



MEDIA RELEASE

Tourism Business Retention and Expansion Program Set to Launch

For Immediate Release

September 6, 2022

The economic well-being of Niagara-on-the-Lake is based on our existing businesses. In recognition of this, the Town is leading an economic development project known as the Niagara-on-the-Lake Tourism Business Retention and Expansion Program (BR&E), in cooperation with the Niagara Region Economic Development office, the Niagara-on-the-Lake Chamber of Commerce and Tourism Niagara-on-the-Lake.

“The Tourism BR&E project is a community-wide effort that incorporates personal business visits to communicate with our local businesses and identify opportunities and needs for future growth,” stated Lord Mayor Betty Disero. “This process is anticipated to help inform future tourism-related strategies and activities within the Town.”

Beginning September 19, 2022, one hundred Niagara-on-the-Lake tourism businesses will be given the opportunity to voice their opinions about the local economy during in-person interviews with Town Staff and trained volunteers.

“One objective of this program is to show the Town’s existing local businesses their importance to Niagara-on-the-Lake and help enhance our means of communication with them,” stated CAO Marnie Cluckie. “This process will help Staff to identify the needs, concerns, and opportunities of existing tourism businesses so that, where appropriate, local action can be taken to respond to these needs or development opportunities. Findings of this program will help inform the Town’s forthcoming Tourism Strategy.”

“The purpose of these interviews is to collect data that will indicate the future plans and needs of local businesses and how they view Niagara-on-the-Lake as a place to do business,” says Project Facilitator Kathy Weiss. “The cooperation and collaboration from the local business community is the foundation of this project’s success. I look forward to leading this project and working with our team to see its successful execution.”

BR&E programs have been implemented in hundreds of rural and urban communities across North America. The results of the BR&E survey will be presented to Council in the spring of 2023.

If you own a tourism business in Niagara-on-the-Lake and would like to participate in this process, please contact Kathy Weiss, Project Facilitator, at 289-928-3110 or Kathy.weiss@notl.com.

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Media contact:

Marah Minor, Community Engagement and Communications Coordinator
905-468-3266 | communications@notl.com