

**MARKETING**

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The Niagara Parks Commission (NPC) receives many requests for complimentary attraction passes and donations. The Marketing & Sales Department tracks these requests, manages the design and production of complimentary passes, and distributes all passes through the Marketing Assistant. The Marketing Assistant supplies passes to NPC departments as required to fulfil the following types of requests:

**1. Requests for donations from “worthy causes” in the Community:**

Sales & Customer Service manages this category, including requests from:

- i. Charitable and Non-profit organizations
- ii. Community and Social Service organizations
- iii. Recreation clubs and groups
- iv. Schools and education programs

NPC grants donations to requests from worthy causes *only* in the form of NPC complimentary attraction passes and only when the donation will be used for fund-raising or as prizes or incentives. All requests must be received in writing, mailed or faxed to Sales & Customer Service at (905) 356-8448. Each donation granted should not exceed 4 passes (2 couples or one family of 4) with requests for more than 4 passes requiring approval by a Senior Director. An NPC information package (Discovery Guide, Calendar of events) should be provided with each donation, to ensure promotion of NPC products and events. A record is kept of all donation requests, to ensure that approval is not given to one organization more than two times per year and to track product values donated.

**2. Requests for complimentary attraction passes from individuals, including local residents and NPC employees, current or retired:**

Requests for passes for personal use to entertain family or guests are to be *declined*, on the grounds that NPC offers many free attractions and events (i.e. Greenhouse, Blossom Festival, concert series, fireworks) specifically to provide entertainment to local citizens and visitors. NPC Human Resources distributes passes each year to all staff (6 to each full time or retired employee) and no additional passes will be provided. Employees requesting additional passes should be made aware of this policy and informed that, as of August 2001, NPC employees can gain free admission with one guest to Journey Behind the Falls (with certain time restrictions) as part of a comprehensive reciprocal program initiated by the Ministry.

**3. Requests for rounds of Golf or gift certificates for merchandise or meals:**

Requests for golf or gift certificates are handled case by case and are subject to review by the NPC Chairman and Senior Directors. When these requests are granted, acknowledgment is required that the gift is provided “courtesy of The Niagara Parks Commission”, along with the value amount.

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**Distribution of Complimentary Passes**

Distribution of complimentary passes is handled by the Marketing Assistant, who provides the quantities necessary for fulfilment of specific programmes to the following:

1. Commissioners and Senior Directors

Complimentary passes are distributed at the discretion of each Commissioner and Senior Director, as gifts for suppliers, service providers and professional affiliates. Each Senior Director must also approve requests from staff within their department for passes for suppliers or service providers.

2. Human Resources

Human Resources distributes complimentary passes to all NPC full time, seasonal and retired employees

3. Local Government/Other

Passes are issued by the Office Manager and the Administrative Assistant to the Chairman and the General Manager under direction of the Chairman, General Manager and Senior Directors, to local government, VIPs, business and event partners, suppliers and volunteers.

4. Local Media

Passes are issued by the Marketing Assistant, along with annual parking permits, to key radio, TV and newspaper staff.

5. Sales & Customer Service

Staff at Sales & Customer Service use complimentary passes for fulfilling requests from worthy causes in the community and for all Sales Programs, including familiarization tours and incentives to Tour Operators/Packagers and Hotel/Bed & Breakfast staff.

**MARKETING****Special Events**

It is the policy of The Niagara Parks Commission to promote special events which meet its mandate as well as its responsibilities under the Act and to ensure that adequate planning and preparation takes place to further the success of these special events.

1. Special events include those events approved to take place on Commission lands:
  - which are initiated by NPC staff at the request of Senior Management;
  - which are operated in concert with third parties, community groups, and/or other levels of government;
  - which are operated solely by third parties;

and may include concerts, festivals, marathons, fireworks, ornamental/horticultural displays, and other recreational activities approved by the Commission.

2. Special events may be:
  - funded solely by The Niagara Parks Commission;
  - funded by a third party or community group;
  - funded in partnership with third parties, community groups, and/or other levels of government;
  - subsidized by contributions in kind by The Niagara Parks Commission including the services of Commission staff, equipment and/or land use;
  - supported largely in terms of land use, with charge-backs to the client group for costs incurred by the Commission, including horticulture, engineering, police, and other departments at a level to be determined by senior management and The Niagara Parks Commission where required.

