



Black Wall Street Niagara Falls District

CLIFTON HILL ONTARIO ~ Canada's Economic Boom!

Clifton Hill in Niagara Falls, Ontario, is a popular tourist destination, and its vibrant economy contributes significantly to the region's financial health. Known for its attractions, restaurants, and entertainment, Clifton Hill draws millions of visitors annually, boosting both retail and service-based businesses.

Some of the top-earning establishments in the area include the **Niagara SkyWheel**, **Movieland Wax Museum**, and attractions like **Dinosaur Adventure Golf** and **Zombie Attack**. Popular dining options such as **Boston Pizza**, **Kelsey's**, and **Rainforest Café** also play a role in the area's economic success. Specialty shops like the **Canada Trading Company** and **The Fudge Factory** are notable for their strong retail sales, offering unique souvenirs and handmade treats.

In terms of economic impact, tourism in the Clifton Hill district, alongside other key attractions in Niagara Falls, injects millions into the Ontario economy each year. The area benefits from high retail sales, hospitality services, and cultural experiences, making it one of the most vital contributors to the region's tourism-based revenue.

This tourism-driven boost enhances local employment, infrastructure, and growth in the service industry, strengthening Ontario's economy by drawing international and domestic tourists alike.

Estimated breakdown of some of the top-earning establishments on Clifton Hill, Niagara Falls, Ontario, and their annual revenues converted into USD:

Establishment	Description	Estimated Annual Revenue (USD)
Niagara SkyWheel	Iconic 175-foot Ferris wheel offering views of Niagara Falls	\$3 million – \$5 million
Movieland Wax Museum	Wax museum featuring famous celebrities and movie characters	\$1 million – \$2 million
Dinosaur Adventure Golf	Mini-golf course with dinosaur-themed settings	\$1 million – \$1.5 million
Zombie Attack	Interactive 4D zombie shooting game	\$500,000 – \$1 million



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Establishment	Description	Estimated Annual Revenue (USD)
Boston Pizza	Family-friendly pizza restaurant with bar service	\$1.5 million – \$2.5 million
Rainforest Café	Jungle-themed restaurant with animatronic animals	\$2 million – \$3 million
Canada Trading Company	Retail store specializing in Canadian souvenirs and crafts	\$500,000 – \$1 million
The Fudge Factory	Specialty candy and fudge-making shop	\$300,000 – \$500,000

Total Estimated Annual Revenue (USD):

Approximately **\$10.8 million – \$16.5 million** USD

These revenue estimates reflect the substantial income generated by Clifton Hill's combination of attractions, dining, and retail. The tourism flow in this area is a major driver of its economic success, contributing significantly to Ontario's overall economy.

Clifton Hill in Niagara Falls, Ontario, is a popular entertainment district that draws millions of visitors annually, contributing significantly to the local economy. The attractions and hotels in this area generate substantial revenue, particularly through tourism activities.

Top Attractions & Estimated Revenues (in USD):

- **Niagara SkyWheel:** \$4 million annually from tickets and souvenir sales.
- **Movieland Wax Museum:** \$2 million annually.
- **Dinosaur Adventure Golf:** Around \$1.5 million from admissions.
- **Zombie Attack 4D Experience:** Estimated \$1 million in earnings.
- **Ripley's Believe It or Not:** \$1.8 million annually.

Hotels & Accommodations Revenue:

- **Sheraton Fallsview Hotel:** Generates about \$25 million annually due to its proximity to the falls and high occupancy rates.
- **Clifton Victoria Inn:** Estimated at \$10 million per year.



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- **Fallsview Casino Resort:** Generates a large chunk of revenue from gaming and accommodations, bringing in over \$100 million annually.

The collective revenue generated by these attractions and hotels not only boosts Clifton Hill but also contributes significantly to Niagara Falls' tourism economy, which is estimated to exceed \$2 billion annually. This economic activity supports jobs and enhances the regional economic development.

