

# Niagara Holiday Market Stakeholders Report April 30, 2012



Part 1

# The Niagara Holiday Market Report



## **Niagara Holiday Market**

### **Report to Stakeholders**

The Niagara Holiday Market (the “Market”) was a 37 day event that brought activity, commerce and holiday spirit to downtown Niagara Falls, NY, during the 2011 holiday season. The Conference & Event Center Niagara Falls and Old Falls Street, USA (managed by Global Spectrum) assisted with the maintenance and execution of the events along Old Falls Street, USA.

The event achieved its principal goals by activating a normally-dormant downtown Niagara Falls during an off-season period with economic and visitor activity; generating affirmative publicity and attention for Niagara Falls as a holiday destination; and, the creation of a family-friendly, exciting attraction in the heart of our City that resulted in economic activity, spin-off to neighborhood businesses and a warm, engaging experience.

Being a first-year and unproven event that was executed during an extraordinarily-tight timeframe (in reality, about 90 days), the outcome netted positive for the Old Falls Street, USA corridor and the overall Niagara Falls community.

The following is a detailed report as stipulated in the Memorandum of Understanding between the funding partners that includes:

- Sources of Funding to Launch the Market
- Vendor Booths
- Advertising of Event
- Vendor Commitments/Backouts
- Evaluations of Participating Vendors
- Events Held in Conjunction with the Niagara Holiday Market
- Attendance
- Ice Rink
- Event Security
- Financial Statement
- NHM Final Bank Account Balance
- Stakeholder Feedback (Hotels & Restaurants)
- Testimonials of the Niagara Holiday Market

Also, attached are the Niagara Holiday Market’s balance sheet and the gross income statement that have been created and audited by Global Spectrum and the accounting firm Freed Maxick, of Buffalo, NY. Global Spectrum has performed several financials tests from the corporate finance division as well as through Freed Maxick.

Global Spectrum performed the duties as agreed upon in the Memorandum of Understanding as the escrow supervisor; Global Spectrum was not the manager or promoter for the Niagara Holiday Market. Global Spectrum management in Niagara Falls, NY, agreed to oversee the financial aspects of the public funds put

fourth for the launch of the Market. The information in this report is based on the knowledge of Global Spectrum with assistance of Brix Niagara.

### **Sources of Funding to Launch the Market**

1. The Niagara Holiday Market was a collaborative funding of the City of Niagara Falls (\$225,000); USA Niagara Development Corp. (\$225,000), Global Spectrum/Old Falls Street (\$15,000)
2. In addition to the aforementioned cash sponsorships, the Market's partners provided myriad in-kind sponsorships to support the event. Those were in the form of free advertising, remote broadcasts, broadcast features, giveaways/promotional events, hospitality credits and similar offerings. The Market and its partners projected those values as the following:

✓ Buffalo News	\$30,000.00
✓ Entercom Broadcasting	\$40,000.00
✓ Seneca Niagara Casino	\$20,000.00
✓ Sheraton at the Falls	\$5,000.00
✓ Niagara Gazette	\$10,000.00
✓ Comfort Inn at the Pointe	\$5,000.00
Total	\$110,000.00


















3. The Sponsorships that were secured totaled of \$199,025 from the following:







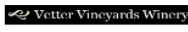

- Blue Cross/Blue Shield  
WNY
- Wegmans
- NF Bridge Commission
- Sahlen's
- Seneca Niagara Market
- J&M Distributing CERTO  
Bros
- Upstate Niagara
- First Street Group
- Mt. St. Mary's Hospital
- Steuben Sales
- Try It Distributing
- Global Spectrum  
Corporate
- KeyBank
- Sheraton
- Inergex
- Buffalo Wild Wings
- Comfort Inn
- National Grid
- NCCC
- NYSERDA

***\*\*Due to confidentiality agreement and contracts with the above listed organizations the monetary amount that was received as support to the Niagara Holiday Market cannot be shared as public information. Global Spectrum and Freed Maxick both have verified that all funds were deposited directly into the HSBC Checking account set up for the Niagara Holiday Market. Global Spectrum management was responsible for all oversight of these transactions.\*\*\****









## **Vendor Booths**


- There were 30 vendor booths constructed as well as a cooperative market for the merchants to promote and sell their merchandise. The soliciting and negotiating of the vendor booths and merchandise was between Brix Niagara and the individual merchants.
- The Vendors who participated are as follows:

VENDOR	PRODUCT	WEBSITE	SESSION
 Melissa and Doug	Toys	<a href="http://www.melissaanddoug.com">www.melissaanddoug.com</a>	All 37-Days
 Biscoff Gourmet	Specialty Food	<a href="http://www.biscoff.com">www.biscoff.com</a>	All 37-Days
 Menne Nursery	Holiday Décor	<a href="http://www.mennenursery.com">www.mennenursery.com</a>	All 37-Days
 Etsy Studio	Artisan	<a href="http://Etsy Studio Vendors">Etsy Studio Vendors</a>	All 37-Days
 464 Gallery	Artisan: Painting/Prints	<a href="http://www.464gallery.com">www.464gallery.com</a>	All 37-Days
 andBuffalo	Clothing	<a href="http://www.andbuffalo.com">www.andbuffalo.com</a>	All 37-Days
 Barker Chocolate Box	Specialty Food	<a href="http://www.barkerchocolatebox.com">www.barkerchocolatebox.com</a>	All 37-Days
 Blush	Jewelry & Accessories	<a href="http://www.shopblushny.com">www.shopblushny.com</a>	All 37-Days
 Buffalo Sabres Store	Clothing for All	<a href="http://www.sabres.nhl.com/club">www.sabres.nhl.com/club</a>	All 37-Days
 Chuck Alaimo Photography	Photography	<a href="http://www.chuckalaimo.com">www.chuckalaimo.com</a>	All 37-Days
 Delish and Zillicakes	Specialty Food	<a href="http://www.delishelmwood.com">www.delishelmwood.com</a> <a href="http://www.zillicakes.com">www.zillicakes.com</a>	All 37-Days
 DiCamillo Bakery	Specialty Food	<a href="http://www.dicamillobakery.com">www.dicamillobakery.com</a>	All 37-Days
 Downtown Chic Boutique	Gifts and Accessories	<a href="http://www.downtownchicboutique.vpweb.com">www.downtownchicboutique.vpweb.com</a>	All 37-Days
 Elizabeth House B and B / The Village Inn Restaurant	Specialty Food	<a href="http://www.elizabethhousebandb.com">www.elizabethhousebandb.com</a>	All 37-Days
 Jabco General Store & The Gift Loft	Gifts and Apparel	<a href="http://www.shopbuffalo.com/thegiftloft">www.shopbuffalo.com/thegiftloft</a>	All 37-Days
 K9 Krunchers	Gourmet Dog Treats	<a href="http://www.k9krunchers.webstarts.com">www.k9krunchers.webstarts.com</a>	All 37-Days
 Kornerstone Coffee	Specialty Food	<a href="http://www.kornerstonecoffee.com">www.kornerstonecoffee.com</a>	All 37-Days

VENDOR		PRODUCT	WEBSITE	SESSION
	Niagara Soapworks	Bath & Beauty	<a href="http://www.niagarassoapworks.com">www.niagarassoapworks.com</a>	All 37-Days
	Sample	Specialty Food	<a href="http://www.samplerestaurantbuffalo.com">www.samplerestaurantbuffalo.com</a>	All 37-Days
	Sew Tres Chic	Custom Monogramming & Gifts	<a href="http://www.etsy.com/shop/sewtreschic">www.etsy.com/shop/sewtreschic</a>	All 37-Days
	Sparkle	Jewelry	<a href="http://www.facebook.com/pages/Sparkle">www.facebook.com/pages/Sparkle</a>	All 37-Days
	Streamline	Specialty Gifts	<a href="http://www.streamlinenyc.com">www.streamlinenyc.com</a>	All 37-Days
	UB2	Clothing for Kids	<a href="http://www.urbanbabybonnets.com">www.urbanbabybonnets.com</a>	All 37-Days
	Vetter Vineyards Winery	Wine	<a href="http://www.vetterwinery.com">www.vetterwinery.com</a>	All 37-Days
	Woodbury Vineyards	Specialty Food	<a href="http://www.woodburyvineyards.com">www.woodburyvineyards.com</a>	All 37-Days

