

# /// OPEN FOR BUSINESS



BUSINESS DEVELOPMENT DEPARTMENT | CITY OF NIAGARA FALLS

# 2024

ANNUAL  
REPORT

Locally known, globally grown.

[niagarafalls.ca](http://niagarafalls.ca) | [niagarafallsbusiness.ca](http://niagarafallsbusiness.ca)



# HELPING BUSINESSES DO BUSINESS!

The Business Development Department (BDD) is your first point of contact at the City of Niagara Falls to assist existing businesses, prospective investors, and community partners with business and community development projects. BDD Staff are committed to promoting Niagara Falls as an outstanding location to conduct business. A facilitator between the private sector and various levels of government, the BDD provides an effective resource centre where businesses may find support and assistance.

- + **Consultations**
- + **Site selection, tours**
- + **Business growth and investment**
- + **Sale/lease of municipally-owned land**
- + **Market analysis**
- + **Business and financial incentive assistance**
- + **Financial structuring and related business attraction**
- + **Business retention and expansion assistance**
- + **Support for company export market development**
- + **Supplier networks**
- + **Liase with governments**

Together with the Niagara Falls Small Business Enterprise Centre, the Business Development Department provides additional guidance and support related to unique client needs.

[www.niagarafallsbusiness.ca](http://www.niagarafallsbusiness.ca)



## Getting to Know You Better

The Business Development Department undertakes an annual business visitation program, proactively connecting with existing business in the community, recognizing that a thriving community requires economic vitality. In 2024, the department conducted over 25 company site visits as part of the visitation program.

Engaging with businesses in our community ensures that we are able to identify the needs, concerns and opportunities of the local business community, and take action where appropriate. Additionally, it creates a line of communication and allows the municipality to be aware of any future expansion plans so that assistance can be provided to ease the development process. Businesses are also provided with information about strategic projects being undertaken, as well as other initiatives that affect their operations.

# Table of Contents



## **CONGRATULATIONS**

---

04  
Business Anniversaries

---

05  
Hatch 100<sup>th</sup> Anniversary

## **MANUFACTURING**

---

06  
Niagara River Trading

---

07  
Grassy Brook Secondary  
Plan

---

08  
CAN-ENG Furnaces

---

08  
Sodom Road Future  
Industrial Park

## **TOURISM**

---

09  
Solar Eclipse

---

10  
Toronto Power Building

---

11  
Niagara Parks Flying  
Theatre

---

11  
Fallsview Casino 20<sup>th</sup>  
Anniversary

## **RETAIL & COMMERCIAL**

---

12  
New Business Openings

## **SMALL BUSINESS**

---

16  
SBEC Highlights

---

17  
Summer Company

---

18  
Starter Company Plus

## **SPECIAL PROJECT / GOVERNMENT**

---

20  
Niagara Falls New Official  
Plan

---

21  
Niagara Falls Music City

---

22  
The Exchange Grand  
Opening

---

22  
Niagara South Hospital

---

23  
University of Niagara Falls  
Grand Opening

## **INNOVATION HUB**

---

24  
Niagara Falls  
Innovation Hub

## **RESIDENTIAL**

---

26  
New Developments

City of Niagara Falls



# BUSINESS ANNIVERSARIES



**Atwalz Hair Studio**



**Timmy's Tanür**



**Eastern Food Market**



**Norcini & Co.**



**Massage Addict**



**Shook's A Taste of Jamaica**



**St Vincent's Thrift Store**



**OnDemand Staffing**



**United Family Martial Arts Niagara**



**Baldini Vandersluys Photographers**



**Club Italia**



**Niagara Electronics**



**Mandarin Restaurants**



**Victoria Avenue Library**



**Niagara Falls Animal Medical Center**



**Athletics Niagara**



**Falls Auto Body**



**CAN-ENG Furnaces International Ltd.**



**The Niagara Association of Photographic Art**



**Post Foods Canada Shreddies made here in Niagara Falls**



**Hatch Ltd. for 100 years in Hydropower**



CAN-ENG Furnaces International Ltd.



Baldini Vandersluys Photographers



Athletics Niagara



Niagara Falls Animal Medical Centre



Club Italia



The Niagara Association of Photographic Art



Post Foods Canada



Victoria Avenue Library



Niagara Electronics

A CENTURY OF POWER:

# Hatch Celebrates 100 Years in Hydropower

For a century, the evolution of hydropower has been intertwined with the legacy of Hatch. What began in 1924 as H.G. Acres and Company has grown into a global force in engineering, project delivery, and professional services. Today, Hatch stands at the forefront of the hydropower industry, shaping the future while honoring the past.

This year, Hatch marked its 100<sup>th</sup> anniversary in hydropower with a special celebration at the historic Niagara Parks Power Station. The choice of venue was no coincidence—this century-old hydroelectric facility represents the ingenuity and resilience that have defined hydropower for over a century. Recently repurposed into an immersive visitor experience, the power station stands as a testament to the enduring impact of engineering excellence.

