

THE SENATE
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April 3, 2012

Mayor Paul Dyster
City of Niagara Falls
City Hall
745 Main Street
Niagara Falls, NY 14302

Dear Mayor Dyster:

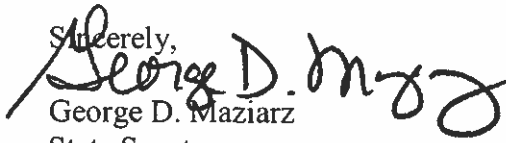
The Nik Wallenda walk has the opportunity to significantly boost the Niagara Falls economy if we are smart enough to seize the opportunity. The walk has been scheduled and things are moving forward. I truly want to move forward in the spirit of cooperation and would like to share with you an idea I believe would turn the final outcome of the Niagara Holiday Market around.

It was no secret I was very disappointed in how the Niagara Holiday Market played out. To learn from the final project report released this week that there was a \$31,000 loss on top of the \$450,000 the private developer was given to operate the event was even more disconcerting. BUT, perhaps we can turn this around to a positive.

Nik Wallenda has signed a contract to train prior to his walk, starting May 12 and running through May 22, at a staged practice area which will be set up near the Seneca Niagara Casino – and in walking distance from Old Falls Street. These “practice sessions” have the potential to draw thousands and thousands of spectators/tourists to the Falls area.

This seems to me like the perfect setting to re-open the market and give our local business owners the chance to take advantage of this influx of people. I have always stressed I wanted the Wallenda Walk as a way to boost our local economy – this is one of those ways. Further, this seems to me the greatest opportunity in the near future to re-coup the loss from the Holiday Market.

I am available at your convenience to further discuss this idea. I can be reached at 716-434-0680. Thank you for your time and attention. I look forward to hearing from you soon.

Sincerely,

George D. Maziarz
State Senator

Cc: Niagara Falls City Council Members