noon to 6 p.m. on June 14 <sup>th</sup> .					
Amoi	ng other activities, the Committee is planning live music and other entertainment. The					
NACC has th	nerefore requested the use of the City's bandstand for the festival. It is proposed that					
the City Cour	ncil authorize the City Administrator to waive the fee for the use of our bandstand fo					
this event. In	return, the NACC's Executive Director will list the City of Niagara Falls as a sponso					
of this impor	tant event.					
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W111 1	the Council so approve?					
	Submitted by:					
	Submitted by:					
	Mayor Robert M. Restaino					
	Archie Bax Myles Zajac Perry					



## City of Niagara Falls, New York Office of the Mayor

TO: FROM: DATE: SUBJECT:	City Council Mayor Robert M. Res May 1, 2025	staino					
DATE:	May 1, 2025	staino					
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SUBJECT:	W-:	May 1, 2025					
	Waiver of Gill Creek Park Usage Fees for National Night Out – Organized by the Garden & Highland Community Block Club.						
The C	Garden & Highland (	Community Block Club is proud to announce its annua					
sponsorship c	of "National Night Out'	'on Tuesday, August 5, 2025, from 4 pm to 8 pm. This year's					
event will be	held at Gill Creek Park	t. In recognition of the event's community-centered purpose					
the Block Clu	ub's leadership is reque	esting the City Council to authorize the City Administrator to					
waive all parl	k-related fees for such t	hings as the Gazebo, the Pavilion, and grills.					
Will t	the Council so approve?						
		Submitted by:					
		Mayor Robert M. Restaino					

#### **RESOLUTION NO. 2025-**

RESOLUTION BY THE CITY COUNCIL OF THE CITY OF NIAGARA FALLS, NEW YORK, GRANTING PERMISSION (UPON NEW YORK STATE DEPARTMENT OF TRANSPORTATION APPROVAL) TO THE NIAGARA COUNTY SHERIFF'S OFFICE TO INSTALL LICENSE PLATE READER EQUIPMENT ON THE STATE RIGHT OF WAY WITHIN THE GEOGRAPHICAL JURISDICTION OF THE SAID CITY AND THE STATE OF NEW YORK

#### BY:

#### Council Chairman James Perry

WHEREAS, the Niagara County Sheriff's Office is proposing to install License Plate Reader equipment for Law Enforcement purposes only within the State Right of Way (ROW) on or along multiple locations on State routes, located in the City of Niagara Falls, New York (hereinafter MUNICIPALITY); and

WHEREAS, the MUNICIPALITY and the Niagara County Sheriff's Office are desirous to have such above-mentioned equipment installed on the State ROW within the geographical jurisdiction of the Municipality; and

WHEREAS, the Niagara County Sheriff's Office will meet all State and Municipal requirements during the above-mentioned project; and

WHEREAS, the MUNICIPALITY and the Niagara County Sheriff's Office reserve their rights to monitor and inspect the above-mentioned project conducted within the geographical jurisdiction of the Municipality; and

WHEREAS, the Niagara County Sheriff's Office will execute the above-mentioned project, as shown on the plans/maps and other documents related to the above-mentioned project funded by the 2023 Governor of NY Grant for New Technology and Equipment to Prevent and Solve Crimes, Improve Public Safety apportioned and approved for the MUNICIPALITY or the Niagara County Sheriff's Office;

#### NOW, THEREFORE,

BE IT RESOLVED, that the MUNICIPALITY, by means of this Resolution, and upon NYSDOT approval, grants permission to the Niagara County Sheriff's Office to conduct the above-mentioned project solely within the State ROW and within the geographical jurisdiction of the Municipality; and

BE IT FURTHER RESOLVED, that the Niagara County Sheriff's Office shall maintain or cause to be maintained the installed equipment at the project location(s) and shall cover any expenses that may arise from executing of the above-mentioned project utilizing the above-mentioned Grant or other Municipal funding available to it; and

BE IT FURTHER RESOLVED, by the City Council of the MUNICIPALITY, that Sheriff, Michael J. Filicetti, of the Niagara County Sheriff's Office is hereby authorized to sign, with the written concurrence of the City's Legal Counsel, any and all documentation that may be necessary as a result of the above-mentioned project insofar as it relates to the MUNICIPALITY; and

BE IT FURTHER RESOLVED, by the City Council of the MUNICIPALITY, that Council Chairman, James Perry, is hereby directed and authorized to complete and sign, in the presence of a Notary Public, the below Municipal Certification Statement, which is part of this Resolution; and

BE IT FURTHER RESOLVED, that the Clerk of the MUNICIPALITY is hereby directed to electronically transmit a signed, sealed, notarized, stamped, and certified copy of the foregoing Resolution to the Niagara County Sheriff's Office for processing of and inclusion to Law Enforcement Equipment (LEE) Application and Agreement with NYSDOT; and

BE IT FURTHER RESOLVED, that this Resolution shall take effect immediately.