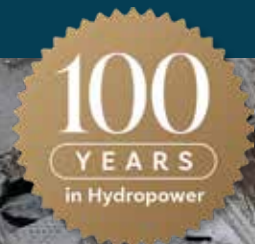
Hatch's commitment to hydropower extends beyond celebration—it is embedded in the company's vision for a sustainable future. Over the last century, Hatch has played a pivotal role in developing innovative solutions



↑ Hatch's centenary celebration brought together industry leaders, dignitaries, and government representatives to reflect on hydropower's storied past and its promising future. Among those in attendance were Niagara Falls Mayor Jim Diodati, Rudy Cuzzetto, parliamentary assistant to the Ontario Minister of Energy, Beth Dennahower from the office of Tony Baldinelli, Member of Parliament for Niagara Falls, and David Adames, CEO of the Niagara Parks Commission.

to meet global energy demands. The firm's expertise has contributed to some of the world's most complex hydropower projects, reinforcing its position as a leader in renewable energy solutions.

Reflecting on this milestone, Hatch recognizes that hydropower is more than just an energy source; it is a legacy of innovation and progress. By honoring the past and investing in the future, Hatch continues to advance the potential of hydropower, ensuring that the next century is just as impactful as the last.



↑ One of Hatch's many accomplishments over the years is overseeing the massive Niagara Tunnel Project (2004-2013), a 10.4km long, 12.6m diameter tunnel to increase the hydropower capacity at Sir Adam Beck generating station. Photo courtesy Hatch.



# Niagara River Trading Moves into New Facility



It can't really be that surprising that one of Canada's largest souvenir apparel wholesalers is based in Niagara Falls. Niagara River Trading Company works with retailers all across North America: National Parks, Zoos, Aquariums, Historical Societies, Museums, Wineries, Breweries, and independent souvenir shops to name a few.

Niagara River Trading Company recently completed construction of its new manufacturing facility at 6162 Progress Road in the Stanley Avenue Business Park. The new facility has a gross floor area of just over 64,000 square feet, expanding its capabilities with in-house art, screen printing, heat pressing, and embroidery.

This new expansion will support the retention of the company's current 60 jobs and support future hires of 40-50 full-time employees.

The company's exclusive private "River Wear" label apparel is popular among souvenir retailers, providing a fashion-forward line of clothing.



 [www.nrtc.ca](http://www.nrtc.ca)

# Grassy Brook Area Envisioned to Support Future Growth



The City of Niagara Falls is expected to grow considerably in the next two to three decades, reaching an estimated total population of 141,650, with 58,110 jobs, by the year 2051.

The Grassy Brook area will be where some of this growth will occur. Recognizing this, the City has initiated a proactive approach through a secondary plan process that will allow Niagara Falls to balance the need for environmental preservation, the protection of employment areas and providing opportunities for residential growth.

The Grassy Brook area is located east of the QEW, bounded by the Welland River to the north and Lyon's

Creek to the south. It is approximately 495ha (1,223 ac) in area and is one of the last unplanned and unserved greenfield areas in the City.

A comprehensive Secondary Plan study is now under way, to consider the local context, environmental conditions, infrastructure investment, land use compatibility, urban design, cultural heritage, and other elements to provide a policy framework and direction for employment and residential development in the area.



↑ Potential land usage for the Grassy Brook area includes significant protected lands (green), employment lands (blue), and residential (yellow). Studies and consultations are underway to determine the optimal land designations.

# CAN-ENG Furnaces Awarded Two Major New Contracts



Niagara Falls-based CAN-ENG Furnaces International has been awarded two contracts from different producers for the processing of high volume, specialty automotive components.

The two systems being supplied represent CAN-ENG's high-capacity line of Mesh Belt Heat Treatment Systems and include oil quench hardening and salt quench austempering capabilities.

CAN-ENG equipment and designs were chosen by both clients to replace existing systems that could not meet the growing demands of their customers. System features include low energy consumption, reduced part mixing, reduced part damage and part distortion

potential and high uptime productivity when compared to conventional conveyor furnace designs.

These systems are currently being commissioned and include Mesh Belt Furnace System, Oil Quench and Salt Quench systems, Post Quench Wash Systems, CAN-ENG PET™ SCADA system and Integrated Controls.

These contracts represent the continued interest in CAN-ENG's Mesh Belt Heat Systems and will further increase CAN-ENG's supply base both in North America and abroad.

 [can-eng.com](https://www.can-eng.com)

## City Purchase of 237 Acres on Sodom Road, Envisioning Future Industrial Park

The City of Niagara Falls purchased 96 hectares (237 acres) of land on Sodom Road. The purchase reflects the City's strategy to attract major industrial development and create well paying jobs. As part of the purchase council directed staff to investigate the designation of the QEW corridor as a provincially significant employment zone to further support long-term economic growth and diversification.

The acquisition will help with diversification and increase the amount of industrial land in the City. The Niagara Region's official plan identifies this area along the QEW as a future employment corridor. While a long-term acquisition, proactive work is currently ongoing for the Sodom Road lands to become a future industrial park, strategically located along a major corridor.





