



City of Niagara Falls, New York

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As mayor of the City of Niagara Falls, New York I am working with a clear vision and action strategy to focus public and private sector initiatives and reinvestment that can leverage our city's key economic and cultural drivers. There is no doubt the time to be proactive is now. Get in on the action as we rebuild anew, with the goal of repositioning Niagara Falls as one of the most economically and culturally vibrant places. Working together with a shared sense of purpose, I strongly support the efforts of Niagara Falls Redevelopment in marketing Niagara's opportunities, in seeking additional partners, and in achieving their quest to redevelop over 100 acres of property in the downtown adjacent Niagara Falls State Park.

Niagara Falls is one of the most recognizable destinations in the world. The allure of Niagara Falls' unique natural beauty ensures its ability to attract visitors from all over the world. Yet in addition to its rich cultural heritage, Niagara also benefits from year-round visitation to the Seneca Niagara Casino. Together these two attractions serve to anchor the city's tourism sector while creating redevelopment opportunities second to none.

Located strategically on the USA/CAN border, at the western end of New York State, we are just 20 miles north of Buffalo and 90 miles south of Toronto. Not only are we an international gateway city, we have 55% of the U.S. population and 65% of the Canadian population, we have 125 million people living within a day's drive, and we have 12 million annual visitors, which is a number that has grown even through this economic recession. The upside potential of the opportunities here are truly immeasurable.

Investing in Niagara Falls therefore seems a wise strategy. Recent research has reinforced what we locally sense instinctively. Namely, that the best business development opportunities are for: upscale hotel rooms, retail and entertainment offering, conferences support venues, and new downtown housing. The City for



its part is making strategic investments to ensure that Niagara Falls is a great place to live and work for years to come. Likewise, it is committed to assisting NFR with their marketing efforts promoting the city as the new millennium's next great tourism destination and economic opportunity. We are ready for new investment and stand ready to help you join in achieving Niagara Falls' future.

Again, I encourage you to fully consider the development potential that NFR is promoting as a part of the effort to expand tourism business opportunities in downtown Niagara Falls, NY. Our Economic Development team has a very good working relationship with NFR and will continue to work with them as well as any potential new partners.

Sincerely,



Paul A. Dyster, Mayor
City of Niagara Falls, NY