**SPECIAL EVENT COORDINATION**

1. The Senior Director of Marketing and Business Development, at the direction of the General Manager, will appoint a member of staff as a principal coordinator for the special event.
2. The role of the Special Events Coordinator is:
  - to convene such meetings as are necessary to facilitate information sharing and the coordination of departments within The Niagara Parks Commission to ensure the operational success of the event, including horticulture, engineering, police, etc.;

**MARKETING****Special Events**

- to convene such meetings as are necessary to facilitate information sharing and the coordination of Commission staff with involved third parties, community groups, and other levels of government;
- draft for the approval of the General Manager, such agreements as are necessary, detailing:
  - third party liability protection for the Commission where needed;
  - the conditions and locations for land use, if any;
  - charges to the client group for costs incurred by the Commission for the special event, if any;
  - in kind services to be extended by the Commission, if any
  - acquire such permits, licences, or other governmental approvals as may be deemed necessary
- to keep the Senior Director of Marketing & Business Development informed of the progress of the special event.

**APPROVAL FOR SPECIAL EVENTS**

1. Commission staff must bring to the attention of the General Manager any requests made by third parties, seeking the use of Niagara Parks Commission lands or services, for special events.
2. Commission staff may not approve land use for special events without the permission of the General Manager.
3. The General Manager may consult with the Chairman and The Niagara Parks Commission where the scope of the special event requires the necessary consultations and approvals.

**Original Signed**

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John Kernahan,  
General Manager

**MARKETING****Weddings on Commission Property**

It is the policy of the Niagara Parks Commission to grant fair access to parties seeking permission for land use for the purposes of holding a wedding on Niagara Parks Commission lands. The demand is such that some controls are required and set fee schedules for some locations.

1. Requests from the public for weddings on Commission property should be forwarded to the Sales Department.
2. In each case an application must be completed by the parties detailing the following:
  - contact persons, telephone numbers, addresses
  - date and time of the wedding
  - location requested
  - special arrangements made by the applicant
  - date application received, confirmation dates
  - number of guests
3. The following fee schedule shall apply for certain locations:

• Botanical Gardens - Wedding Arbour	\$275.00
• Queenston Heights Park - Secord Monument	\$200.00
• Queenston Wedding Chapel	\$275.00
• Oakes Garden Theatre	\$200.00
• Mather Arch	\$200.00
4. The following maximum number of guests will be observed for each location:

• Botanical Gardens	200
• Queenston Heights Park (Chapel or QHP)	110
• Laura Secord	80
• Queenston Heights Restaurant	120
• Oakes Garden Theatre	25
• Victoria Park Restaurant	320
• Mather Arch	400+
5. Applicants must also be required to sign a General Release From Liability Form.
6. Reservations for the above locations will be accepted on a first come - first serve basis.

**MARKETING****Weddings on Commission Property**

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7. Applicants seeking marriages on Commission property must have obtained a wedding licence from the Clerk's department - City of Niagara Falls.
8. The Marketing Department may seek private sector partners for the purposes of promoting Niagara Parks Commission venues for weddings.

**Original Signed**

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John Kernahan,  
General Manager

**MARKETING****Commercial Filming & Permits**

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It is the policy of The Niagara Parks Commission (NPC) to ensure that commercial filming on Commission property is managed according to the regulations of the Niagara Parks Act R.S.O. and is conducted in such a manner as not to unduly interfere with the lawful use and enjoyment of the Parks by NPC visitors.

**REQUESTS FOR COMMERCIAL FILMING ON NPC LAND**

1. All requests for commercial filming must be forwarded to the Events & Public Relations Department for processing.
2. Permits will be issued for every authorized commercial film group operating on NPC property.
3. Events & Public Relations staff will require the following information from persons seeking to conduct commercial filming on NPC property:
  - exact date(s) requested
  - type of equipment to be utilized including vehicles, booms, cranes, etc.
  - number of vehicles involved
  - specific locations requested
  - scripts or story board information for material to be filmed on NPC land
  - contact person information
  - safety/sign-off form
4. NPC may further require:
  - advance notice for police escort for location shoots as needed
  - an insurance certificate naming The Niagara Parks Commission as additional named insured for at least three million dollars (\$3,000,000.00) or more as required and a certificate from a Canadian insurance company for the liability insurance, with an insurer approved by the Commission and deposited with the Commission
  - a \$250.00 administration fee payable to the Commission
  - further fees in advance, including expenses for police services, other staff services and costs to be incurred, or losses otherwise projected by the Commission where specified
  - other terms and conditions as may be required by the Commission as detailed in NPC's Commercial Filming & Photography Procedures (refer to [www.niagaraparks.com](http://www.niagaraparks.com))