Niagara Falls is a major tourist destination that attracts over **20 million visitors annually**, with a significant economic impact on both the Canadian and U.S. sides of the border. In **Canada**, the **Niagara Region** benefits from tourism revenue of over **\$2 billion annually**, contributing to local businesses, jobs, and community services. The multiplier effect suggests that for every \$10 spent on tourism, an additional \$7 is circulated in the local economy.

The top seven countries from which visitors originate include:

1. Canada (domestic travel dominates with over 8.4 million visitors annually)
2. United States (3.2 million visitors)
3. United Kingdom
4. China
5. Germany
6. India
7. South Korea

These tourists visit a wide range of attractions, from the famous **Maid of the Mist** boat tours to hotels and casinos such as **Seneca Niagara Resort** on the U.S. side. On the Canadian side, **Clifton Hill** hosts many entertainment centers, restaurants, and the iconic **Skylon Tower**. The area also sustains a robust hospitality industry with over 600 hotels.

In terms of jobs, **tourism directly supports nearly 40,000 jobs** in the Niagara region, and the number continues to grow. The region is home to more than 2,800 tourism-related businesses.

This robust tourism sector, with investments in community infrastructure, attractions, and marketing, contributes to sustained economic growth on both sides of the border.



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CHALLENGES: US Niagara Falls Economic and Social

The U.S. side of Niagara Falls, particularly in the city of Niagara Falls, New York, has faced long-standing economic and social challenges, resulting in a perception of cultural and financial depression compared to the vibrant Canadian side. Here are some of the main causes:

1. Deindustrialization and Economic Decline:

Niagara Falls, NY, was historically a hub of industry, with companies like **Hooker Chemical** and **Carborundum** leading in chemical production and manufacturing. However, after the mid-20th century, many factories closed or downsized, leading to high unemployment, economic stagnation, and population decline. The U.S. side never fully recovered from the loss of these industrial jobs, whereas the Canadian side leaned heavily into tourism investment.

2. Environmental and Health Issues (Love Canal):

The **Love Canal disaster** in the late 1970s—when toxic chemicals buried by Hooker Chemical in the 1940s caused severe health and environmental issues—devastated the city's image and contributed to its economic collapse. This event led to declining property values, population loss, and a damaged reputation that continues to affect Niagara Falls, NY, to this day.

3. Tourism Development Disparities:

While the Canadian side (Niagara Falls, Ontario) invested heavily in tourism infrastructure, attracting millions of international visitors, the U.S. side has been slower to develop and capitalize on its tourist potential. Major attractions, such as the casinos, hotels, and entertainment centers on the Canadian side, were built and promoted more aggressively, drawing tourists across the border. The U.S. side has historically lacked comparable investment, leading to fewer high-quality accommodations and attractions.

4. Urban Planning and Redevelopment Issues:

Poor urban planning has contributed to the U.S. side's problems. Failed redevelopment projects, lack of modern infrastructure, and bureaucratic inefficiencies have hindered efforts to revitalize the area. Efforts to improve the downtown area have been slow, and certain projects have failed to attract long-term investment or enough tourists.



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5. Cultural and Political Differences

The cultural and political climate on the U.S. side differs significantly from its Canadian counterpart. While the Canadian side has strong government-backed tourism initiatives, the U.S. side has struggled with local political divisions, slow bureaucratic processes, and limited state and federal support for redevelopment projects. This has led to a fragmented approach to city revitalization and a failure to address underlying issues.

6. Border Effects and Exchange Rates:

The **strength of the U.S. dollar** compared to the Canadian dollar often makes it cheaper for American tourists to visit the Canadian side. This creates an imbalance in tourism spending. Additionally, the Canadian government has invested in Niagara Falls, Ontario, as a "gateway" to Canada, increasing its international allure, while the U.S. side struggles to attract similar levels of foreign visitors.

7. Aging Infrastructure:

Niagara Falls, NY, suffers from aging infrastructure. Many buildings, hotels, and public spaces have not been adequately maintained or modernized. This has resulted in a less attractive environment for tourists, who are more drawn to the polished, modern amenities on the Canadian side.

