

ERIE-NIAGARA REGIONAL PARTNERSHIP
INSTITUTE FOR LOCAL GOVERNANCE AND REGIONAL GROWTH
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Memorandum

To: Co-Chairs Clyde Burmaster & Barry Weinstein, MD

From: Tourism & Culture Subcommittee Chair David Rosenwasser

Re: October & November 2004 meetings

Date: December 3, 2004

The Erie-Niagara Regional Partnership's Tourism & Culture Subcommittee met October 20, 2004 at the UB Institute for Local Governance and Regional Growth, and November 8, 2004 at the Niagara Tourism & Convention Corporation. Present for the October meeting were subcommittee members Brown, Cerza, and Cusack. Present for the November meeting were subcommittee members Rosenwasser, Brown, Casale, and Praetzel.

Cultural Tourism Directional Signage:

The City of Buffalo project stalled once again, as the city had not gotten signage specifications to the county engineer to confirm the locations. Subcommittee members Cerza and Cusack offered to try to move the project forward by having discussions with city officials. Following one such discussion, the project seems to be inching forward once again.

In the meantime, an effort being facilitated by the USA Niagara Development Corporation is pursuing signage for Niagara Falls. Following examination of this project, it was decided that there are not enough similarities between this and the Buffalo project to try to unify their appearances. Specifically, the Niagara Falls project is bringing people into zones, then offering more specific information once they are in the zone. The Buffalo project is purely attraction driven.

Some concern was voiced about the lack of specificity in the zone language, but in the end it was stated that the project is meritorious overall.

Tourist Transportation:

Following our test shuttle at the Wing Festival, ENRP staff met with members of the BNCVB Cultural Tourism Committee to inform them of our results, as well as offer the suggestion of conducting market research on tourist transportation in 2005. The BNCVB CTC Chair Ted Pietzrak stated he will talk to BNCVB Executive Director Richard Geiger about this, and put it on the CTC's agenda.

The NTCC is also working on a trial week where in-county shuttle service would be available from participating hotels for a price included in their hotel package.

Other Topics:

Other topics discussed include the Seneca Niagara Casino's selection as a satellite location for the World Series of Poker, the need for better marketing at the Buffalo Niagara International Airport, and the NTCC's efforts to increase their web.