# The Light (Darkness?) Shines on Niagara Falls

## During Once- in-a-Generation Solar Eclipse

Niagara Falls became the centre of the media universe on and leading up to April 8, 2024, thanks to the total solar eclipse that enthralled locals and visitors alike.

*The volume of coverage was unprecedented: an astounding 45,000 unique media stories, generating over 33 billion impressions and an estimated \$5.7 billion in advertising value equivalency (AVE) for Niagara Falls.*

Niagara Parks facilitated a temporary media centre at the brink of the Horseshoe Falls, including a stage to support live broadcasts throughout the day from CBC, CTV, Global and others. Online and print media outlets were also on-site to cover the once-in-a-generation event.

In addition to coverage of the total solar eclipse on April 8, significant attention was directed towards complementary programming hosted at Niagara Parks and across the destination, including free public events featuring Canadian Astronaut Jeremy Hansen and NASA scientists, held across several Niagara Parks sites.



## GUINNESS WORLD RECORD

*The city set the Guinness World Record for the largest gathering of people dressed as the sun on Monday – hours before the total eclipse. On a boat cruising near the falls, 309 people wearing yellow sun costumes over top red rain ponchos smashed the previous record!*



Guinness  
WORLD  
RECORD



# The Lights Turning Back on at Historic **Toronto Power Building**



Construction planning is beginning for the exciting redevelopment project at the historic Toronto Power building along the Niagara River, about 1 km above the Falls.

Designed by renowned architect E.J. Lennox, Toronto Power Generating Station is a National Historic Site and former hydroelectric power station built on the banks of the upper Niagara River. Built in 1906, Toronto Power supplied electricity for communities across Ontario before ceasing operations in 1974. Since that time, it has sat dormant.



Now, fifty years after closing its doors, the site is set to undergo an extensive redevelopment with an investment of more than \$200 million by Society Developments in collaboration with Pearle Hospitality through a public-private partnership with Niagara Parks. The redevelopment will transform Toronto Power Generating Station into a brand-new, world-class visitor experience including:

- + Niagara Falls' first and only five-star boutique accommodation
- + A variety of culinary offerings
- + Craft Brewery
- + Event & programming space
- + Museum & Art Gallery
- + Educational programming
- + Wellness & Social Spa
- + Theatre



# Niagara Parks “Flying Theatre” Just Around the Corner

Niagara Parks announced a new flying theatre attraction replacing Niagara’s Fury. The new attraction will open summer 2025, simulating flight over Niagara Falls and over the Niagara River corridor

This must-see attraction will invite all visitors to discover Niagara from a completely new perspective! Thanks to cutting-edge drone footage and technologies, guests will fly high above swirling whirlpool rapids and championship golf courses, through epic battle reenactments and get closer than ever before to the thundering Horseshoe Falls.

# Fallsview Casino Celebrates 20 Years as a Premier Entertainment Destination

For two decades, Fallsview Casino Resort has been a shining jewel in Niagara Falls, offering world-class gaming, award-winning dining, and top-tier entertainment. Since its grand opening on June 10, 2004, Fallsview Casino has played a pivotal role in transforming the city into a year-round tourism hotspot.

President Richard Taylor credits the casino’s success to its dedicated employees and strong community partnerships. Over the years, Fallsview Casino has welcomed more than 121 million visitors and contributed over \$214 million to Niagara Falls through OLG proceeds. The casino’s impact extends beyond gaming, with charitable support for over 170 local organizations.

To mark its 20<sup>th</sup> anniversary, Fallsview Casino is celebrating in style—with special promotions, exclusive food and drink offerings, and a headline concert by Canadian superstar Michael Bublé on June 21. As Fallsview looks ahead, it remains committed to delivering unforgettable experiences for visitors and continued support for its community.



# OLG Stage

*The 5,000-seat OLG Stage at Fallsview Casino Resort has won numerous Canadian accolades, including the #1 spot for its size according to VenuesNow. It was also the highest-grossing venue in Canada, as featured in Billboard and Pollstar. OLG Stage at Fallsview Casino Resort made global impressions in 2024, becoming the fourth-ranked entertainment venue in the world by VenuesNow and claiming the sixth spot globally in total gross sales by Billboard for all venues of its size.*

# Congratulations

to these retail and commercial establishments who celebrated grand openings or renovations in 2024!



### Atwalz Hair Studio

📍 2985 St. Paul Ave

Real cuts by real professionals, providing best in class experience.



### Bella Cakes

📍 6314 Thorold Stone Rd

Making the ordinary extraordinary. Using only premium, all-natural ingredients.



### Best Boy Lechon

📍 6875 Drummond Rd

Bringing the bold and delicious flavors of authentic Filipino cuisine.



### Biryani Queens

📍 7000 McLeod Rd Unit 1

Discover your new favourite dishes at Biryani Queens! Flavour & tradition in every bite.



### Booster Juice

📍 6863 Lundy's Lane

An incredibly delicious, convenient and nutritious product, perfectly suited for an active lifestyle.