**LIMITATIONS & PROHIBITIONS**

1. The following are prohibited for any commercial film project undertaken on a property or waterway under NPC jurisdiction:
  - no violence
  - no unauthorized disruption to visitor access
  - no stunting (as per Niagara Parks Act & Regulations)
  - no post-film work which portrays a stunt within the Parks
  - no imagery or dialogue that is detrimental to NPC's image
2. Permits may be revoked where the company has failed to meet any or all of the conditions of the issued permit.
3. While on site the permit must be carried by the film company crew at all times so that it may be reviewed at the request of Niagara Parks Police Services.
4. Film company employees, representatives and third parties must adhere to the Ontario Ministry of Labour regulations regarding health and safety.

**NPC EVENTS & PUBLIC RELATIONS RESPONSIBILITIES**

1. Staff will:
  - Advise the General Manager and Senior Management of film requests that are received
  - Forward all permits to the Niagara Parks Police Service to the attention of the Chief of Police, and confer with such persons as are necessary to arrange for police escorts as required. The role of the Police Service during paid duty for commercial filming is to keep the peace, ensure the conditions of the permit are met and that Niagara Parks Act and regulations are adhered to
  - Notify the Chief of Police when a permit has been denied or revoked
  - Refer the film company to other government agencies where the nature and scope of the film project exceeds NPC's jurisdictional limits, including:
    - City of Niagara Falls
    - Town of Fort Erie
    - Town of Niagara-on-the-Lake
    - A Ministry of the Crown

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Commercial Filming & Permits

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- Together with NPC site managers and other staff as is necessary, determine the impact of the commercial filming request to site operations, including:
  - visitor access
  - retail attractions and food services
  - health, safety and environment
  - environmental concerns such as cleanliness and effects to NPC horticulture operations

*Original Signed*

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John Kernahan  
General Manager

**MARKETING****Use of Niagara Parks Picnic Areas**

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The Niagara Parks Commission (NPC) administers and maintains over 1,720 hectares (4,250 acres) of parkland along the Niagara River Corridor. These parklands include parks and picnic areas, playgrounds, historical and archaeological sites, golf courses, restaurants, gift shops, attractions, a horticultural school and kilometres of recreational trails and scenic drives.

Many services and facilities are provided to the public free of charge. There is a non-refundable administration fee for the use of covered picnic pavilions within Niagara Parks. Available with the pavilions are tables, washrooms and electrical outlets. The following conditions apply to the routine use of the picnic areas and pavilions under the jurisdiction of NPC. A separate contract may be required for non-routine use, such as catered or community events, corporate or special functions. These conditions must be respectfully adhered to by those visiting Niagara Parks' properties.

**1. LITTER AND CLEAN UP**

It is the responsibility of each picnic group to appoint its own clean up committee and to ensure that the grounds and pavilions are left clean and as they were found.

**2. VEHICLES CARRYING PERSONS WITH DISABILITIES**

At McFarland Park, Queenston Heights Park and Niagara Glen Park, there is no provision for parking vehicles adjacent to the pavilions. Vehicles will be admitted to the pavilion area only for the purpose of dropping off persons with disabilities. This is to be kept to a five (5) minute maximum. Busses will not be permitted. Vehicle entry into the pavilion areas is to be coordinated with the attendant and/or police officer on duty and drivers must proceed slowly and with caution to ensure the safety of others in the picnic areas, since these access roads and pathways can be heavily congested with pedestrian traffic. Access roads and pathways are not to be used for vehicles to drop off picnic supplies.

**3. DOGS**

Dogs are not allowed at Queenston Heights Park, King's Bridge Park or Old Fort Erie. Dogs at McFarland, Niagara Glen and all other areas must be on a leash or kept under direct control at all times. Visitors are also required to "stoop and scoop" and ensure that they clean up after their pet.

**4. PUBLIC ADDRESS SYSTEMS**

In consideration of the many groups and individuals using the Park, the operation of a P.A. system is prohibited. Permission may be obtained to use a public address system at Queenston Heights Bandshell or Old Fort Erie Bandshell for public events such as church services, band concerts etc. Church services must be completed by 11:00 a.m.