8. Crime and Social Issues:

The U.S. side has experienced higher crime rates and social issues like poverty, homelessness, and substance abuse. These challenges make it difficult to market the area as a top-tier tourist destination. The lack of economic opportunities also exacerbates social problems, creating a cycle that is hard to break.

Together, these factors explain the economic and cultural disparity between the U.S. and Canadian sides of Niagara Falls, with the Canadian side thriving through tourism and the U.S. side facing prolonged challenges related to economic transition and underdevelopment.



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OPPORTUNITY: Black Wall Street Niagara Falls

Creating a **Black Wall Street Niagara Falls District** with the **Niagara Falls Underground Railroad Heritage Center** as the anchor would be a powerful initiative for both economic revitalization and cultural recognition in Niagara Falls, NY. This concept could commemorate the historic role of Niagara Falls in the abolitionist movement while fostering Black entrepreneurship and tourism. Let's analyze this in terms of street boundaries, types of businesses, and overall strategy:

1. Street Boundaries (5 Blocks):

The most suitable area for establishing a **Black Wall Street Niagara Falls District** would ideally encompass key historical and high-traffic zones to attract both locals and tourists. Since the **Niagara Falls Underground Railroad Heritage Center** is located at 825 Depot Ave W, near the Niagara River, the district could expand around the following areas:

Black Wall Street Niagara District spans 5 blocks with the Underground Railroad Heritage Museum as the anchor.

Proposed Boundaries for the 5-Block District:

- **Anchor:** The Niagara Falls Underground Railroad Heritage Center, located at 825 Depot Avenue West, will serve as the central landmark and anchor for the district.
- **North Boundary:** Depot Avenue West, extending from the Heritage Center.
- **South Boundary:** Buffalo Avenue, which runs close to the river and tourist areas, ensuring visibility.
- **East Boundary:** Main Street, a busy commercial artery with businesses and traffic.
- **West Boundary:** Portage Road, a key road that connects important areas and offers redevelopment potential.