### Canada Clinics

📍 4514 Queen St

Dedicated to providing cutting-edge healthcare solutions that improve the lives of their patients.



### Chengdu Noodles

📍 7940 Lundy's Lane

Delightful culinary gem in Niagara Falls.



### Color By Kellie and No Tell Cocktail

📍 4661 Queen St

Creative Color. Olaplex Treatments. Olaplex Salon. Hair Extensions. Barbering Specialist. Bridal Services.



### Craig's Cookies

📍 6380 Fallsview Blvd

100 flavours of different cookies.



### Crepe Delicious

📍 6380 Fallsview Blvd

Taking immense pride in crafting an exceptional dining experience, with crepes of excellence.



### Crumbl Cookies

📍 5846 Drummond Rd

With a unique weekly rotating menu, Crumbl offers a delicious variety of cookies and desserts.



### Culinary Centre Nostalgie

📍 5807 Ferry St

Explore the symphony of music and exquisite dishes on your Ukrainian journey of ancient dishes.



**Domino's Pizza (reopening)**

📍 **5713 Ferry Street**

Delicious Pizza and More!



**Dosa Eatery & Shake Therapy**

📍 **6161 Thorold Stone Road**

Popular eatery for dosas, vadas, idlis and more; fusion flavours in milkshakes and desserts.



**El Pinche Taco & Mercadito Latino**

📍 **4226 Drummond Rd**

Authentically fresh Mexican food, providing best in class experience.



**Elgin Falls Retirement Residence**

📍 **7070 Montrose Rd**

Refined Seniors Apartments, Independent Living & Supportive Living to Suit Your Lifestyle.



**Essa's Barber Shop**

📍 **7160 Dorchester Rd**

Make your hair effortless.



**Express Employment Professionals**

📍 **3969 Montrose Rd**

A leading staffing provider helping job seekers find work with local businesses.



**Eyez Elite Opticals**

📍 **6840 McLeod Road**

Our vision is clear: to be the premier destination for eyewear and eye care services.



**Grand Kerala Cuisine**

📍 **5845 Ferry St**

The real taste of South India.



**Hearing Life Canada**

📍 **6080 McLeod Rd**

Free consultations, custom ear plugs, hearing aid fitting, adjustments, repairs and more.



**Hummingbird Coffee Co.**

📍 **3521 Portage Rd**

Founded with a simple idea: to bring the wild, untamed flavours of the jungle to the heart of Niagara Falls.



**Icon Autographs**

📍 **6455 Fallsview Blvd**

Icon Autographs, your trusted source for authentic celebrity autographs!



**INS Market**

📍 **6380 Fallsview Blvd**

Healthy snacks, beverages, confectionery, lottery, mobile accessories & more.



**JULE Level 3 Chargers**

📍 **7835 McLeod Rd**

Powering the future with sustainable EV infrastructure by overcoming grid limitations.



**KAN Immigration Services Inc**

📍 **4683 Crysler Ave**

Making immigration simple for you.



**Lela Park Pizza**

📍 **3567 Portage Rd**

Committed to serving authentic Napolitan style pizza.



**Moonlight Moments Beauty Studio and Events**

📍 7116 McLeod Rd

Providing eyelash services and certification.



**Movement Massage Therapy & Wellness**

📍 3714 Portage Road

Therapy and wellness massage services.



**Nawab's Indian Cuisine**

📍 5470 Victoria Ave

Authentic Hyderabadi cuisine.



**NeoTrust**

📍 4514 Queen St

For everyone across all industries looking to secure their digital files, work, portfolio and digital records.



**Niagara Falls Cat Café**

📍 4529 Queen St

One-of-a-kind experiences, in both feline encounters with our adoptable cats and culinary delights.



**Niagara Medicinal Herbs**

📍 5268 Montrose Rd

Every herb has a story, every remedy a purpose, and every customer a journey towards vitality and balance.



**Niagara Pre-Owned**

📍 4460 Drummond Rd

Our goal is to make the car buying process as smooth and hassle-free as possible.



**Nova Optix**

📍 8251 Dock St

Discover a world of premium eyewear.



**Paris Lane Boutique**

📍 3710 Main Street

Featuring exclusive Canadian and European designers with a wide variety of colours and silhouettes.



**Park56 at the Americana**

📍 8444 Lundy's Lane

Nestled amongst the beautiful and tranquil gardens is Niagara's newest ceremony location!



**Rangeela Paan**

📍 4681 Queen St

Delicious Indian Street Food.



**Red Barn Organics**

📍 4584 Queen St

Experience the taste of organically farmed meats.



**Rogers Tennis Dome**

📍 6980 Kalar Road

Tennis and pickleball centre creating tennis players for life.



**Rolly & Bubbly**

📍 3505 Portage Road

Bubble tea and ice cream.



**Shelby's Legendary Shawarma**

📍 6240 McLeod Rd

Reinventing Shawarma is a passion that you can taste. A passion we're proud to share.