**MARKETING****Use of Niagara Parks Picnic Areas**

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**5. ALCOHOLIC BEVERAGES**

Alcoholic beverages are prohibited on NPC property under Section 31, subsection 2, of the Liquor Licence Act of Ontario which reads as follows: “No person shall consume liquor (alcohol) in any place other than a residence, or a premises in respect of which a licence or permit is issued.”

**6. SECURITY**

NPC’s extensive grounds and large number of visitors are sometimes attractive to thieves and vandals. Visitors are strongly urged to lock all valuables in car trunks and not tempt crime by leaving possessions in view. If a security issue does arise, visitors are requested to contact the Niagara Parks Police at (905) 356-1338.

**7. FOOD & BEVERAGE**

No sale of any food, beverage or product is permitted on NPC property without written approval. Commercial catering firms are not permitted at any Niagara Parks location without written approval of the General Manager or his designate. The NPC Food Services department can supply a complete range of menu selections for group picnics which can be arranged at the time of the pavilion booking.

**8. CONFIRMATION OF RESERVATION**

Visitors are reminded to carry their Picnic/Pavilion Reservation Confirmation to the pavilion on the day of their picnic.

Pavilion space for picnics will be held for only one hour after the time for which the reservation is booked.

**9. RESERVATIONS FOR PAVILION BOOKINGS**

The Niagara Parks Commission reserves the ability to move functions within the Park. NPC commits to ensuring that groups are provided with an alternate location or an alternate date at the same location, should this action be required.

**MARKETING****Use of Niagara Parks Picnic Areas**

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Any inquiries regarding NPC picnic facilities should be directed to:

The Niagara Parks Commission  
Community Relations - Picnics  
5881 Dunn Street  
Niagara Falls, ON L2G 2N9

Tel: 1-877-NIA-PARK or locally (905) 371-0254 ext. 3  
e-mail: npinfo@niagaraparks.com

**10. ADMINISTRATIVE FEE FOR THE USE OF PAVILIONS**

An administrative fee is charged for the use of picnic pavilions throughout Niagara Parks. This fee applies only to the use of pavilions and not for the use of NPC parkland. Fees are as follows and are subject to the Goods and Service Tax (GST):

25 people or less	\$ 25
26 - 100 people	\$ 50
101 - 250	\$100
250 and over	\$250

The administrative fee may not apply to church and charity groups and events that are catered by NPC Food Services. A church registration number will be requested from churches and a credit card guarantee will be requested for both churches and charitable organizations. The fee will be charged if the group is found in violation of NPC rules and regulations or if they have left the Park in less than satisfactory condition.

***Original Signed***

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John Kernahan  
General Manager

**MARKETING****Sponsorships**

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**POLICY**

The Niagara Parks Commission (NPC) will entertain sponsorship agreements with outside companies in order to enhance the visitor experience in the Park and/or to obtain desired business benefits. Individuals, business firms and community organizations can become sponsors of NPC programmes, services and events, to benefit our customers by allowing NPC to maintain or increase its level of service or to promote their products.

**DEFINITIONS**

Sponsorship is defined as a mutually beneficial exchange whereby NPC receives funds, products, or in-kind services from a sponsor who, in return, benefits from customer recognition and advertising or promotional opportunities.

A sponsorship is a contracted and written agreement designed to benefit both partners. It gives ongoing recognition through public awareness for a specific period of time. The partnership is a commercial venture built around an NPC program, service or function and there will be a marketing benefit or trade-off for corporations involved.

Sponsorships may be considered with three different types of partners:

***Product Partner*** (with providers of products sold in the Park i.e. soft drinks)

***Service Provider Partner*** (with providers for NPC services such as telephone service or vehicles)

***Promotional Partner*** (companies may desire to promote their brand to Parks patrons, their product may not be sold in the Park or used by NPC but they want to expose their brand to NPC customers. Corporate event sponsorship is a major area for this type of sponsorship, i.e. marketing or media sponsorships of events such as a major golf tournament)

**GUIDING PRINCIPLES**

NPC believes the following principles are important in developing sponsorship policies and agreements and has a responsibility to:

- demonstrate that sponsors further NPC's mission, goals, objectives and priorities and are deemed appropriate and compatible with the policies, mission and values of NPC
- disallow sponsorship agreements that give unfair advantage to, or cause discrimination against, any sector of the community
- be sensitive to the local political and social climate and select partners who will enhance NPC's image in the community and tourism sector