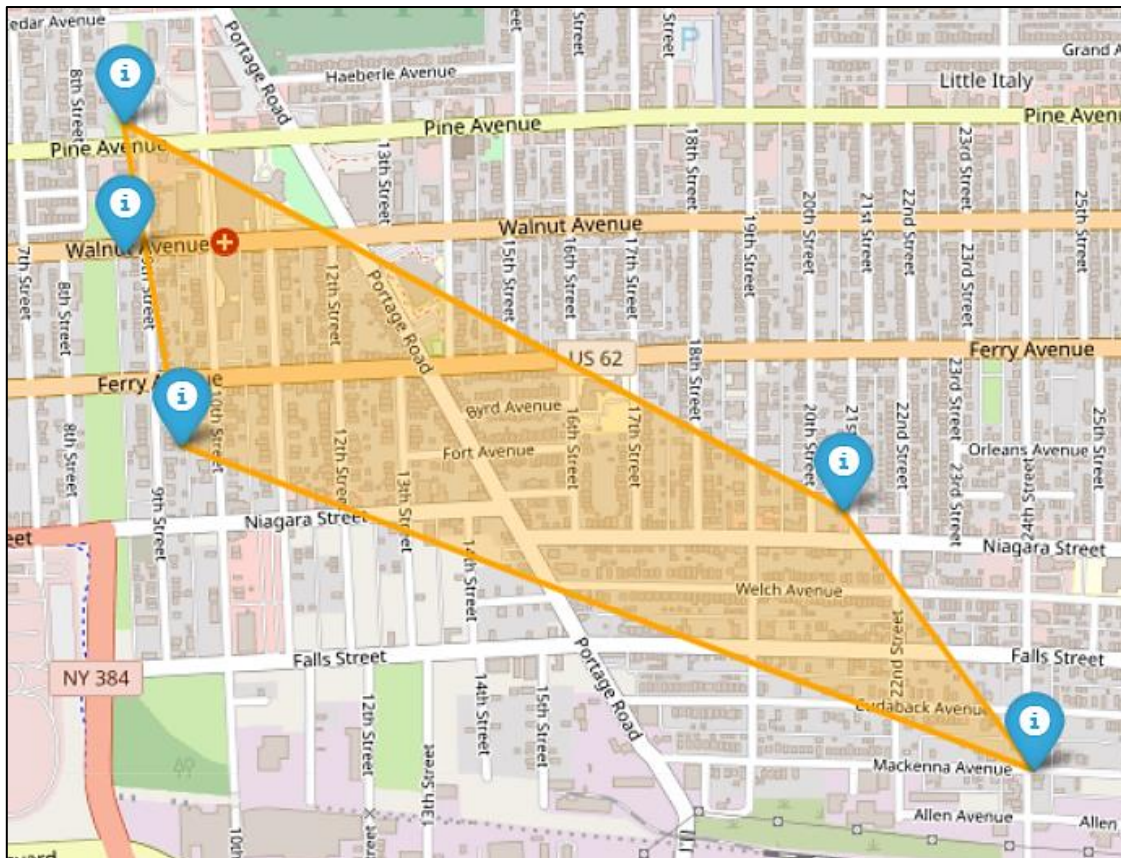
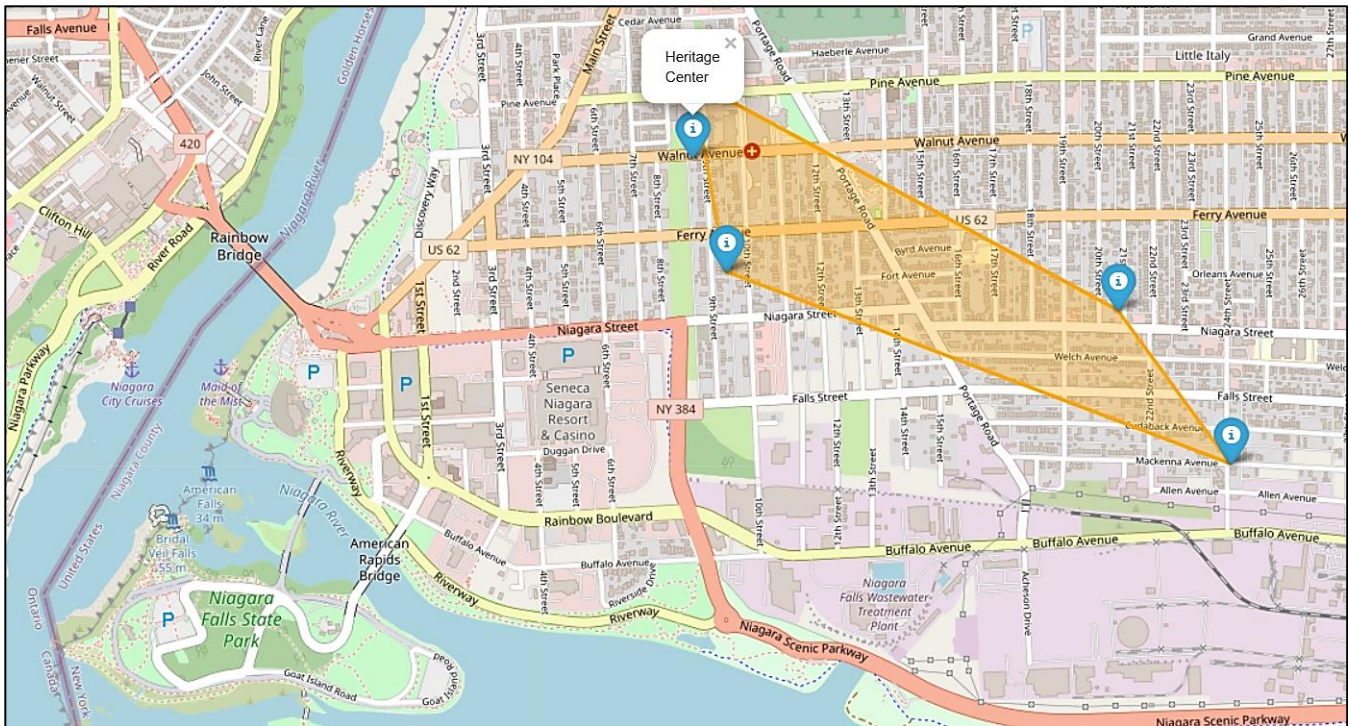
Key Considerations:

1. **Focus on Main and Depot Avenues:** These two streets should house businesses, cultural landmarks, and new developments, forming the heart of the 5-block district.
2. **Tourist Traffic:** By incorporating Buffalo Avenue and the proximity to Niagara Falls State Park, the district can leverage tourist foot traffic.