**Simar's Barbershop**

📍 6240 McLeod Rd

A barbershop committed to quality haircuts and exceptional customer service at affordable prices.



**Sun-Cor Unlimited Inc.**

📍 4365 Queen St

With a passion for education and empowerment, Sun-Cor helps migrants study, work and live in Canada.



**Sweet Mango Sugaring**

📍 6251 O'Neil St

Niagara's best sugaring hair removal.



**Taco Bell**

📍 3770 Montrose Rd

Serving delicious and fresh, made-to-order, customizable, Mexican-inspired food.



**Timmy's Tanür**

📍 4465 Drummond Rd

A Mediterranean eatery with a array of manakish, flatbreads, shawarmas, kebabs, pizzas and more.



**Unified Hair Studio**

📍 4949 Victoria Ave

Helping people look good and feel good.



**Your Pain Free Laser Clinic & Beauty Bar**

📍 13-6100 Thorold Stone Rd

Pain free laser and hair restoration clinic, providing a one stop for all client needs.



# 2024 SBEC Highlights



Conducted over 15 free workshops, seminars, and webinars in collaboration with esteemed local partners, including the Niagara Falls Innovation Hub, YMCA Niagara, Fort Erie Job Gym, Niagara College, Brock LINC, and Venture Niagara. These sessions covered a wide range of topics, such as legal and financial considerations for small businesses, marketing and branding, photography basics, HR foundations, steps to starting a business, with over 130 attendees combined.

Organized and hosted a visit by Hon. Nina Tangri, Associate Minister of Small Business, in partnership with the Niagara Falls Innovation Hub's Magnificent Women's Market. The event highlighted the crucial role small businesses play in driving the economy, with Minister Tangri's advocacy supporting their continued success.

Facilitated a panel discussion for the South Niagara Chamber of Commerce's International Women's Day celebration, featuring inspiring stories and achievements of SBEC clients.

Participated in Niagara Falls' first Black History Month pop-up market, "UMOJA," held at The Exchange, celebrating local Black entrepreneurs and their businesses.

Partnered with the "Foodpreneur Advantage" program as a delivery partner, introducing a quarterly series of seminars aimed at supporting food ventures and startup food manufacturers.

Grant Programs Supported: My MainStreet grant, RAISE grants, Canadian Digital Adoption Program grant, Summer Company and Starter Company Plus.



## 2024 SBEC STATISTICS & METRICS



2,368  
Inquiries



458  
Consultations



93  
Businesses Started



134  
Jobs Created





# Summer Company 2024



Grants given out:  
8



Dollar grant value:  
\$24,000



**Nevermind Apparel** | *Abdul Kunna*  
Uniquely designed streetwear.

**Vertmix** | *Cameron Carvalho*  
Transforming ideas into immersive digital experiences.

**Lemonada** | *Faria Bilal*  
Freshly squeezed lemonade available at supper and farmer markets.

**EcoWash** | *Graham Midgley*  
Eco friendly pressure washing service focusing on soft washes for homes, driveways and decks.

**Titan Cleanz** | *Mateo Roman*  
Broad range of services from home window cleaning to pressure washing of boats, trailers, decks, and driveways.

**French Niagara Tennis** | *Theo Millian*  
Tennis lessons for both children and adults, combining the love for sports and language to create a unique bilingual learning experience.

**Stemming Sisters** | *Riya Kapuria*  
STEM-based workshops for girls grades 1-3.

**KayKay's Crochet** | *Nicole Animshawun*  
Handmade crochet items, clothing and custom pieces.

# Starter Company Plus 2024

 **75**  
Program participants

 **13**  
Grant recipients

 **Grant dollar value**  
**\$65,000**

 **56%**  
of the participant businesses were in the Start-up stage, and there were 44 businesses started or expanded in results of this cohort.



## Success Stories



**MELISSA BUREY | GRACE ACADEMY**

4675 Queen Street, Niagara Falls

A newly established private school in downtown Niagara Falls, Ontario, provides a supportive environment where every child is valued and empowered to reach their full potential through personalized learning.

 [www.graceacademy Niagara.ca](http://www.graceacademy Niagara.ca)



**SANDRA SAWCHUK | CANNA AROMAS**

Specializing in natural, beautifully scented candles, soaps, and room sprays, Canna Aromas brings handcrafted quality and care to every product. Visit their booth every Saturday at the Niagara Falls Market at The Exchange.

 [@cannaaromas](https://www.instagram.com/cannaaromas)



**SRDJAN KNEZEVIC | TOP AUTO**

TOP AUTO Service Centre is a trusted provider of reliable, high-quality automotive care in Niagara Falls. Established by a team of automotive professionals with a passion for excellence, Top Auto Service Centre is dedicated to delivering exceptional service and fostering lasting customer trust.

 [www.topautosoc.com](http://www.topautosoc.com)



**SARA SOMERVILLE | ICONIC ARCHITECTURE**

Iconic Architecture, led by Sara, brings over 20 years of experience in creating innovative, sustainable spaces. Her design philosophy focuses on user experience, sustainability, and environmental impact, delivering functional and aesthetic solutions.