**MARKETING****Sponsorships**

- ensures sponsoring companies provide products or services that appeal to a general family audience and are consistent with or reinforce NPC's image and/or the image of the Business Unit being sponsored: Niagara Falls & Great Gorge Attractions, Niagara Heritage Trail, Niagara Nature Trails, Niagara Garden Trail (including Parks and School of Horticulture), Niagara Parks Golf, Food Services, World Class entertainment venue.
- NPC will only enter into agreements with sponsors whose products are legal and are government approved for use or consumption in all approved or licenced venues. As of October 2003, it is illegal in Canada to promote a tobacco company's sponsorship of any person, entity, event or activity.
- ensure that third party sponsors of events/programmes/artists on NPC property are also complimentary to these guiding principles
- adhere to the provisions of corporate policies CPM-05-0, Conflict of Interest and Acceptance of Benefits and CPM-05-07, Employee Conduct.

This policy should be applied in conjunction with CPM-03-02, Procurement of Goods and Services, to ensure that all available sponsorship opportunities are considered as part of any call for tenders process. NPC encourages bundling of services throughout its several departments and the identification of long-term service providers. During the tendering process, best pricing and services provided will be evaluated along with any offered sponsorship component.

**NEGOTIATIONS**

Sponsorships are sought out and developed by the Marketing Department under the direction of the Executive Director, Revenue Operations & Business Development.

In initiating any partnership negotiation, staff should determine sponsor eligibility and the prospects of a successful and amicable relationship, including:

- nature, product(s) and/or service(s) of the company
- information on the company's ownership and history
- principals of the firm and with whom NPC would work and who has signing authority from the company
- level of the company at which the partnership has been approved
- rationale for the company's interest
- the program around which they wish to create a partnership relationship
- the partner's expectations of NPC
- willingness of the partner to enter into a long-term agreement
- financial commitments for the duration of the contract
- details of the specific promotion on which the partnership would be based
- all responsibilities and commitments of NPC

**MARKETING****Sponsorships**

All sponsorships must provide a benefit to the NPC or its customers. Benefits could include but are not restricted to:

- a. Cash funds
- b. Event/programming support
- c. Infrastructure support or development
- d. Marketing support

**NPC COMMITMENT TO SPONSORS**

- the sponsor will be a favoured provider of goods and/or services to NPC for the term of the agreement where applicable
- the company will receive marketing rights as negotiated to promote their involvement
- NPC shall not knowingly enter into a sponsorship agreement with a direct competitor of an existing partnership without the permission of the existing sponsor
- NPC shall provide feedback on a regular pre-determined basis as to the effectiveness of the sponsorship
- sponsors shall be provided with a level of recognition commensurate with their contribution, in conjunction with, but not limited to, the programmes and services which are supported by the sponsor
- sponsors shall receive the opportunity to sponsor new events or programmes in addition to those determined by the original contract

**SPONSOR OBLIGATIONS**

- to uphold all aspects of the contract as negotiated and signed
- to obtain prior consent from NPC for any use of the NPC names or logos outside the parameters of the contract
- to use only the specific NPC venue(s)/event(s) that are identified within the contract
- to notify NPC of any commitments to third party sponsors - third party sponsors of events, programmes or artists do not qualify for any of the NPC sponsor benefits, but may receive permission for identification at the specified venue only.

**TERMINATION OF A SPONSORSHIP**

NPC reserves the right to terminate an existing sponsorship should any of the following occur:

- the partner uses the NPC name or logo outside the parameters of the contract and without prior consent
- the partner develops a public image inappropriate to NPC's service and/or objectives

**MARKETING****Sponsorships**

- the partner is in default of payment or in supplying contracted products, goods or in-kind services
- the partner is in default with any rules and regulations as outlined in the guiding principles

**APPROVAL PROCESS**

Sponsorships sought out for Heritage, Nature, Gardens or Golf, that do not impact Retail or Attraction revenue (e.g. School of Horticulture) must be approved by the appropriate Executive Director and reviewed with Marketing prior to approval to make sure there are no existing or potential conflicts.

All sponsorships other than those outlined above must be approved by the Executive Director, Revenue Operations & Business Development. Sponsorship agreements which are valued at \$50,000 or less, shall be approved by the General Manager. Sponsorship agreements with values in excess of \$50,000 shall be presented to the Commission for approval with three months lead-time required.