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Proposed Boundaries for the 5-Block District:





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- 3. Historical Significance:** Highlight the connection between the Underground Railroad Heritage Center and surrounding redevelopment to honor the African American history of the area.

This 5-block district is focused and accessible while retaining its connection to historical and tourist landmarks.

2. Types of Businesses:

The businesses in the Black Wall Street Niagara Falls District should reflect the needs of both tourists and the local community, enhancing the cultural and economic landscape. Here's an array of businesses that could meet these needs:

Tourist-Centric Businesses:

- **Heritage and Cultural Centers:** Expanding the storytelling of Black history and the Underground Railroad with interactive museums, exhibits, or workshops.
- **Restaurants and Cafés:** Featuring African American, Afro-Caribbean, and African cuisine, offering unique flavors while telling the story of Black culinary history.
- **Souvenir Shops:** Selling locally made Black-owned crafts, art, and literature tied to African American history and the Niagara region.
- **Tour Operators:** Guided walking tours, highlighting the history of the Underground Railroad and the significance of Niagara Falls in the abolitionist movement.

Local Community-Centric Businesses:

- **Retail Spaces:** Black-owned bookstores, clothing boutiques, and convenience stores to serve residents and visitors alike.
- **Business Incubators:** Spaces dedicated to nurturing Black entrepreneurship, offering co-working spaces, mentorship programs, and small business resources.
- **Grocery Stores:** A Black-owned market or co-op offering fresh, healthy options in an underserved area could serve the community.
- **Health and Wellness:** A wellness center offering culturally tailored healthcare services, mental health support, and fitness classes could benefit locals and tourists alike.



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Anchor Businesses:

- **Underground Railroad Heritage Center Expansion:** Adding adjacent attractions such as an event space, or conference center, could establish it as a key economic driver.
- **Boutique Hotels or Bed & Breakfasts:** Black-owned boutique lodging options could provide unique experiences while accommodating tourists visiting Niagara Falls and learning about Black history.

3. Advantages:

- **Cultural Tourism:** Niagara Falls is already a well-established tourist destination. Creating a Black Wall Street district around the Underground Railroad Heritage Center would add a compelling layer of cultural tourism. Visitors would be drawn to the historical and cultural significance of the area.
- **Economic Revitalization:** The district could attract investments, provide new job opportunities, and empower Black-owned businesses. It would help retain tourist dollars on the U.S. side, which has struggled economically compared to the Canadian side.
- **Community Empowerment:** Focusing on Black-owned businesses would build wealth and foster economic independence in a community that has historically been marginalized. The district could serve as a hub for community pride and entrepreneurship.
- **Collaborative Development:** Partnering with existing Niagara Falls institutions, like Niagara University or state tourism bodies, could enhance the district's growth and sustainability, providing marketing support and financial incentives.

4. Challenges and Considerations:

- **Funding and Investment:** Securing investments from both public and private sources is essential. Grant programs for historical preservation, economic development funds, and partnerships with local or state governments could help.
- **Community Engagement:** It's critical to involve local residents and stakeholders in the planning process to ensure that the district meets the needs of both tourists and the community.
- **Infrastructure Development:** Improvements in public transportation, signage, and urban infrastructure would be needed to support increased traffic and make the area appealing to visitors.