#### Short-Term Season.

VENDOR		PRODUCT	WEBSITE	SESSION
	L&J Creations	Artisan: Crafts	<a href="http://www.landjcreations.com">www.landjcreations.com</a>	Nov 25 to Dec 4
	The Orange Owl	Artisan: Bath and Beauty	<a href="http://www.theorangeowlshop.com">www.theorangeowlshop.com</a>	Nov 25 to Dec 4
	Visions of Sugar Plums/Tripleberry Farm	Specialty Food	<a href="http://www.visionsofsugarplums.i8.com">www.visionsofsugarplums.i8.com</a>	Nov 25 to Dec 4
	Jovan Jane	Accessories	<a href="http://www.jovanjane.com">www.jovanjane.com</a>	Dec 2 to Dec 13 Dec 26 to Jan 1
<b>Keepsake Ornaments</b>	Keepsake Ornaments	Artisan: Crafts	--	Dec 7 to Dec 13
	Kynk Naturals	Bath & Beauty	<a href="http://www.kynk.ca">www.kynk.ca</a>	Dec 2 to Dec 11 Dec 22 to Jan 1
<b>Copperman</b>	Copperman	Artisan	<a href="http://www.sites.google.com/site/whimsicalcopperman">www.sites.google.com/site/whimsicalcopperman</a>	Dec 9 to Dec 24
	Singer Farm Naturals	Specialty Foods	<a href="http://www.singerfarmnaturals.com">www.singerfarmnaturals.com</a>	Dec 9 to Dec 18
	32 Degrees	Accessories	<a href="http://www.shop32degrees.com">www.shop32degrees.com</a>	Dec 15 to Jan 1
	Einat Agmon Artisan Jewelry	Jewelry & Accessories	<a href="http://www.einatagmonjewelry.com">www.einatagmonjewelry.com</a>	Dec 15 to Dec 24
<b>Honeygirl Ornaments</b>	Honeygirl Ornaments	Gifts	<a href="http://www.funkyfurnishings.net">www.funkyfurnishings.net</a>	Dec 15 to Dec 24

VENDOR	PRODUCT	WEBSITE	SESSION
	Wild Things Jewelry	<a href="http://www.wildthingsartisans.com">www.wildthingsartisans.com</a>	Dec 15 to Dec 24











Explore the season's grand food hall, with gourmet flavors and treats from the region's best cooks, bakers and purveyors. Here, you'll find great names like Chrusicki Bakery, Sarah Walley Macarons, Niagara Popcorn, Brothers of Mercy Foundation, & Blackman Homestead Farm. Your one-stop shop for the divine and delicious.

VENDOR	PRODUCT	WEBSITE	SESSION	
	Adam's Apples	Specialty Candied Apples	<a href="https://www.facebook.com/pages/Adams-Apples">www.facebook.com/pages/Adams-Apples</a>	All 37-Days
	Bavarian Nut Company	Gourmet Nuts	<a href="http://www.bavariannut.com">www.bavariannut.com</a>	All 37-Days
	Blackman Homestead Farm	Jams, Fruit Preserves, Gift Boxes	<a href="http://www.blackmanhomesteadfarm.com">www.blackmanhomesteadfarm.com</a>	All 37-Days
	Brothers of Mercy Foundation	Olive Oils, Stuffed Olives	<a href="http://www.brothersofmercy.org">www.brothersofmercy.org</a>	All 37-Days
	Chrusicki Bakery	Best of Buffalo Baskets	<a href="http://www.chrusickibakery.com">www.chrusickibakery.com</a>	All 37-Days
	Massachusetts Ave Project/Growing Green Works	Salsa, Salad Dressing	<a href="http://www.mass-ave.org">www.mass-ave.org</a>	All 37-Days
	Niagara Popcorn	Popcorn	<a href="http://www.niagarapopcorn.com">www.niagarapopcorn.com</a>	All 37-Days
	Sarah Walley Macarons	Macarons	<a href="http://www.sarahwalley.wordpress.com">www.sarahwalley.wordpress.com</a>	All 37-Days

## Etsy

VENDOR	PRODUCT	WEBSITE	SESSION	
	Artyard Studio	Ceramics	<a href="http://www.etsy.com/shop/artyardstudio">www.etsy.com/shop/artyardstudio</a>	All 37-Days
	Beadwork by Amanda	Jewelry & Accessories	<a href="http://www.beadworkbyamanda.etsy.com">www.beadworkbyamanda.etsy.com</a>	Nov 25 to Dec 4
	EnviroCrafter	Accessories	<a href="http://www.envirocrafter.etsy.com">www.envirocrafter.etsy.com</a>	Nov 25 to Dec 4
	Give & Take Knits	Accessories	<a href="http://www.etsy.com/shop/giveandtakeknits">www.etsy.com/shop/giveandtakeknits</a>	Dec 15 to Dec 24
	Glowing Glass Studio	Glass	<a href="http://www.etsy.com/shop/glowingglasstudio">www.etsy.com/shop/glowingglasstudio</a>	Dec 15 to Dec 24

## Etsy

VENDOR	PRODUCT	WEBSITE	SESSION	
	Maillice in Wireland	Jewelry & Accessories	<a href="http://www.etsy.com/shop/mailliceinwireland">www.etsy.com/shop/mailliceinwireland</a>	All 37-Days
	Martinsville Emporium	Bath & Beauty	<a href="http://www.etsy.com/shop/MartinsvilleEmporium">www.etsy.com/shop/MartinsvilleEmporium</a>	All 37-Days
	Michelle's This and That	Bath & Beauty	<a href="http://www.etsy.com/shop/michellesthisandthat">www.etsy.com/shop/michellesthisandthat</a>	All 37-Days
	Mystic Bow-tique	Jewelry & Accessories	<a href="http://www.etsy.com/shop/mistymeadoww">www.etsy.com/shop/mistymeadoww</a>	All 37-Days
	Rocksbury Creations	Home & Decor	<a href="http://www.etsy.com/shop/rocksburycreations">www.etsy.com/shop/rocksburycreations</a>	All 37-Days
	The Secret Chicken	Stationary Goods	<a href="http://www.theseetchicken.etsy.com">www.theseetchicken.etsy.com</a>	Nov 25 to Dec 4
	Sunshyne Silverwear	Jewelry & Accessories	<a href="http://www.etsy.com/shop/sunshynesilverwear">www.etsy.com/shop/sunshynesilverwear</a>	Dec 2 to Dec 11
	VEGETABOWLS	Home & Decor	<a href="http://www.etsy.com/shop/vegetabowls">www.etsy.com/shop/vegetabowls</a>	Dec 2 to Dec 11



ARTISTS FEATURED IN THE 464 SQUARED STUDIO			
Caroline Bronckers	Cheryl Wnuk-Klinck	Chris Reilley	Chuck Tingley
Corey Kelley	David Pierro	Elizabeth Leader	Elizabeth Schulz
Joyce Hill	Kath Schifano	Marcus L. Wise	Marissa Lehner
Matthew Grote aka OGRE	Randy Gibson	Richard Tomasello	Tara Sasiadek
Viktoria Gostek	And Many More!		

The pricing of the booths was negotiated by Brix. There were vendors who decided to participate for a 10-day duration or the entire 37-day duration. There were last minute vendor additions based on the Market gaining promotional velocity once it was launched.

- The booths were placed on both sides of Old Fall Street, USA, from Third Street down towards the ice rink on Old Falls and First Streets. The materials for the booths were created off site and were constructed along Old Falls Street the week of Nov. 14- 26, 2011, by Cortese Brothers Construction. Cortese Brothers was responsible for the hiring of all labor along with John Eichel, as Brix Niagara's lead operational and logistics person for the Market. Paint, materials and supplies for the construction of the booths were purchased by Brix Niagara then submitted as expenses related to the event. All

expenses were verified and audited by two representatives from Global Spectrum (General Manager and Director of Finance).

- The source of power and heat for the booths was provided by Old Falls Street's operations department, the City of Niagara Falls Department of Public Works and Brix Niagara's operations team. The power came from Old Falls Street's infrastructure and from gas powered generators as well as propane heating units along the market. The electric was pulled from the city's distribution boxes, the generator was purchased by Global Spectrum and the propane was secured and provided by Irish Propane.
- The merchants/vendors were able to decorate and supply their booth with lighting and décor of their individual desire. The booths had clear span ceilings which allowed natural light to illuminate during the daytime. During the evenings, a wide variety of lighting solutions were offered; vendors chose the lighting solution that was best for their merchandise to be displayed and lighted. There were no fees charged for the electricity or the heating of the huts or tents. The fee for the propane was an expense of the Market.

### **Advertising of Event**

- The cost of the Advertising of the Niagara Holiday Market was \$103,720.25 in direct cash payments, with the media partners of the event providing significant additional in-kind advertising (see also Sponsorship Revenue for detail.) Stefanie Zakowicz is a marketing consultant who was hired to solicit sponsorship as well as coordinate advertising deals for the Niagara Holiday Market.
  - The Buffalo News was a media partner
  - Entercom Radio was a media partner
  - The Niagara Gazette was a media partner
  - The Niagara Falls Review was a media partner
  - Table Rock Printing and FedEx Kinkos created collateral
- H2 Brandworks assisted with PR/advertising coordination
  - Rosewood Signs assisted with décor and signage
- Advertising was critical to raising awareness of the Market and driving traffic to specific events within it. Channel 4 played a limited role early on in the process in broadcasting; Channel 2 provided a significant number of broadcast opportunities, as did Channel 7 and YNN.
- A number of promotions/giveaways (for event tickets and the like) were successfully executed with the media partners.