 [www.iconicarchitecture.ca](http://www.iconicarchitecture.ca)



**YUNHUI O | CAFÉ DALBODRE**

Café Dalbodre takes its name from the pure Korean word for “sweet.” The café specializes in desserts and coffee, drawing inspiration from traditional Korean flavours and recipes to create a unique and delightful experience.

 [@dalbodre\\_canada](https://www.instagram.com/dalbodre_canada)



**MARYBETH HAINES | HARMONIC EGG NIAGARA**

Harmonic Egg Niagara offers a unique, non-invasive experience with the Harmonic Egg™. This advanced energy technology combines sound and light to create a powerful environment that helps reduce stress and promote relaxation.

 [www.harmoniceggniagara.com](http://www.harmoniceggniagara.com)



# Niagara Falls Initiates Development of New Official Plan

2024 saw the project initiation of a new Niagara Falls Official Plan – a new long-term land use vision to 2051 that guides the City through a future of unprecedented growth while providing a high-quality living experience for residents and visitors from around the world.

The City engaged a professional planning consultant, The Planning Partnership in early 2024 to lead the project with a full community engagement program – gathering public input and updating legislative requirements to create a new planning approach and user-friendly document.

The City held open houses in June and provided Council with an update report. Background research and discussion papers were completed to explore community priorities on a variety of topics.

## Discussion topics included at Niagara Falls through the lens of:

- + Cultural City
- + Connected & Mobile City
- + Attractive City
- + Green & Resilient City
- + Growing City
- + International City

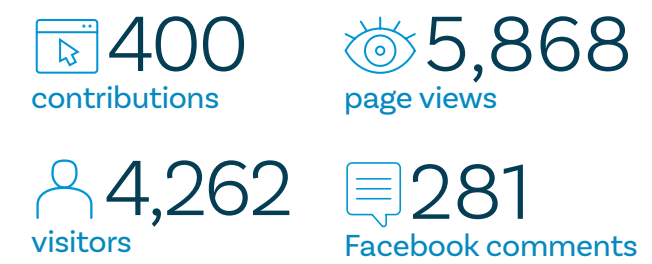
Work is ongoing with a policy directions report and further public input and council updates forthcoming. The New Official Plan is expected to be brought to council for approval in late 2025.

[letstalk.niagarafalls.ca/nfplan](https://letstalk.niagarafalls.ca/nfplan)

## Public Engagement



## Let's Talk Niagara Falls Web Page



## Youth Engagement





# Niagara Falls MUSIC CITY NORTH!

NIAGARA FALLS  
**MUSIC CITY**  
STRATEGY

Throughout 2023 and 2024, the City of Niagara Falls worked with Sound Diplomacy to develop a Music City Strategy, made possible by a funding contribution from the Federal Economic Development Agency for Southern Ontario (FedDev).

The Music City Strategy is an effort to diversify the city's booming tourism sector, develop the local music ecosystem, and build Niagara Falls' identity as the entertainment capital of Canada.

In May 2024, Council approved the Music City Strategy. Objectives of the strategy include:

- ♪ *Develop Niagara Falls' identity and vision as the Entertainment Capital of Canada.*
- ♪ *Drive tourism receipts through music tourism.*
- ♪ *Cultivate a sense of ownership of the music ecosystem by working with the local community.*
- ♪ *Discover what music assets Niagara Falls currently has and what it is lacking by mapping the City's music ecosystem and creating a set of regional, national and international benchmarks to measure it against.*
- ♪ *Formalize music in Niagara Falls by developing a comprehensive framework of strategies and best practices.*

- ♪ *Grow music tourism by improving the City's music offering and associated promotion strategy.*
- ♪ *Create a sense of community by bringing the Niagara Falls music industry together.*

The City's five-year Economic Development Strategy, approved by council in the Fall of 2023, identified making Niagara Falls a music destination as one of the eight key initiatives to maximize economic development outcomes.

Analysis show the music sector in Niagara Falls generates an economic impact of \$107 million in output, contributing a total of \$52.9 million in gross value added (GVA) to the local economy. In addition to contributing to the local economy, music can help to foster diversity, recognition, and inclusion across different communities.

It can also act as a platform for new expression of creativity, which can encourage tourism; contributing to Niagara Falls' goal of building a reputation as the entertainment capital of Canada.



# THE EXCHANGE

## Grand Opening

February 17, 2024 saw the Niagara Falls Exchange hold its official opening which featured various art installations, live music, activities and vendors. Visitors also had the chance to explore the new Arts & Culture facility, including the Market Hall, and Artist & Woodworking Studios.

The Exchange is a 10,000-square-foot indoor/outdoor multipurpose event space created to foster and incubate the city's Food, Music, Art and Culture scenes. The Exchange is a popular event space in Niagara Falls and the epicentre of Niagara Falls Arts & Culture.