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SUMMARY:

Launching a Black Wall Street district in Niagara Falls, New York, anchored by the Niagara Falls Underground Railroad Heritage Center, holds significant economic, cultural, and social potential. Here's an estimate based on the current tourism landscape and opportunities on the U.S. side:

Economic Impact

- **Revenue Potential:** Clifton Hill in Niagara Falls, Ontario, generates substantial tourism revenue, estimated at \$2 billion annually. Though the U.S. side faces challenges, it still attracts around 20 million visitors annually, making it a prime location for cultural tourism. By capitalizing on the Black Wall Street concept, with businesses and attractions centered around African American history, the district could tap into this tourist flow.
 - **Estimated Revenue Range:** With a focus on culturally significant attractions and businesses, the Black Wall Street Niagara Falls district could realistically aim for revenues between \$50 million to \$150 million annually, depending on investment and development success. This estimate assumes a successful integration with local tourism, leveraging both existing foot traffic and the appeal of new attractions.

Cultural and Social Impact

- **Cultural Tourism:** The district would serve as a beacon of African American history and entrepreneurship. As Niagara Falls already draws significant international visitors, a Black Wall Street district would enhance cultural tourism by showcasing the history of the Underground Railroad and Black entrepreneurship. This type of tourism is increasingly popular, particularly with younger and more diverse visitors seeking meaningful experiences.
 - **Impact on Employment:** By fostering Black-owned businesses and entrepreneurial ventures, the district could create jobs for locals, stimulate economic revitalization, and reduce social disparities. The project could mirror Clifton Hill's success, which supports nearly 40,000 jobs in the region.



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Community Benefits

- **Empowerment and Pride:** The district would empower the African American community through business ownership and create a sense of pride by celebrating local Black heritage. This would foster long-term social benefits by addressing economic inequalities and offering community development opportunities.

In summary, launching the Black Wall Street Niagara Falls District could potentially generate between \$50 million to \$150 million annually in revenue while providing substantial cultural, social, and economic benefits for both the local community and tourists.



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CONCLUSION:

Establishing a **Black Wall Street Niagara District** centered on the **Niagara Falls Underground Railroad Heritage Center** offers an exciting opportunity to merge cultural history with economic development. Strategically positioned near Main Street and Depot Avenue, this district could blend historical education with business innovation, attracting a diverse array of visitors and reinvigorating the local economy. Key to its success will be the development of a broad array of culturally and community-responsive businesses that reflect the needs of both tourists and residents.

A Black Wall Street district in Niagara Falls would be a significant boost for both the city and the local African American community, drawing inspiration from historic movements like the Black Wall Street in Tulsa. Here's why:

1. **Cultural and Historical Value:** Niagara Falls is already rich in history, with the Niagara Falls Underground Railroad Heritage Center being a key tourist attraction. Creating a Black Wall Street district would honor African American heritage by expanding on this foundation, transforming it into a commercial and cultural hub where Black entrepreneurship thrives. This adds value by celebrating both the past and future of African American resilience and economic empowerment.
2. **Economic Impact:** A Black Wall Street district would promote Black-owned businesses, encouraging local entrepreneurship and economic self-sufficiency. By concentrating businesses within a specific area, it would create a dynamic ecosystem where Black businesses can thrive, providing jobs and opportunities while attracting visitors. This fosters a stronger local economy and helps revitalize key areas of Niagara Falls.
3. **Community Empowerment:** The Black Wall Street USA movement highlights the importance of uniting communities for mutual growth. Establishing a district in Niagara Falls would give residents a sense of pride and ownership while providing resources for emerging entrepreneurs. Such an initiative could also attract partnerships and investment opportunities, leading to long-term community development.

In conclusion, a Black Wall Street district in Niagara Falls would not only pay homage to African American history but also create a vibrant commercial zone that enhances the city's economic landscape and elevates the African American community's status and impact in the region.



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Attachment:

Key African American neighborhoods and business areas in Niagara Falls, NY, on a local map.

1. South End Neighborhood

- **Location:** The South End is situated in the southern part of Niagara Falls, near the area surrounding the **Niagara River**. It's south of downtown Niagara Falls.
- **Key Streets:** Focus on the streets between **Buffalo Avenue** and **Niagara Street**, and between **Main Street** and the **Niagara River**.
- **Landmarks:** This area includes residential zones, African American churches, and community centers.