## **Vendor Commitments/Backouts**

- Brix Niagara managed the vendors, who either participated for a 10-day session or the entire 37- day duration of the Market. There were vendors who were delayed in getting their booth running due to shipment of product, permits to sell food and beverage or ability to staff their booth.

## **Evaluations of Participating Vendors**

- There are (13) evaluations received from vendors who participated in the market. Overall the responses from vendors were generally positive, although many did point out ways that the Market could be improved in the future. Many shared the range of gross sales that was earned, their overall experience, their likelihood to return as well as the likelihood to participate in a summer market. The following is a sampling of vendor responses.

*The following are a few quotes from the participants:*

- *"We're ecstatic," Chris Taylor, Chef and Owner, Roaming Buffalo food truck.*
- *"This is awesome. I really like things that have vision and to be a force of positive energy because there are so many whiners and doubters," Zilly Rosen, Zillycakes, Buffalo NY*
- *"It's a perfect venue to get my store's name out there and, I've had customers from all over Western New York and Canada. I love the whole idea, which is why I wanted to be a part of it," Heather Kalisiak, Martinsville Emporium and Etsy vendor, North Tonawanda, NY.*

*The following are vendor responses to improve upon for the future:*

- *"Heat. The heaters need to be more powerful or booths better insulated. Or Both. It gets very cold when sitting there for so many hours."*
- *"Electricity. It needs to be more consistent. Even though I had only a few lapses in service, I always on that it may go out again, leaving me without heat or light."*
- *"I would like to see the booths more uniformly decorated or lit, maybe with a simple strand of rope lights. And the open front style should have sliding plexi or glass to keep out the wind and cold."*
- *"The planning and communication could have been improved for the vendors. Facebook was a poor substitute in my opinion. For next year, increase the fees and rent two way radios not just for quick communication but for safety as well. Meetings with all the vendors before during and after the event."*

## **Events Held in Conjunction with the Niagara Holiday Market**

### **Events that were held/Free Events**

A wide variety of events were made available to the public, driving attendance, engaging marketing partners and generating publicity. Those included:

- Tree Lighting Broadcast - Nov 28

All major WNY television stations were in attendance for the lighting of the holiday tree, as well as next-day photos in the Buffalo News and Niagara Gazette. The event included an appearance by Santa, live entertainment, a figure skating performance by Niagara University's Figure Skating Club and a number of local youth musical groups. Estimated attendance was 800 guests for the evening.

- Santa's Workshop

This activity was operated by Niagara County Community College in a space provided by the Comfort Inn at the Pointe. It was an effort of NCCC's culinary program and a popular attraction for young children, which featured a visit and photo with Santa. This activity was executed with limited cost to the Market (activation of space, primarily).

- Ice Sculpture

NCCC conducted a very successful ice sculpture competition, with participating chefs and craftspeople. The event attracted significant crowds over two days.

- Tournament of Song

The Market brought in a series of area high schools to perform Christmas music "on the street." Five different schools participated. Niagara Falls High School's choir received special recognition and a number of prizes for the young people were provided by the Market.

- Beer and Wine Garden

Global Spectrum operated a beer and wine garden at the Market, with products provided by Certo Brothers. A tent provided shelter from the winter elements, a fire pit offered a warming amenity and music was provided on occasion

- Taste of the Season

This very successful event, sponsored by Wegman's, was held at the Conference & Event Center Niagara Falls over two days. Two celebrity chefs made popular appearances and a number of vendors offered tastings and samplings. Attendance was tracked at 1,845 and the feedback from vendors, in particular, was excellent. For example: "We do many events over the course of the year and I need to tell you that Taste of the Season (at the Holiday Market) was one of our most successful and enjoyable," Mike Saglian, Yancey's Fancy Cheeses.

### Events that were not held

The following is a list of events that were originally considered for inclusion in the Market but, were not held due to lack of financial support and/or time to execute effectively. None of these were actually marketed to the public or consumers once the Market was underway so, there was no misrepresentation of the experience or potential participation.

- Winter Wonderland
- Train Show
- Winter Sport Expo
- Polar Playhouse

## Concerts Held in Conjunction with the Niagara Holiday Market

The Concerts that involved the Conference & Event Center Niagara Falls and Old Falls Street, USA were as follows:

- There was no profit earned from any of the concerts nor were these events intended to draw a profit in the planning of the Market. The concerts were designed to bring awareness of the event, provide a unique holiday experience, generate foot traffic and elevate the stature of downtown Niagara Falls as a venue for world-class entertainment.
- All tickets were sold through Event Brite, an online ticket sales portal similar to Ticketmaster. The concerts did not perform well and were a large expense of the overall market. Production, guarantees, talent, and labor for the concerts have proven that the Event Center is not a facility where concert goers are accustomed to traveling for ticketed performances. Any first-year event, like this, is likely to take time to build an audience and awareness to seasonal events.
- The community seemed to appreciate the ability to access these concerts in the Niagara Falls area. The Buffalo Philharmonic Orchestra performance drew large numbers of families and children. A large number of complimentary tickets were provided throughout the community. The Market also awarded one of its voluntary choral groups a special treat as the Buffalo Academy for Visual and Performing Arts was given the opportunity to perform as the opening act for Aaron Neville, which was a once-in-a-lifetime thrill and a wonderful gesture of goodwill.

Concerts that involved the Conference & Event Center Niagara Falls and Old Falls Street, USA, were as follows:

### Paid Events

Concert tickets (per Event Brite):

Canadian Tenors	768
Aaron Neville	714
Elisabeth von Trapp	350
BPO – A Visit with St. Nick	1,359

1. **Canadian Tenors**- November 26, 2011- 768 Tickets sold @\$55, \$65 \$85 ticket prices, comps- Gross earnings were \$29,334.85

THE CANADIAN TENORS - Presented by the Niagara Falls Bridge Commission

The multi-platinum Canadian Tenors have dazzled millions of people on five continents with their exciting blend of classical and contemporary pop. With their memorable music, undeniable charm and powerful voices, The Canadian Tenors have performed on the Oprah Winfrey Show, Dr. Phil and have sung the national anthem at the NBA, MLB and NHL All-Star games. Their holiday album

entitled “The Perfect Gift” also went gold in Canada in only three weeks, and was released in the US this past holiday season. The Tenors’ Christmas Special, ‘Season of Song: The Canadian Tenors and Friends’ aired on CBC in Canada in December 2010, and brought in over a million viewers upon each airing

2. **Aaron Neville**- December 1, 2011- 714 Tickets sold @\$40, \$50, \$60 ticket prices, comps- Gross earnings were \$9,240.55

**Christmas with Aaron Neville on Thursday, December 1, 2011, 7pm**

Insightful, honest and soul-quenching voice, Aaron Neville’s angelic voice is woven into the fabric of our lives. His 1966 debut single “Tell It Like It Is” made him an overnight success and household name. Known for gentle, heartfelt vocals, he generates a magic that few, if any, singers can match. The concert event will feature the Aaron Neville Quintet and Charles Neville.

3. **Elisabeth Von Trapp**- December 12, 2011 -350 Tickets sold @ \$15, \$20, \$25 ticket prices, comps- Gross earnings were \$2,817.04  
112 Tickets sold @ \$25 ticket prices, comps- Gross earnings were \$2,817.04

**ELISABETH VON TRAPP**

For Elisabeth Von Trapp, “the sounds of music “are part of her earliest memories. Born and raised in Vermont, Elisabeth is the granddaughter of the legendary Maria and Baron von Trapp, whose story inspired The Sound of Music.

The Von Trapp Family Singers disbanded in 1957, but Elisabeth von Trapp grew up with her father's guitar playing and singing, and around the musical family's home, the Trapp Family Lodge in Stowe, Vermont. She began taking piano lessons when she was eight and by the age of sixteen she was playing guitar and traveling the back roads of New England performing with her siblings at weddings, gospel meetings and town halls.

Her musical style takes from many genres, including modern and Gregorian Chant, Hymns, Psalms and Works by Hildegard von Bingen. She appeared together with Erich Kory. She performed in the U.S., Russia and Austria, including European cathedrals and Washington D.C.’s Kennedy Center for the Performing Arts.

4. **BPO – A Visit with St. Nick**- December 22, 2011 – 1,359 Tickets sold @ \$25 ticket prices, comps - Gross earnings were \$7,062.94 , \$4,000 was donated from Global Spectrum’s corporate office to purchase tickets to provide children from the City of Niagara Falls the opportunity to experience the show.

## BPO - A VISIT WITH ST. NICK

A long-time holiday tradition at Kleinhan's Music Hall in Buffalo, the Buffalo Philharmonic Orchestra, led by conductor Paul Ferington, will add a second performance of this intimate, family-friendly extravaganza for the first time, in Niagara Falls. The Grammy Award-winning orchestra is Buffalo's cultural ambassador, performing over 120 concerts each year.