Moved	<b>By:</b> <u>Co</u>	<u>uncil</u>				
Second	ed By: <u>Co</u>	unci	1			
Vote:	Ayes:	/	Nay:	/	All:	



# City of Niagara Falls, New York Office of the City Council

745 Main Street, Niagara Falls, NY 14301

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MUNIC	IPAL CERTIFICATION STATEMENT
City of Niagara Falls, New York, at a meeting duly called and he Niagara Falls, a quorum being p	nd qualified <u>as the Council Chairman of the City Council of the</u> do hereby CERTIFY that the foregoing resolution was adopted ld in the Council Chambers of the City Council of the City of esent on the <u>7th</u> day of <u>May</u> 2025, and that said copy is a true, e original resolution so adopted and that the same has not been
WITNESSETH,	
	SIGNATURE
STATE OF NEW YORK ) COUNTY OF : S CITY OF )	<b>S</b>
being duly sworn, did depose and he is the <u>Council Chairman</u> of Municipality described in and wh	before me personally came <u>James Perry</u> , to me known, who, I say that he resides in the <u>City</u> of <u>Niagara Falls</u> , New York; that the <u>City Council of the City of Niagara Falls</u> , New York, the ch executed the above instrument; and the he signed his name cil of the City of Niagara Falls, New York.
	NOTARY PUBLIC

#### **RESOLUTION 2025 –**

### RELATIVE TO ESTABLISHING A CLIMATE SMART COMMUNITY TASK FORCE AND APPOINTING A CLIMATE SMART COORDINATOR

BY:

Council Member Brian Archie Council Chairman James Perry

WHEREAS, the City Council of Niagara Falls, New York, adopted Resolution 2024-26 on September 18, 2024, adopting the New York State Climate Smart Communities Pledge; and

WHEREAS, the City of Niagara Falls wishes to obtain Certification under the New York State Climate Smart Communities Program by taking proactive steps towards reducing greenhouse gas emissions and adapting to climate change; and

WHEREAS, Certification under the New York State Climate Smart Communities Program requires that a Climate Smart Community Task Force must be established and hold meetings at least twice a year and submit meeting minutes and attendance records to the New York State Climate Smart Communities Program; and

WHEREAS, Certification under the New York State Climate Smart Communities Program requires that a Climate Smart Communities Coordinator be appointed to coordinate the activities of the local Climate Smart Communities Task Force and associated climate mitigation and adaptation activities; and

WHEREAS, Certification under the New York State Climate Smart Communities Program allows the City of Niagara Falls to apply for grants, rebates, and technical assistance to implement projects that reduce greenhouse gas emissions and adapt to a changing climate; and

WHEREAS, success at the local level relies on a team of local officials, professionals, and community stakeholders that are knowledgeable about the local decision-making process, and can promote and support the plans, policies, and programs that are part of the Climate Smart Communities Certification Program;

NOW THEREFORE,

BE IT RESOLVED, that the City of Niagara Falls hereby establishes the Niagara Falls Climate Smart Community Task Force; and

Archie	Bax	Myles	Zajac	Perry
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BE IT FURTHER RESOLVED, that the purpose of the Niagara Falls Climate Smart Community Task Force is to serve as a central body of leadership that promotes and supports climate mitigation and adaptation in the community and to act as a steering committee that advises and collaborates with local government to accomplish plans, programs, and activities that are part of the Climate Smart Communities Certification Program; and

BE IT FURTHER RESOLVED that the Task Force will consist of community members, municipal representatives, and other relevant stakeholders; and

BE IT FURTHER RESOLVED, that the Niagara Falls Climate Smart Community Task Force shall include up to ten (10) members consisting of five (5) municipal representatives appointed by the Mayor and five (5) community representatives appointed by the City Council; and

BE IT FURTHER RESOLVED that the City of Niagara Falls appoints <Name, Title, Department> as the Climate Smart Coordinator to be responsible for convening and managing the Niagara Falls Climate Smart Community Task Force, to act as a liaison between the Niagara Falls Climate Smart Community Task Force, executive officials, legislative officials, and the public, and to interface with the New York State Department of Environmental Conservation on the Climate Smart Communities Program as needed; and

BE IT FURTHER RESOLVED that the Niagara Falls Climate Smart Community Task Force will meet at least twice a year and maintain meeting minutes and attendance records for each meeting; and

BE IT FURTHER RESOLVED those records of meeting minutes, attendance records, and any action documentation required for the Climate Smart Communities Certification Program shall be available for public viewing according to requirements under the Open Meetings Law.

#### **RESOLUTION 2025 –**

## RELATIVE TO RESCHEDULING THE CITY COUNCIL'S REGULAR MEETING FROM MAY 21, 2025, TO MAY 22, 2025

BY:

Council Chairman James Perry

WHEREAS, the City Council adopted a schedule of Regular Meetings for the 2025 calendar year last December, which were subsequently relayed to news media and posted on the City's website and in City Hall, in compliance with the Open Meetings Law; and

WHEREAS, a scheduling issue has arisen among Council Members relative to the Regular Meeting currently scheduled to commence at 6 PM in Council Chambers on Wednesday, May 21, 2025; and

WHEREAS, the said scheduling issue is best resolved by canceling the Meeting on May 21, and rescheduling it to commence at 6 PM the following day, on Thursday, May 22;

NOW THEREFORE,

BE IT RESOLVED, that the City Council hereby cancels its Regular Meeting scheduled for May 21, 2025, and reschedules the same to commence at 6 PM on Thursday, May 22<sup>nd</sup> in the City Council Chambers on the first floor of Niagara Falls City Hall, located at 745 Main Street, Niagara Falls, New York; and

BE IT FURTHER RESOLVED, that to ensure the Council's compliance with the requirements of New York's Open Meetings Law, the City Clerk shall complete each of the following steps at least seventy-two (72) hours before the newly scheduled Regular Meeting on May 22, 2025: (1) email notice of the above-changed meeting dates to the media, (2) post a printed copy of this Resolution on the Clerk's bulletin board located in the front foyer of City Hall, and (3) arrange with the MIS Department to post the above-changed meeting dates on the Council's webpage.

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