

L-4

NIAGARA COUNTY LEGISLATURE

FROM: Legislators Randy R. Bradt, et al. DATE: 05/16/17 RESOLUTION # II- 058-17

APPROVED CO. ATTORNEY	REVIEWED CO. MANAGER	COMMITTEE ACTION	LEGISLATIVE ACTION	
			Approved: Ayes _____ Abs. _____ Noes _____	
			Rejected: Ayes _____ Abs. _____ Noes _____	
			Referred: _____	

**RESOLUTION SUPPORTING WALLEMDA WALK 5-YEAR ANNIVERSARY HELICOPTER SPECTACLE AND APPROPRIATING FUNDING TO ENHANCE PROMOTION AND PUBLIC ACCESS TO THE SAME**

WHEREAS, Mr. Nik Wallenda, who on June 15th, 2012, did perform the televised traversing of Niagara Falls on a high-wire, setting the Guinness World Records officially-recognized record as the first person to walk a tightrope stretched directly across Niagara Falls, a death-defying 1,800-foot walk, and

WHEREAS, this televised stunt, which entailed not only traversing one of the Seven Natural Wonders of the World, but also an international border, did capture the attention of the world, with a study by Enigma Research estimating that more than one billion people had either watched or heard about Wallenda's walk, with 13.3 million Americans watching the ABC network broadcast according to Nielsen Ratings data, the most-watched program of the night, and the highest rated Friday night program in five years and the highest non-sports summertime broadcast on any network in six years, and

WHEREAS, ABC secured a 36% lead over its nearest competitor in total viewership and an 88% lead among the key 18-49 age demographic for the week, with a local 67 share in the Buffalo-Niagara market, and a similarly large 50.4 share in the Toronto media market, and

WHEREAS, the Enigma Research study suggests an economic impact of \$21.5 million or more, and the Niagara University Hospital Training and Research Center tallied \$3.3 million in direct revenues to the City of Niagara Falls, with 38,000 visitors on the American side of the Falls alone, with 41% being identified as from out-of-town, and

WHEREAS, the Niagara Tourism and Convention Corp. did report that Niagara Falls area hotel bookings rose an additional 30% above average for the two weeks following the walk, while Smith Travel Research found that June hotel occupancy in Niagara Falls rose from 76.5% in 2011 to 81.6% in 2012, and

WHEREAS, Mr. Wallenda and The Flying Wallendas have proposed a new spectacle on the fifth anniversary of the Walk, to be performed by his wife, trapeze aerialist Erendira Vasquez Wallenda, who will be transported into the air by a helicopter, holding on by her teeth, which would be even more dramatic than Mr. Wallenda's own most notable helicopter stunt, hanging from a trapeze mounted under a helicopter above Silver Dollar City in Branson, Missouri, and

WHEREAS, the Legislature is fully cognizant both of the potential costs associated with high-profile stunt spectacles and the previously-stated opportunities to generate local revenue and economic development benefit, and

WHEREAS, this Legislature seeks to partner with the City of Niagara Falls to ensure the success of Erendira Wallenda's proposed helicopter stunt, now, therefore, be it

RESOLVED, that the Niagara County Legislature does hereby appropriate \$35,000.00 of Bridge Commission funds to be disbursed to such operational entity as The Flying Wallendas shall establish for the completion of Erendira Wallenda's proposed helicopter spectacle, with such funds being allocated via the existing community beautification account, and be it further

RESOLVED, that disbursement of such funding shall be contingent upon an appropriation of like amount by the City of Niagara Falls, and be it further

RESOLVED, that the following budget modification be effectuated:

INCREASE REVENUE:

A.28.8020.811 41081.02	Payment in Lieu of Tax Bridge Commission Beautification	\$35,000.00
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INCREASE APPROPRIATION:

A.28.8020.811 74550.29	Beautification Program	\$35,000.00
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LEGISLATOR RANDY R. BRADT

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LEGISLATOR WM. KEITH MCNALL

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LEGISLATOR CLYDE L. BURMASTER

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LEGISLATOR REBECCA J. WYDYSH

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LEGISLATOR MARK J. GROZIO

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LEGISLATOR OWEN T. STEED

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LEGISLATOR JASON A. ZONA

APPROVED FOR SUBMISSION:

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CHAIRMAN

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MAJORITY LEADER

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MINORITY LEADER