### Attendance

There was no specific means to track daily attendance or total attendance, given there that was no single point of entry or admission fee. There were a number of specific events and types of events that could indicate some detailed areas to project. For example, we know these are reliable numbers.

Concert Events (tickets sold):	3,191
Taste of the Season (entry counts):	1,845
Gilbert Perreault autograph event (entry counts):	720

Overall attendance was estimated to be approximately 75,000 guests throughout the 39-day Market. Market staff observed and noted that daily attendance was lighter in the early to midweek days of the week and much heavier on weekends. Some anecdotal reports in the media had the first weekend attendance at more than 20,000 guests.

### Ice Rink

#### Ice Skating

The ice skating rink, located in the middle of the Park Block of Old Falls Street, was operated on a daily basis throughout the Market. Skating was impacted by weather (both good and bad) during the course of the Market. A top-flight rink operation provided a high-quality ice and skating experience. The rink was most successful on New Year's Eve. The rink was also a good platform for dasher board advertising, trade-out community skating (with Blue Cross Blue Shield, in particular) and for occasional free skating for community organizations.

Cost of Ice rink: \$146,448.64

#### Ice Skate rentals:- Totaling Gross Income - \$6,463.00

Date	Total Sales	Adults	Kids	Other
25-Nov	\$120.00	7	12	14
26-Nov	\$20.00	1	3	1
27-Nov	\$30.00	2	4	2
28-Nov	\$44.00	2	7	2
29-Nov	-	0	0	0
30-Nov	\$79.00	3	12	5
1-Dec	\$53.00	2	6	4

2-Dec	\$177.00	8	13	2
3-Dec	\$358.00	26	39	16
4-Dec	\$340.00	12	43	19
5-Dec	-	0	0	0
6-Dec	\$35.00	2	5	3
7-Dec	\$50.00	3	4	8
8-Dec	\$98.00	8	9	7
9-Dec	\$268.00	17	29	10
10-Dec	\$371.00	30	41	8
11-Dec	\$66.00	5	6	0
12-Dec	\$88.00	4	9	6
13-Dec	\$56.00	3	5	5
14-Dec	\$10.00	1	1	0
15-Dec	-	0	0	0
16-Dec	\$38.00	2	3	3
17-Dec	\$240.00	16	15	9
18-Dec	\$427.00	19	48	26
19-Dec	\$70.00	4	7	9
20-Dec	\$150.00	6	11	10
21-Dec	\$27.00	3	3	2
22-Dec	\$315.00	14	32	23
23-Dec	\$305.00	18	50	14
24-Dec	\$285.00	17	37	17
25-Dec	-	0	0	0
26-Dec	\$257.00	16	30	18
27-Dec	\$468.00	33	11	23
28-Dec	\$332.00	12	30	8
29-Dec	\$234.00	13	14	20
30-Dec	\$230.00	14	17	9
31-Dec	\$835.00	56	62	63
1-Jan	-	0	0	0
<b><u>Total</u></b>	<b><u>\$6,476.00</u></b>	<b><u>379</u></b>	<b><u>618</u></b>	<b><u>366</u></b>

#### **Event Security**

- The City of Niagara Falls provided daily police support.
- US Security Associates were recruited only for the Beer Garden and for the New Year's Eve Guitar Drop event. This cost was covered by Global Spectrum/Old Falls Street, USA. Revenues earned for daily beer sales as well as for New Year's Eve went directly to Global Spectrum/Old Falls Street, USA and not to the Niagara Holiday Market.

## **Financial Statement**

- No funds from the Market (including those of the City or State) were paid to Brix and Company, Mark Rivers and/or any affiliate that was not a direct reimbursement for specific expenses that were budgeted, documented and/or verified.
- Exhibit A - Attached is Financial performance and Gross income statement of Niagara Holiday Market

## **NHM Final Bank Account Balance**

The remaining HSBC Checking account balance is \$4334.12; however, the market's final invoice was for \$32,951.00 owed to the Buffalo news for Advertising, leaving the loss of the total project at (31,765.18). USAN has paid this final invoice. The Niagara Holiday Market Bank account balance as of 4/25/12 is \$4,334.12.

There is one check currently outstanding for \$1,657.80.

In addition, there will be a correcting entry for NHM expenses paid out of the Old Falls Street bank account in error totaling \$1,494.50.

The balance remaining after these amounts clear will be \$1,181.82.

## **Stakeholder Feedback (Hotels & Restaurants)**

- The operators of the Hard Rock Cafe – Niagara Falls, USA, TGIFriday's at the Sheraton, The Sheraton at the Falls, Red Coach Inn , Legends Bar & Grill, The Quality Inn, The Giacamo Hotel, Comfort Inn The Pointe, and Wine on Third all gave positive feedback and comments on what a pleasure it was to have the increase in attendance during the 37 days of the Niagara Holiday Market. Financial information wasn't shared with Global Spectrum in regards to their individual operations, but all feedback was positive and businesses indicated that they would welcome the Niagara Holiday Market back in the future.

Attached Exhibit A- The cost to build and create the booths was \$103,280.35. Local labor was used to create and erect these structures. Cortese Brothers Construction, LLC 2004 – 2008 (2300 George Urban Blvd. - Depew, NY 14043 - 716.683.2100) was the main contractor who assembled the booths. Supplies, paint and local labor was also needed to create the temporary merchant booths. Balance Sheet also documents the costs associated with the Holiday Market. Exhibit A is a gross income statement of all funding, sponsorships, event expenses and personnel expenses for the Market.

Attached Exhibit B - Final Layout of Holiday Market

Attached Exhibit C- Advertising and Marketing of Niagara Holiday Market

## **Testimonials of the Niagara Holiday Market**

*"It's just a wonderful idea for business, and I think it makes a big difference," New York State Lt. Governor Robert Duffy*

*"I was excited about the work, but I was more excited about what it could do for Niagara Falls," Laniqua Haynes, Niagara Falls NY (and temporary retail clerk at the Market)*

*"I now see Niagara falls differently. I come upon it with different eyes." Perry Jost, Niagara Falls, NY and Elizabeth House Bed-and-Breakfast*

*"It's our tradition, after Thanksgiving, to come up here and see the lights. We're trying to carry on that tradition in a new way with the Market," Kathy Eisenried, Hamburg NY*

*"At first glance, it's an enormous success. I've just seen an energy and excitement..." Sam Hoyt, Regional President, Empire State Development*

*"We do many events over the course of the year and I need to tell you that Taste of the Season (at the Holiday Market) was one of our most successful and enjoyable," Mike Saglian, Yancey's Fancy Cheeses*

# Part 2

## Financial Report



# NIAGARA HOLIDAY MARKET

Gross Income Statement  
Period Ending Jan 1 , 2012

## INCOME

### Funding

City of Niagara Falls	\$225,000.00
USA Niagara	\$225,000.00
Old Falls Street	\$11,000.00

### Sponsorships

Blue Cross/Blue Shield WNY  
Wegmans  
NF Bridge Commission  
Sahlens  
Seneca Niagara Market  
J&M Distributing CERTO Bros  
Upstate Niagara  
First Street Group  
Mt ST Mary's  
Steuben Sales  
Try It  
Global Spectrum  
Key Bank  
Sheraton  
Inergex  
Buffalo Wild Wings  
Comfort Inn  
National Grid  
NCCC  
NYSERDA

<b>Sponsorship Total</b>	\$199,025.00
<b>Vendor Rental</b>	\$17,238.50
<b>Food show Rental</b>	\$11,350.00
<b>Concert Ticket Income</b>	\$48,630.38
<b>Consignment Vendor Sales</b>	\$6,950.00
<b>Ice Rink Revenue</b>	\$6,463.00

### Gross Operating Income

**\$750,656.88**

### Event Expenses

Advertising/Marketing	\$103,720.25
Bank Fees	\$250.96
Concert Entertainment	\$113,220.78
Consignment Vendor Payments	\$5,588.80
Decorations	\$7,122.43
Entertainment	\$3,017.50
Food Vendor Recruitment	\$5,000.00
Food Show Expenses	\$22,833.46
Ice Rink Expenses	\$148,106.44
Insurance	\$21,000.00
Landscaping	\$19,585.52
Merchant Booth Construction	\$103,280.35
Misc	\$1,101.84
Office Supplies	\$62.67
Operating Exp	\$1,902.44
Postage	\$5,579.42
Printing	\$1,172.82
Propane	\$8,342.37
Tents	\$61,182.75
Travel	\$15,188.12
Wireless access	\$870.00

### Personnel Expenses

Salaries	\$108,677.39
Part Time	\$13,485.75
Retail & Ice Rink	\$10,222.50
Santa	\$1,907.50

