

## **MEDIA RELEASE**

# **Niagara-on-the-Lake Receives Funding for Digital Information Boards**

Information boards will enhance service levels and the customer's journey at Town facilities

**For Immediate Release**

**May 2, 2022**

The Town of Niagara-on-the-Lake is pleased to announce it has received a \$107,300 Resilient Communities Fund grant from the Ontario Trillium Foundation (OTF). This funding will support the purchase of five digital information boards for Town recreation facilities.

To support the active lifestyles of residents and the Town's efforts to provide customer service excellence, these digital information boards will present a polished, professional, and sanitized service option at the Community Centre and arenas.

"Coming out of COVID-19 our province needs to invest in making our Town more accessible and safer using the lessons we learned from the pandemic," said Niagara Falls MPP Wayne Gates. "Securing this funding means we're able to modernize the Town's amenities and achieve those goals. I am very happy to see these dollars come to our Town and invest in services that benefit our residents and those who visit us."

Three floor models will be installed at the Centennial Arena, Meridian Credit Union Arena, and Community Centre, and two portable units will float between the additional entrances at the Community Centre and the Courthouse when special events are held. The software will allow residents to quickly and easily find what room their scheduled programming is in and allow for the unique programming of maps to local restaurants, hotels, cafés, and shops.

"The new touch-screen, digital information boards support the Town's efforts toward continuous improvements by adapting the delivery of programs and services to meet the needs of the community, employees, and volunteers," stated Lord Mayor Betty Disero. "Town Council and Staff are committed to meeting the needs of residents and community members through a safe and easy delivery of programs and services."



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“This modernization feature will positively impact residents who utilize our Town facilities and provide a digital service alternative,” stated CAO Marnie Cluckie. “Staff strive to provide outstanding service levels, and the digital information boards will enhance the customer’s journey by helping them obtain the information they need quickly and effectively.”

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit [otf.ca](https://otf.ca) to learn more.

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