



For Immediate Release

Niagara Convention & Civic Centre Celebrates Groundbreaking and Signing of First Official Clients

(Niagara Falls, ON) May 1, 2009 At an official groundbreaking ceremony, Niagara Convention & Civic Centre (NCCC) board members and funding partners joined Niagara Falls Mayor Ted Salci, The Honourable Rob Nicholson, Member of Parliament for Niagara Falls and Minister of Justice and Attorney General of Canada, Kim Craitor, MPP and the Honourable Minister Bradley (on behalf of The Honourable Minister of Tourism Monique Smith) and other dignitaries to officially mark the start of construction on the highly anticipated NCCC. This significant milestone also marked the signing of the NCCC's first official clients – the Canadian Tire Dealer's Association and the Federation of Canadian Municipalities (FCM).

"This is a proud moment for the City of Niagara Falls as the groundbreaking means we are on schedule and on track for the opening of the NCCC," said Mayor Salci. "The NCCC will become an important part of our City, giving a boost to our economy as tourists and Niagara Region residents alike will enjoy the facility. The Centre represents an important piece of our city's infrastructure and will bring 75 full-time and 100 part-time jobs to our community," he added.

The Governments of Canada and Ontario have each committed up to \$35 million towards the Convention Centre. Other major funding partners include Falls Management Company (operator of Casino Niagara and Fallsview Casino Resort) and the Fallsview BIA. Additional partners include Victoria BIA and the Niagara Parks Commission. The City of Niagara Falls and the Regional Municipality of Niagara are in-kind partners of the NCCC.

"I can not stress enough that today is the official start of a new beginning for the year round economic prospects of our community as Canada's premier destination location," said MPP Kim Craitor. "I was very happy when our Government provided both the economic and political leadership to move this project forward. The timing could not have been better as this convention centre is truly an economic infrastructure investment that will provide a source of jobs and economic development opportunity for decades to come. This not only means an enormous economic boost to the Region, but to the province as a whole," he added.

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When completed, the NCCC will accommodate large conferences, conventions and events. The Centre will include an 82,000-square foot Exhibition Hall, a distinctive 17,000-square foot Ballroom, an intimate 1,000-seat theatre for live performances and over 26,000-square feet of flexible meeting and breakout space. To date, the NCCC has over 250 event dates on tentative hold representing a potential of 35,000 guestroom nights at local hotels.

Giving the ceremony an exciting twist by arriving at the groundbreaking site via helicopter (courtesy of Niagara Helicopters), NCCC's first clients - Mike Kavanagh, Board of Director for the Canadian Tire Dealer's Association and Sean K. Kelly, Senior Manager (Membership and Events) of the Federation of Canadian Municipalities - flew in with Kerry Painter, President and General Manager of the NCCC. The two organizations signed separate agreements to become NCCC's first official clients at the ceremony.

The Honourable Rob Nicholson also addressed those in attendance at the ceremony. "This is not only a proud day for the City of Niagara Falls, but also the Government of Canada. We are pleased to support the construction of this state-of-the-art facility, which will make Niagara a premier conference and event destination, breathe new life into the Fallsview Tourism District and stimulate economic growth in the region."

In December 2008, the City of Niagara Falls announced that Bondfield Construction Company Limited in collaboration with CS&P Architects, Stanford Downey Architects and the Kirkland Partnership were selected as the preferred proponents for the design and build of the Centre. This group has previously worked together to complete other large-scale infrastructure projects in the Niagara Region including the Niagara College Glendale Campus and the Hilton Fallsview Hotel. The group has designed the NCCC to be built to the Leadership in Energy and Environmental Design (LEED) Silver Certification.

The NCCC will officially open its doors in the Spring of 2011. Presently, the sales and marketing staff are accepting convention and meetings bookings.

Event sponsors for the NCCC official groundbreaking ceremony included: Niagara Airbus, Canadian Tire, Inniskillin, Sheraton Fallsview, Special Event Rentals, Niagara Helicopters Limited, Niagara Tents, The Niagara Parks Commission, StageVision Audio Visual Services and The Tradeshow Company.

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