### EXPENSES

**\$782,422.06**

### NET LOSS

**(\$31,765.18)**

## NIAGARA HOLIDAY MARKET

Funding Received	\$ 461,000.00	<b>Gross Revenue</b>	\$ 750,656.88
Expenses Paid	\$ 782,171.10	<b>Total Expenses</b>	\$ 782,422.06
Bank Fees	\$ 250.96		
Vendor Payments	\$17,238.50		
Sponsor Payments	\$199,025.00		
Taste of Season Vendors	\$11,350.00		
Concert Proceeds	48,630.38		
Vendor Sales Deposits	\$13,413.00		
<b>NET AMOUNT</b>	\$ (31,765.18)		\$ (31,765.18)
Bank Balance as of 4/25/2012	4,334.12		
Variance	\$ (36,099.30)		

### 12/31/11

Dr. AR - NHM	0035-001-00	53,492.00			
	Cr. NHM Funding	1500-010-00	53,492.00		Reversing - to accrue for deposits still to come
Dr. Cash	0020-003-00	18,456.53			
	Cr. NHM Funding	1500-010-00	18,456.53		Concert proceeds not booked \$18883.53 and check cut for \$400
Dr. NHM Expenses	1500-020-00	\$207,222.01			refund not booked and \$27 dep should not have been booked
	Cr. Accrual NHM	1250-002-00	207,222.01		Reversing to accrue for expenses in Jan, Feb and March
Dr. NHM Expenses	1500-020-00	209,497.57			
	Cr. Cash	0020-003-00	209,497.57		checks and fees through 12/31 not booked to MAS

### 3/31/12

Dr. Cash OFS	0020-000-00	1,494.50			Entry needed after transfer of funds
	Cr Cash NHM	0020-003-00	1,494.50		between bank accounts

### Variance Explanation:

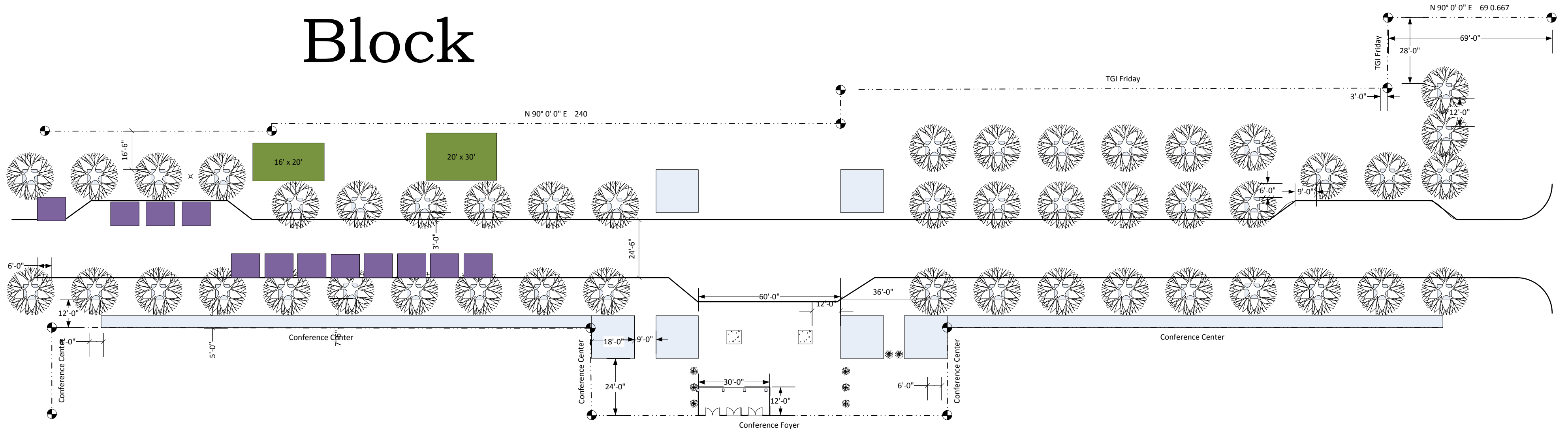
Deposits not posted yet:			
Returned check	-50.00		JE and bank account transfer needed - hit wrong cash account
Checks not cleared			
Mennes check incoor written	4.00		
Comfort Inn The Pointe	(1,657.80)		
Buffalo News	(32,951.00)		
NYS Liquor	(1,332.00)		JE to reclass cash accounts needed - paid oou of OFS account but coded to NHM exp
EPI	(112.50)		JE to reclass cash accounts needed - paid oou of OFS account but coded to NHM exp
<b>TOTAL</b>	<b>(36,099.30)</b>		