**FEATURES INCLUDE:** MARKET HALL | ARTIST STUDIOS | WOODWORKING STUDIO | GALLERY | CAFÉ | ARTS & CULTURE WALL OF FAME



[nfexchange.ca](http://nfexchange.ca)



## Niagara South Hospital Site Progressing WELL!

**Construction of the new Niagara Health South Niagara Hospital Site is well underway with 2024 bringing with it a new site of milestones.**

This integral part of a connected healthcare system will include 469 beds and 1.3 million square feet of cutting edge medical care. The South Niagara Hospital will be a Centre of Excellence in complex care, wellness in aging, and stroke care.

In September 2024, Niagara Health announced that the Niagara South Hospital Project achieved WELL precertification – an international scientifically developed and independently verified tool to help design buildings and measure/monitor their impact on the health and well-being of occupants. Once fully WELL certified, this site will become the first hospital in Canada with this certification. Construction is ongoing and on pace to meet a Summer 2028 opening.

# University of Niagara Falls Officially Opens Its Doors

A new chapter in higher education began in Niagara Falls in September, with the grand opening of the University of Niagara Falls Canada (UNF). A ribbon-cutting ceremony marked the official launch of a university designed to drive innovation, transform education, and contribute to the revitalization of the city's downtown core.

Led by Cyndi McLeod, CEO of Global University Systems Canada (GUS Canada) and UNF's inaugural president, the institution is committed to delivering cutting-edge programs that prepare students for the demands of the digital economy. "As we open these doors, we are not simply unveiling a new institution – we are helping to shape the future of this community," McLeod said.

The event drew dignitaries, faculty, staff, and community leaders who toured the modern campus, housed in the newly renovated Hatch Building. UNF welcomed its first students in April 2024 with Master of Data Analytics and Master of Management programs. In October, over 1,000 students joined five programs, including Honours Bachelor of Business Administration and Honours Bachelor of Science – Biomedical Sciences.

With more than 100 full-time jobs already created, UNF is expected to significantly impact the local economy.

**“This new campus will drive economic growth for Niagara Falls and beyond,”**

said Nolan Quinn, Ontario's Minister of Colleges and Universities.

Looking ahead, UNF plans to expand with a purpose-built campus featuring student accommodations, reinforcing its role as a transformative force in the city's future.



SPECIAL PROJECT / GOVERNMENT

## UNF Inaugural Programs

### UNDERGRADUATE

- Honours Bachelor of Business Administration
- Honours Bachelor of Science in Biomedical Sciences
- Pre-Med Pathway

### GRADUATE

- Master of Arts in Digital Media and Global Communications
- Master of Data Analytics
- Master of Management





# The Niagara Falls Innovation Hub

## KEY HIGHLIGHTS

### The NICHE Initiative

Niagara Innovation Cluster Helping Entrepreneurs (NICHE) is a program dedicated to empowering entrepreneurs and advancing Niagara Region's core sectors. Supported by \$97,000 in provincial funding, NICHE offers tailored high-level networking events, expert-led piloting opportunities for business validation, and specialized programming through its IRP Accelerator. By fostering collaboration among startups, industry leaders, and innovators, NICHE drives transformative ideas, sustainable growth, and economic development in the region.

### Community Champions

A major milestone was celebrated with its inaugural Advisory Board meeting, hosted at the University of Niagara Falls Canada. Featuring accomplished professionals from organizations like Sullivan Mahoney, Niagara Parks, Niagara Industrial Association, and Niagara Health, the board provides mentorship, expertise, and strategic insights to help local businesses thrive. This milestone reinforces the Hub's dedication to collaboration, innovation, and strengthening Niagara's business ecosystem.

### Exceptional Funding Resources for SME's & Startups

Through the launch of an investor network and partnerships with organizations like Blue Ocean Angels, entrepreneurs gain access to valuable investment opportunities. Small business financing options are also available through trusted partners, including Meridian, Money Mint, Futurpreneur, and FirstOnes Capital, providing tailored solutions to support innovation and business expansion.

## 2024 STATS

- + **80+** New Companies Supported
- + **135+** New Jobs Created by member companies
- + **\$8 Million** in Revenue Generated by new commercialized companies
- + **15** New Intellectual Property Filings
- + **1,500+** Support Hours Delivered (coaching, events, workshops)

## 2024 STATS PARTNERSHIPS

- + **Niagara Industrial Association**
- + **The Money Mint**
- + **FirstOnes Capital**
- + **McCall MacBain Foundation**
- + **Technation**
- + **Grow Community Kitchen**
- + **Niagara Falls Public Library**





# Core Programming

→ **Investor Readiness Program (IRP): Empowering High-Growth Companies**

A program designed to equip high-growth companies with the tools and insights needed to attract investment and scale successfully. With guidance from newly appointed Experts-in-Residence—Laurent Balenci, Melanie Sodka, Enmanuel Rumbos, and Raymond Simmons – the program offers tailored accelerator coaching and strategic support. IRP is designed to help businesses refine their strategies, connect with investors, and achieve sustainable growth.

