



2009 Vol. 2

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Activity Timeline:

...*July 2009*

Old Falls Street – West Mall Initiative (Phase I) completed.

...*August 2009*

Demolition of former Wintergarden complete, opening up Old Falls Street for the first time in 35 years.

...*September 2009*

Construction started on the NTCC's new Official Visitor Center.

...*November 2009*

New Third Street parking lot to be completed.

...*Spring 2010*

NTCC's Official Visitor Center to be substantially completed.

...*Spring 2010*

Old Falls Street Phase II (between Rainbow Boulevard and First Street) to be completed.

About USA Niagara

USAN, a subsidiary of Empire State Development, is solely dedicated to the support and promotion of economic development initiatives in Niagara Falls by leveraging private investment and encouraging growth and renewal of the tourism industry in the City of Niagara Falls.

Progress Continues on Several Downtown Projects

\$1 Million Allocated to NCCC's Culinary School

USAN allocated \$1 million for the Niagara County Community College Culinary Arts Institute Project downtown. The funding is through a new agreement between USAN and the City of Niagara Falls for funding the Conference Center Niagara Falls (CCNF) and other economic development projects located in the USAN Development District.

Parking Lot to be Constructed on Third Street

USAN has partnered with the City of Niagara Falls on a new retail parking lot for Third Street, which will address some of the current parking concerns for the downtown business district. The new lot will create 13 new surface parking spaces, with appropriate lighting and landscaping to improve the capacity and efficiency of the existing parking areas that service Third Street. This lot will be located between 446 and 448 Third Street.

Old Falls Street Renovation Continues Smooth, Timely Progression

Demolition of the former Wintergarden is now complete and work to secure and weather proof the adjacent structures (Quality Hotel and Rainbow Mall) has started. Phase I of street restoration and reconstruction from Prospect Street to Rainbow Boulevard is completed. Phase II—between Rainbow Boulevard and First Street—is ongoing and scheduled to be completed by spring 2010. The reconstructed area of Old Falls Street has already hosted three successful concert events and the “Taste of Niagara” this past summer. An outdoor New Year’s Eve celebration at the Hard Rock Café is planned as the next event.

Conference Center Funding Agreement Extended with the City

USAN has extended its arrangement with the City of Niagara Falls for funding the CCNF's annual operating budgets through 2012. The City will guarantee funding for the CCNF and maintenance and programming of Old Falls Street for up to \$1 million total each year. USAN has also hired Cannon Design to provide the CCNF with architectural and engineering services for 8,000 s.f. of unfinished retail space, interior signage, exterior video display signs and support for the LEED certification process. Work will be complete in September 2010.

Global Spectrum to Manage Old Falls Street

USAN has hired Global Spectrum to manage the maintenance and programming of Old Falls Street for the next five years, including cleaning and upkeep services, coordinate programming and events and conduct enforcement of vending operations.

USA Niagara Welcomes New Director

USAN welcomed Michael Williamson, owner and operator of Williamson Funeral Home, as its newest Board member. Mr. Williamson will replace Director Erland (“Erkie”) Kailbourne, who is stepping down from the USAN Board after nine years of dedicated service.

Now on Facebook and Twitter

This Fall, USAN established a presence on Facebook and Twitter to further inform the public of its ongoing work in downtown Niagara Falls. Please find us on Facebook (“USA Niagara Development Corporation”) or follow us on Twitter (@USANiagara).