# Part 3

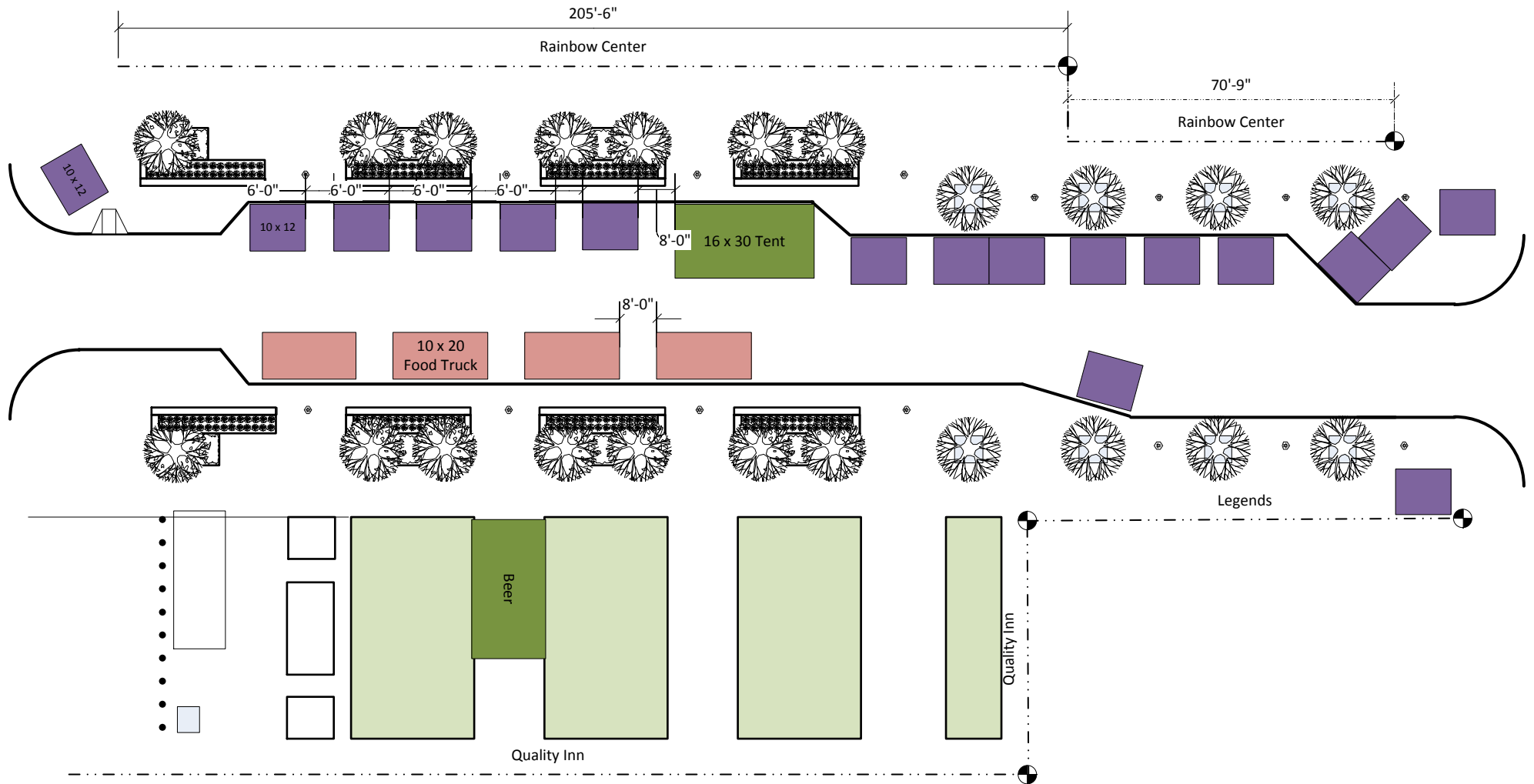
## Physical Layout of Market



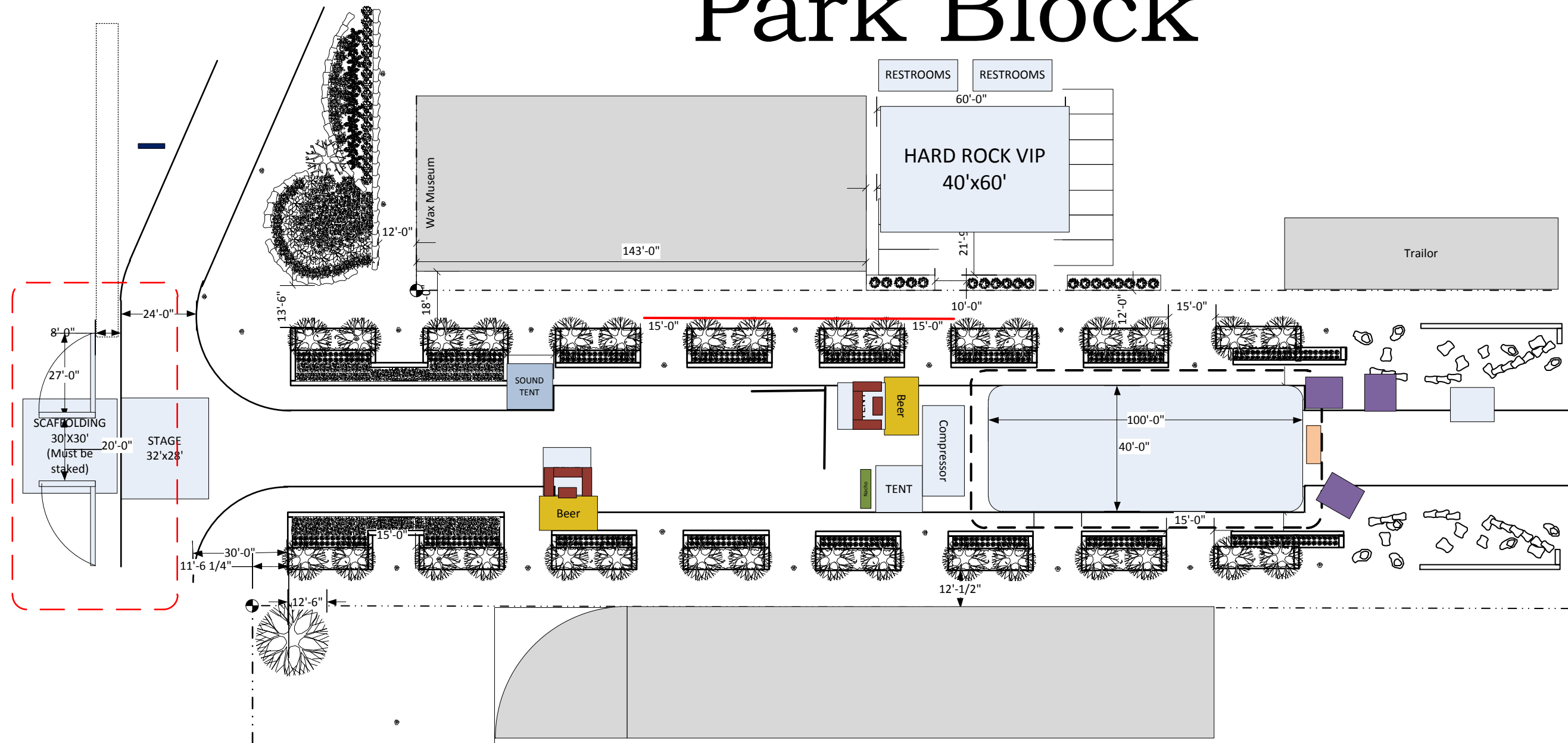
# Conference Block



# Middle Block



# Park Block



# Part 4

## Advertising





COME *Celebrate* THE *Season*  
 WITH THE REGION'S BEST  
**Holiday Shopping, Entertainment & Fun.**  
 ON HISTORIC OLD FALLS STREET. DOWNTOWN NIAGARA FALLS, USA.



## HOLIDAY SHOPPING

Featuring the best in holiday shopping, from national retailers to local boutiques. Stroll our Merchant Row for a collection of unique apparel, artisan products, handmade items, holiday collectibles, toys and specialty foods.



## CONCERTS

Enjoy the beautiful melodies of BPO's **Family Concert "A Visit with St. Nick"** or the sounds of music with **Elisabeth Von Trapp** at two special concerts at the Conference Center Niagara Falls. Elisabeth on December 6 or 7 and BPO on December 17. A great holiday concert for your whole family to enjoy!



## A VISIT WITH SANTA

If the Christmas season inspires the child in all of us, then the Niagara Holiday Market is for every child, everywhere. We've planned a host of events for kids, young and old, that celebrate timeless traditions. A breath-taking Claus and Company sponsored by NCCC will offer a special visit to the North Pole and a meeting with the Jolly Old Guy, photos, treats, and awe.



## ICE SKATING

The BlueCross BlueShield Ice Rink will be home base to the event and adjacent to the Christmas Tree. At nearly 5000-square feet and with its own rental equipment for the public, it is expected to accommodate over 30,000 skaters during the festival. Contact [info@niagaramarket.com](mailto:info@niagaramarket.com) for more information on booking private parties.



**NOVEMBER 25 2011**  
 ——— THROUGH ———  
**JANUARY 1 2012**

**For more event information and to purchase concert tickets visit:**  
**[www.niagaramarket.com](http://www.niagaramarket.com)**



# Family fun

FOR EVERYONE THIS WEEKEND

**TASTE OF THE SEASON**  
FOOD + WINE FESTIVAL

PRESENTED BY *Wegmans*

FREE ADMISSION • DEC. 16 – DEC. 18 at 11:30AM – 6PM

Celebrate the dishes and wishes of the holidays with tastings, pairings, classes and exhibits.

For a full schedule, go to [www.niagaramarket.com](http://www.niagaramarket.com)



Top Chef Season 7  
Winner Kevin Sbraga  
Saturday at 1pm



Cooking Channel Star  
Roger Mooking  
Sunday at 2pm

Both Events At Conference Center Niagara Falls On Old Falls Street

## BPO'S FAMILY CONCERT

*"A VISIT WITH ST. NICK"*

**Saturday, December 17 at 1pm**

Doors open at 12:30pm



The Family Christmas  
Event of the Season With  
WNY's Grand Orchestra

TICKETS ON SALE NOW AT  
[www.niagaramarket.com](http://www.niagaramarket.com)



Shop, Skate, Stroll and Savor  
At The Region's Amazing  
European-Style Holiday Market

OPEN THROUGH NEW YEAR'S DAY

ON HISTORIC OLD FALLS STREET. DOWNTOWN NIAGARA FALLS, USA.

For more information visit:

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



COME *Celebrate* THE *Season*  
WITH THE REGION'S BEST  
**Holiday Shopping, Entertainment & Fun.**  
ON HISTORIC OLD FALLS STREET. DOWNTOWN NIAGARA FALLS, USA.



**HOLIDAY SHOPPING**  
AT MERCHANT ROW

Don't miss the largest "Melissa and Doug"  
Holiday Store in the world!

With over 50 great retail and artisans, from  
national brands to local boutiques. See our  
website for the full line-up of the most unique  
gifts and items in the region.



**BlueCross BlueShield**  
Ice Rink  
healthy changes everything®

Join us for skating, rentals, pond hockey  
and more. Adjacent to the spectacular  
Christmas Tree. Rental equipment available.  
Check out website for details.

**HOLIDAY**  
CONCERT SERIES  
AT THE NIAGARA HOLIDAY MARKET

AT THE CONFERENCE CENTER  
NIAGARA FALLS

Tickets on Sale Now at  
[www.niagaramarket.com](http://www.niagaramarket.com)



CANADIAN TENORS  
Presented by the  
Niagara Falls Bridge Commission  
TONIGHT  
November 26



Christmas with  
AARON NEVILLE  
Presented by Art is Music  
December 1



The Holiday Sounds  
of Music with  
ELISABETH  
VON TRAPP  
December 6 & 7



BPO'S FAMILY  
CONCERT "A VISIT  
WITH ST. NICK"  
December 17

**NOVEMBER 25 2011 - JANUARY 1 2012**



**The Largest European-Style  
Holiday Market in America.**

Along Old Falls Street  
Downtown Niagara Falls, USA

SHOP | DINE | SKATE | ENTERTAINMENT | FAMILY FUN

**WWW.NIAGARAMARKET.COM**



# COME *Celebrate* THE *Season*

WITH THE REGION'S BEST

## Holiday Shopping, Entertainment & Fun.

ON HISTORIC OLD FALLS STREET. DOWNTOWN NIAGARA FALLS, USA.



**OPEN DAILY**  
THE LARGEST MELISSA AND DOUG  
HOLIDAY STORE IN THE WORLD



**OPEN DAILY**  
SKATING, RENTALS,  
POND HOCKEY AND MORE.



SPONSORED BY NCCC  
**COME MEET SANTA**  
THROUGH DECEMBER 24



AT THE CONFERENCE CENTER NIAGARA FALLS

**BPO'S FAMILY CONCERT**  
"A VISIT WITH ST. NICK"  
Saturday, December 17 at 1pm

**Tickets On Sale Now**  
[WWW.NIAGARAMARKET.COM](http://WWW.NIAGARAMARKET.COM)



SPONSORED BY *Wegmans*

**DECEMBER 16 - 18**  
AT THE CONFERENCE CENTER NIAGARA FALLS

Celebrity chefs, sampling, cooking  
demos, exhibits, and specialty food  
products for the holidays will abound.