→ **E=STEAM: Inspiring the Next Generation of Innovators**

E=STEAM (Entrepreneurship = Science, Technology, Engineering, Arts & Math) is Niagara’s only field-trip program designed to foster creativity, innovation, and STEAM skills in an inclusive learning environment. In its first year, the program engaged over 1,000 Grade 8 students across eight municipalities, delivering more than 150 hours of hands-on STEAM learning. By introducing students to cutting-edge technology and entrepreneurial pathways, E=STEAM inspires a commitment to higher education and future careers in STEAM fields.

→ **Magnificent Women’s Market (MWM): Empowering Women Entrepreneurs**

In 2024, the Magnificent Women’s Market (MWM) enrolled 27 local, women-owned businesses, providing them with opportunities to grow and thrive. The program hosted 45 community events, welcomed over 500 customers, and supported the development of 18 new products and services. By fostering innovation and collaboration, the market continues to empower women entrepreneurs and strengthen Niagara’s business community.



## Alumni Spotlight: Success Stories Taking Root and Growing Strong

### Infinite Harvest Technologies

Continues to revolutionize urban agriculture with its sustainable food waste processing system and was awarded \$60,000 from pitch competitions in 2024.

### Leaf Automation

Collaborates with Arterra Wines on a Wine Tasting Journal app that allows wineries to collect customer feedback through tasting notes. This app turns tastings into valuable data, helping wineries improve sales, loyalty, and customer engagement.

### Corks and Bubbles

Expanding their tourism retail presence with Maple Leaf Place, Niagara Parks’ McFarland House, The Butterfly Conservatory, and The Power Station.

### OptAway

Now available in Commisso’s, Sobey’s, Foodland, and Home Hardware, offering natural, eco-friendly odor neutralizers that eliminate odors rather than masking them.



**SCAN TO LEARN MORE**   
 about how to become a member or get involved in the community.

# Almost \$500 million in new permits!

## TOTAL 2024 PERMIT VALUE



**INDUSTRIAL**

\$42,689,392



**COMMERCIAL/  
INSTITUTIONAL**

\$246,745,347



**RESIDENTIAL**

\$205,530,884



**7219 Sharon Avenue  
THE DRUMMOND BY LIVEWELL**

The Drummond is a 50-unit boutique rental community in south Niagara Falls. Located at McLeod Road and Sharon Avenue. The development, completed in 2024, offers a full suite of premium building and unit amenities, including 9-foot ceilings, luxury flooring and premium countertops in each unit.



**7277 Wilson Crescent  
THE BOHO**

Build Up Development Co completed construction of The Boho, a 27 unit boutique development of 3-storey stacked townhomes designed by Organica Studio. Located on the south side of McLeod Road, west of Wilson Crescent and east of Merritt Avenue in the Drummond Heights Neighbourhood, this development highlights the residential growth along the McLeod Road corridor.

 [www.thedrummond.ca](http://www.thedrummond.ca)



# New Developments



## PROPOSED / APPROVED NEW DEVELOPMENT PROJECTS, 2025

ISSUED	STREET	HIGHLIGHTS
January 23, 2024	Montrose Rd	91 townhouse units across 18 blocks
March 19, 2024	Drummond Rd	12 townhouse units in 4 blocks, together with 6 accessory units
February 29, 2024	Lundy's Lane	10-storey mixed-use building with 1,330 sq.m. of commercial space and 192 residential units
March 19, 2024	Montrose Rd	83 townhouse dwelling units in 14 blocks
March 19, 2024	Mountain Rd / St. Paul Ave	5-storey, 71 unit apartment building
March 19, 2024	Kalar Rd	84 back-to-back townhouse dwellings and 29-block townhouse dwellings
March 19, 2024	Drummond Rd	12 townhouse dwelling units in 4 blocks with 6 accessory dwelling units
March 19, 2024	Montrose Rd	83 townhouse dwelling units in 14 blocks
March 19, 2024	Montrose Rd	91 block townhouse dwelling units
April 30, 2024	Dunn St	72 stacked townhouse dwellings
May 28, 2024	Oakwood Dr	255 townhouse dwellings and up to 46 additional dwelling units
May 28, 2024	Lundy's Lane	68 stacked townhouse dwellings and 4 commercial units fronting Lundy's Lane
June 18, 2024	Portage Rd	Two towers (29- and 38-storeys) with 812 apartments
June 18, 2024	Main St	20-storey building containing 193 dwelling units
July 16, 2024	St. John St	6 detached dwellings
August 13, 2024	Drummond Rd	A 192-bed long term care facility with associated clinic use.
August 13, 2024	St. Paul Ave	Two towers (max. 15- and 19-storeys), with a total of 295 dwelling units
September 10, 2024	Fourth Ave	5 stacked townhouse blocks for a total of 72 two-bedroom dwelling units
September 10, 2024	Ferry St / Clark Ave	Hotel with two 30-storey towers, containing 548 hotel rooms
October 01, 2024	Fallsview Blvd / Stanley Ave	58-storey mixed use development consisting of two towers and 7-storey parking garage
October 22, 2024	Lundy's Lane	Two 9-storey apartment buildings with 25 units each



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