The sourcing of promotional sponsorships, the development of sponsorship contracts and the execution of sponsorship packages other than those outlined above, is the responsibility of the Marketing Department.

A copy of sponsorship documents must be forwarded to the Purchasing Office and retained in accordance with the records management system.

**REQUESTS FOR DONATIONS AND SPONSORSHIPS**

Any requests made to NPC for donations or sponsorships must be handled in accordance with policy CPM-08-01, Handling Requests for Attraction Passes & Donations.

*Original Signed*

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John Kernahan  
General Manager

**MARKETING****Persons with Disabilities**

The Niagara Parks Commission (NPC) is committed to ensuring all of its visitors have a safe and comfortable experience when touring our sites and attractions. It is the policy of NPC to encourage persons with disabilities to visit and enjoy our parklands and sites and to foster their accessibility and accommodation wherever possible. In keeping with this policy, the following provisions have been implemented for persons with disabilities.

**ACCESSIBILITY AND ACCOMMODATION**

The following NPC attractions are accessible for persons with disabilities: Butterfly Conservatory, Maid of the Mist, Sir Adam Beck Generating Station, Floral Showhouse, Journey Behind the Falls and White Water Walk. However, Journey Behind the Falls and White Water Walk each have lower observation decks that can only be reached by stairs. As persons using wheelchairs and scooters can only reach the upper decks at these two attractions, they shall be provided discounted admission, at NPC's regular reduced winter rate, throughout the year. This discount does not apply if the customer is purchasing an admission package that is already discounted, like the Niagara Falls & Great Gorge Adventure Pass.

Admission fees for accessibility support persons (when accompanying a person with a disability) shall be waived upon request at all of our attractions. No identifications will be required in order to waive the admission fee.

NPC shall collect data regarding requests for free admission by accessibility support persons on an annual basis in accordance with Ministry of Tourism requirements.

Admission to facilities on NPC sites operated by a third party through a rental or lease agreement shall not be subject to the admission provisions of this policy, but shall be subject to the requirements under the Customer Service Standard established under the Accessibility for Ontarians with Disabilities Act, 2005 (AODA).

When customers with a Disabled Person Parking Permit pay to park at any parking lot owned by NPC, they can re-park on the same day at any other NPC paid parking lot at no charge.

NPC is mandated to preserve its historic buildings. As such, renovation to provide accessibility to the upper levels is not feasible for these Niagara Heritage Trail sites: Laura Secord Homestead, McFarland House and Old Fort Erie. These sites are partially accessible for persons using a wheelchair or scooter but have second stories that can be reached only by stairs. Discounted admission shall not be provided at these sites since rates are considered very affordable.

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Niagara Parks attractions that are currently not accessible to persons using a wheelchair or scooter are the Whirlpool Aero Car, Mackenzie Printery and Newspaper Museum, People Mover shuttle buses and the Falls Incline Railway. Plans are underway, however, to improve the Falls Incline Railway to provide for full accessibility for persons with disabilities.

NPC's food services venues are fully accessible or special accommodations have been made to assist persons with disabilities. The Niagara Parks Floral Showcase features an outdoor Fragrance garden that is specially signed with Braille lettering for persons who are visually impaired. Audio tours in six different languages at Journey Behind the Falls and the Butterfly Conservatory are available for the benefit of persons who are visually impaired. In addition, Niagara Parks maintains a recreational trail, picnic areas and parklands which are fully accessible.

NPC Managers shall use their discretion when determining any special accommodations for persons with disabilities visiting their sites.

## FUTURE CONSIDERATIONS

The Accessibility for Ontarians with Disabilities Act (AODA), 2005, provides for the development, implementation and enforcement of standards relating to accessibility with respect to goods, services, facilities, employment, accommodation, buildings and all other things specified in the Act for persons with disabilities. NPC shall continue to work with the AODA Standards Development Committees and the Accessibility Working Group that was created to develop an Accessibility Plan for the Niagara Region, in ongoing efforts to ensure that our facilities meet current standards. NPC shall continue to promote accessibility at Niagara Parks, develop website information that will assist persons with disabilities to plan a visit to Niagara Parks and meet any standards established through the implementation of the AODA. Training shall also be provided for employees which incorporates the following core principles of accessible customer services for persons with disabilities: dignity, equity, inclusion, independence, responsiveness and sensitivity.

*Original Signed*

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John Kernahan  
General Manager