**Open daily through January 1**  
(Except for Christmas Day)

FOR MORE EVENT DETAILS VISIT  
**[WWW.NIAGARAMARKET.COM](http://WWW.NIAGARAMARKET.COM)**

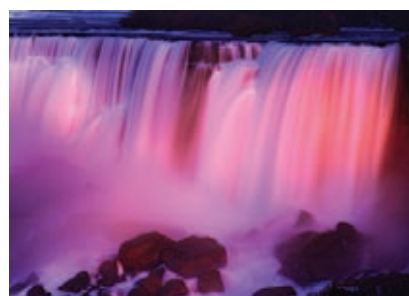
A Special Thanks To The Sponsor Of Our Christmas Tree.





COME *Celebrate* THE *Season*

WITH THE REGION'S BEST  
**Holiday Shopping, Entertainment & Fun.**  
ON HISTORIC OLD FALLS STREET. DOWNTOWN NIAGARA FALLS, USA.



**NOVEMBER 25 2011- JANUARY 1 2012**

As Niagara Falls, New York takes back the holidays with a 37-day European-style holiday market, the streets and holiday spirit will come alive like never before this season, along Old Falls Street and adjacent to one of the Wonders of the World.

**Don't miss the largest Melissa and Doug  
Holiday Store in the world!**

With over 50 great retail and artisans, from national brands to local boutiques. See our website for the full line-up.

From shopping and entertainment, to culinary events, ice skating and more, the Niagara Holiday Market is so much more than an event, and we invite you join us this holiday season.

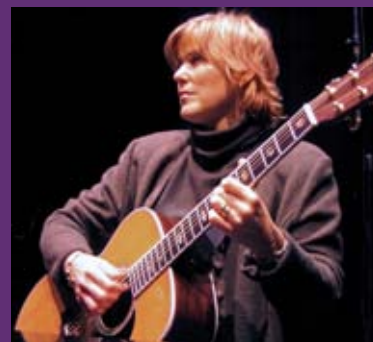


**NIAGARA**  
HOLIDAY MARKET

**HOLIDAY**  
CONCERT SERIES  
AT THE NIAGARA HOLIDAY MARKET

**CONFERENCE CENTER  
NIAGARA FALLS**

ON HISTORIC OLD FALLS STREET  
DOWNTOWN NIAGARA FALLS USA



The Holiday Sounds  
of Music with  
**ELISABETH  
VON TRAPP**

December 6 & 7



**BPO'S FAMILY  
CONCERT "A VISIT  
WITH ST. NICK"**

December 17

TICKETS ON SALE NOW AT  
**WWW.NIAGARAMARKET.COM**

# HOLIDAY

## CONCERT SERIES

AT THE NIAGARA HOLIDAY MARKET

### CONFERENCE CENTER NIAGARA FALLS

ON HISTORIC OLD FALLS STREET, DOWNTOWN NIAGARA FALLS USA



## CANADIAN TENORS • November 26



Christmas with  
**AARON NEVILLE**  
December 1



The Sounds of Music with  
**ELISABETH  
VON TRAPP**  
December 6 & 7



BPO'S "A VISIT  
WITH ST. NICK"  
December 17

TICKETS ON SALE NOW AT **WWW.NIAGARAMARKET.COM**

**NOVEMBER 25 2011 - JANUARY 1 2012**



**The Largest European-Style  
Holiday Market in America.**  
Along Old Falls Street  
Downtown Niagara Falls, USA

SHOP | DINE | SKATE | ENTERTAINMENT | FAMILY FUN

# Part 5

## Press Coverage



**Press**

**Niagara Gazette**

*December 12, 2011*

## **A TASTE OF THE HOLIDAY MARKET**

*By Michele Deluca*  
**Niagara Gazette**

NIAGARA FALLS — Some of the region's top chefs and bakers have brought their fare to the Niagara Holiday Market.

Noted Buffalo food artisans Zilly Rosen of Zilly Cakes, Deborah Clark of Delish! and Chef Adam Goetz of the Sample Restaurant on Allen Street are adding to the aromas at the market on Old Falls Street.

The market has also lured the owners of the Parker Chocolate Box from Barker and the Village Inn on Grand Island to add to the growing menu items available at the market alongside the offerings of the beer tent and several wine makers.

Rosen of ZillyCakes has called the experience "great," and said she wishes "people could see what is instead of what isn't yet." Rosen, who made national news when her portrait of President Obama and Abraham Lincoln — made from 5,600 cupcakes — was featured at the Smithsonian and has competed twice in cake decorating shows on the Food Network.

Rosen shares a booth at the Holiday Market with Deborah Clark, owner of Delish, an upscale pastry shop and cooking school that recently moved from Elmwood Avenue to an up-and-coming section of Riverside.

The women, who have filled their booth with cakes, candies, cupcakes and cookies, are finding the market to be "awesome," despite the occasional naysayer who complains about the market thus far.

"Somebody has to stand up and say 'yeah, this is awesome let's do this,' " Rosen said. "What frustrates me is when people expect you to do something brand new and not to have to problem-solve as you do it."

"I really like to be involved with things that have vision," said Rosen, "and to be there in the beginning so I can be a force of positive energy because there are so many doubters and whiners in the world."

For hungry holiday shoppers, the food vendors at the Holiday Market are providing a diverse array of food choices, from Sample's paninis and its s'mores created with restaurant-made graham crackers, peanut butter fudge and marshmallows to the unusual soups made by the Village Inn on Grand Island, including beer cheese, lemon Tabasco chowder and pumpkin, along with sandwiches including beef on weck.

Goetz has been impressed by the market, noting it has the flavor of the holiday market in Manhattan's Union Square. "I think it can only get better and better."

Village Inn owner Mike Carr has partnered with long-time friend Perry Jost, owner of the Elizabeth House Bed and Breakfast in Niagara Falls.

Jost, who returned to the city after living in California, said “I was part of two communities that went from zero to everything. I see (Niagara Falls) differently. I come upon it with different eyes.”

“Something is going on down here,” Jost added. “I just want to be a part of it.”

All the food merchants questioned said the weekends are the busiest, that the crowds are a mix of locals, Canadians and Western New Yorkers, and that weather determines attendance. To Rosen, that is no different than her store on Elmwood where cold, wet weather also keeps customers away.

Cindy Jex, owner of Barker Chocolate in Barker, said her experience at the market has been “Just wonderful.”

The chocolatier, who plans to open her own shop in Medina in 2012, said that her handmade chocolates are attracting a lot of attention from the crowds. “We’re a small operation,” she said. “It’s really been great for us.”

The market will be open from 11 a.m. to 7 p.m. Sunday through Thursday and from 11 a.m. to 8 p.m. Friday and Saturday. The market will close Jan. 1. For more information, visit [www.niagaramarket.com](http://www.niagaramarket.com).

## **BUFFALO NEWS**



Lt. Gov. Robert J. Duffy talks with Niagara County Community College culinary arts students during a Monday stroll through the Niagara Holiday Market in Niagara Falls and had high praise for it.

John Hickey /Buffalo News

## **Lt. Gov. Duffy praises state efforts in Falls**

### **Says Niagara Holiday Market is a wonderful idea and makes a difference**

By **Charlie Specht**

Lt. Gov. Robert. Duffy took a stroll Monday down a state-built cobblestone walkway in Niagara Falls, and he liked what he saw.

Weaving his way through the vendors of the Niagara Holiday Market, Duffy was even rethinking his decision to begin his holiday shopping elsewhere.

"If I would have known about this, I probably would have taken a ride up," Duffy told reporters. "It's just a wonderful idea for business, and I think it makes a big difference. I've heard about it, but just to actually walk through and experience it, it's a whole different dimension for me."

Duffy, who walked with Mayor Paul A. Dyster, gave his approval of other state efforts in the Falls' steadily developing downtown core.

The state, through its regional economic development council program, awarded \$2 million to Niagara County Community College's downtown culinary institute because of its job-creation potential, the lieutenant governor said.

"What Gov. [Andrew M.] Cuomo wanted to do is invest in areas where we create jobs and the area of the culinary arts, be it restaurants or otherwise. I think it gives the opportunity for these young men and women to develop great careers," Duffy said after receiving an award from culinary students.

Workers are converting the former Rainbow Centre mall to make way for the \$30.6 million institute, which will feature a restaurant, a store selling local wines, a pastry cafe and a bakery. Classes are slated to begin Sept. 1.

The institute will sit along Old Falls Street, the cobblestone street between the Seneca Niagara Casino and Niagara Falls State Park that was reconstructed by the state in 2009 to act as a connector for tourists between the park and other city businesses.

Western New Yorkers have flocked to the street lately to experience the market, which has featured a row of 30 holiday food and craft vendors, a concert series, an outdoor ice rink and a Wegmans food and wine festival.

The market remains open through Jan. 1 from 11 a.m. until the early evening hours, though it will close at 4 p.m. Saturday and be closed Christmas Day.

Duffy praised the event, which was organized by Idaho developer Mark Rivers with \$225,000 each from the city and the state's regional USA Niagara Development Corp.

"Everyone putting this together -- I think they should feel very good about it," he said.

State officials also shed light on whether the market has long-term viability.

Some regional shoppers have lavished praise on the event, and vendors have reported selling out of their initial inventory. Dyster and other officials agreed it brings people downtown during an otherwise slow winter tourist season.

But Council Chairman Sam Fruscione last week was critical of the festival and said the city may not fund the event again.

USA Niagara Development will complete a full evaluation of the event, said agency President Christopher J. Schoepflin, though initial impressions have largely been positive.

"Instead of building tens of thousands of square feet and seeing if you can rent them out for the year, we're testing a concept, and we've received proof positive that you can draw people downtown, you can attract foot traffic, people will come to quality events and a vending atmosphere," Schoepflin said. "And I think for an event that was given eight weeks to be formalized, it has succeeded by any means of expectations."

Officials say they haven't been sitting back and depending on the public funds. They have a list of new vendors interested in future markets and sponsors who have expressed interest.

"[They're] saying, 'Hey, is it too late for this year, and can we talk about next year? So I think those are all positive signs, and I think, just watching the commerce on the street here, last night [shoppers were here] well past dark, all the way to 7, 8 o'clock at night."

Jerry Franklin moved to the Falls nine years ago for a job at the casino. He was thrilled to have an impromptu conversation with Duffy.

"We came down to just hang out and check this out, and we ran into Mr. Duffy, the lieutenant governor," he said. "It's kind of cool."

Franklin said he's seen a slow but steady change in the downtown core.

"It used to be downtown Beirut," he said. "It's slow, but it's coming along. This whole street."

[cspecht@buffnews.com](mailto:cspecht@buffnews.com)

# **BUFFALO RISING**

## **Niagara Holiday Market Opening Friday to Create a Spectacular Gathering Place for the Holidays**



[Buffalo Rising](#)<sup>4</sup>

*Retail shopping, live entertainment, community events, culinary festival and Western New York's largest holiday ice skating rink set the stage for 37-day event*

The region's biggest holiday spectacle in a generation, the inaugural Niagara Holiday Market will be a 37-day winter wonderland in Niagara Falls, New York; opening on Friday, November 25 and running through New Year's Day 2012. The Market is aiming to be on par with the memorable shopping destinations of Europe's Christkindlmarkets and retail arcades.

"We are thrilled to create a world-class attraction and economic development beacon built upon inspired entertainment, merchants, and experiences from the region and beyond." says Mark Rivers, CEO of Brix & Company, the event's organizer and partner with USA Niagara, New York State's local economic development arm, and the City of Niagara Falls. "For locals and visitors alike, the magic, romance and tradition of the holidays will truly come to life in Niagara Falls." Rivers is a native of Ellicottville and award-winning national real estate developer and economic development advocate.

Local, regional and national retailers such as Melissa & Doug, Tony Walker & Co. and Biscoff Gourmet have joined Merchant Row on Old Falls Street, while over 20 independent artisans will showcase and sell their wares through the traditionally online community marketplace, Etsy Studio, as it comes to life in a workshop-style space.



**The Canadian Tenors**  
Presented by the Niagara Falls Bridge Commission  
November 26th



**Christmas With Aaron Neville**  
December 1st



**The Sounds of Music with Elisabeth Von Trapp**  
Granddaughter of Captain and Maria Von Trapp  
December 6 & 7th



**BPO's A Visit With St. Nick**  
The Family Christmas Event of the Season  
December 17th

World-renowned musical talent will headline the Holiday Concert Series with the Canadian Tenors kicking off their Holiday Concert Tour on November 26 at the Conference Center Niagara Falls, followed by Aaron Neville on December 1, Elisabeth Von Trapp on December 6-7 and the Buffalo Philharmonic's "A Visit With St. Nick" on December 17. All concerts will be held at the Conference Center Niagara Falls on Old Falls Street, with tickets available at [www.niagaramarket.com](http://www.niagaramarket.com).

Other events of interest during the Niagara Holiday Market include:

- Daily lightings of the region's most festive tree;
- Taste of the Season food and wine festival, sponsored by Wegmans;
- Marché at the Market, a European-inspired gourmet food hall;
- Claus & Co. Santa's Workshop with activities for the kids;
- Tournament of Song local high school choir competition;
- The region's largest holiday outdoor venue, the BlueCross BlueShield Ice Rink, complete with daily open skating, hockey tournament, and special events.

Founding partners of the Niagara Holiday Market include the City of Niagara Falls, USA Niagara Development Corporation and Seneca Niagara Casino & Hotel. Supporting and media partners include BlueCross BlueShield of WNY, Wegmans, Niagara County Community College, Key Bank, New York Lottery, Comfort Inn at the Pointe, WIVB-TV and Entercom.

For more information, or to purchase Holiday Concert Series tickets, visit [www.niagaramarket.com](http://www.niagaramarket.com)



## Niagara Falls adds a holiday slice of Europe

JOSH NEWMAN

# **BUFFALO SPREE**



If you venture to Niagara Falls this winter, one thing that will stick out—besides, of course, the Falls, the great Italian restaurants, and the casino—is a stretch of Old Falls Street in the middle of the town. Festooned with lights, booths, Christmas decorations, and a cadre of eager shoppers, Old Falls Street is hosting the first-ever Niagara Holiday Market. In the tradition of European holiday markets and festivals, this initiative intends to bring more outdoor joy to the fair, frosty months of November and December. The event has been described as a hybrid of a German christkindlmarket, Rockefeller Center, and a Norman Rockwell painting (jolly vendors hocking their goods to red-cheeked children as parents look on).

Mark Rivers, the organizer of the market, had long wanted to make something like this happen. “I’m a native of Western New York,” he says. “I’ve always been interested in doing something interesting and meaningful in the region.” Meaningful indeed. The market is the largest of its kind in the country. It will be hosted in downtown Niagara Falls along Old Falls Street from 3rd Street to the entrance of the State Park. Three blocks are dedicated to the market with other venues such as the nearby ice rink and the Niagara Falls Conference Center in use. More than forty artisans, vendors, cooks, bakers, gift-makers, and others will be there to sell their goods to the wider WNY community. An estimated 400,000 people will be in attendance throughout its thirty-seven-day days. The action begins on Friday, November 25—yep, Black Friday—at noon and runs through January 1. The market will be closed on Christmas Day. Opening hours are 11 a.m. to 7 p.m. Sunday through Thursday and 8 p.m. on Friday and Saturday.

One feature that makes the Niagara Holiday Market truly unique is that it will be held outdoors—in winter. That shouldn’t deter shoppers, however. With everything it has to offer, and the fact Buffalo and Niagara Falls denizens are used to the cold anyway, the wintry weather is no match for the market’s broad mix of holiday goods. Sponsors of the event include Wegmans,

which on December 16 will run a “Taste of the Season” food and wine festival. The three-day festival will include tastings, cooking and baking workshops, demonstrations, and celebrity chef appearances. The festival will be held indoors in the Conference Center.

Another event at the Conference Center is the Holiday Concert Series. A word-class line-up of musical entertainment, the series will feature performances by the Canadian Tenors, singer and musician Elisabeth von Trapp (yes, that von Trapp family), soul and R&B artist Aaron Neville, and the Buffalo Philharmonic Orchestra.

Not far from the Conference Center and the vendors is something that seems almost ripped out of Rockefeller Center: a gigantic Christmas tree. Supposedly the largest in Western New York, it will be adorned with stockings, bulbs, other decorations, and lights in a locally broadcasted ceremony. The tree will be sure to shine light on the holiday spirit. The ice rink, another one of the area’s largest, is located next to the tree. It will host a variety of events—including two with former Buffalo Sabres Gilbert Perreault and Michael Peca—and, of course, public skating.

And what holiday festival would be complete without a winter wonderland? The Niagara Falls State Park will have horse-drawn sleigh rides, snowshoeing, cross-country skiing, an ice sculpture competition, and a snowman contest. If that wasn’t enough, Santa himself will be at the Rainbow Centre Mall to take photos with the children and even give them presents.

The event itself has a hefty pricetag. The market is set to cost \$1 million, a quarter of which has already been raised by sponsors. The rest of it is slated to come from income, services, and possibly the USA Niagara Development Corp. The market will create at least 300 jobs from the vendors and at least fifty for the sponsored events. For every \$1 spent on the festival, Niagara Falls will see \$10 in return. News like this has made Rivers especially enthusiastic. “People are very excited about creating a new tradition and continuing the renewal of Niagara Falls,” he says. “We’re confident that we’ll create something very special.”