2. Highland Avenue Corridor

- **Location:** This is a key corridor located in the central section of the city.
- **Key Streets:** Look for **Highland Avenue**, which runs parallel to major streets like **Main Street** and **Portage Road**. The Highland Avenue Corridor stretches north-south, connecting neighborhoods around Highland Avenue with adjacent residential blocks.
- **Landmarks:** Highland Avenue features a number of small businesses, African American-owned establishments, and cultural institutions, including churches.

3. North End Revitalization

- **Location:** The North End is located to the north of the Highland Avenue Corridor.
- **Key Streets:** It is bounded by streets such as **Main Street** to the east, **Pine Avenue** to the south, and extends up to **Lafayette Avenue** and **Lockport Street** to the north.
- **Landmarks:** The area includes older working-class neighborhoods, and revitalization efforts have been focusing on these parts.

4. Niagara Falls Underground Railroad Heritage Center

- **Location:** Near the **Niagara Falls Amtrak Station** and **Depot Avenue West**.
- **Key Streets:** It is located on **Depot Avenue West**, just north of **Main Street** and very close to the Niagara River. This area connects to key landmarks in the history of African American heritage, such as the Underground Railroad, which used to help fugitive slaves escape to Canada.



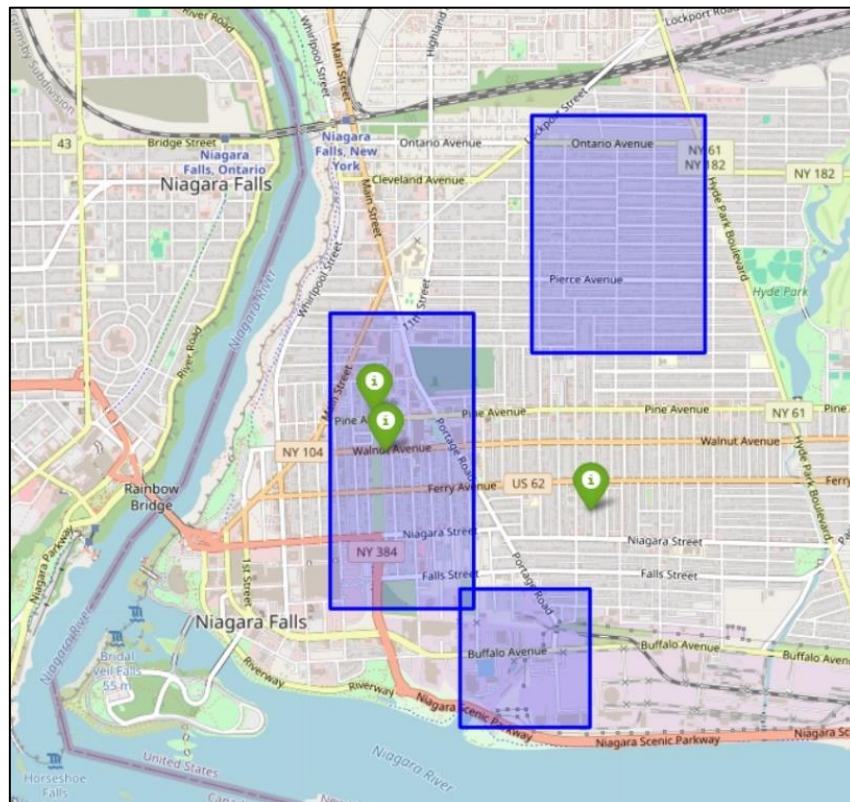
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- **Landmarks:** The Heritage Center is one of the key landmarks that commemorate African American history in Niagara Falls.

How to Visualize It on a Map:

- **Boundaries:** When you look at a local map of Niagara Falls, you can outline the **South End** by locating Buffalo Avenue on the south and following the blocks westward towards the Niagara River. The **Highland Avenue Corridor** is a vertical stretch between Pine Avenue and Hyde Park Boulevard.
- **Shading:** You can lightly shade the Highland Avenue Corridor and South End neighborhoods to highlight where the African American community and businesses are more prevalent. The **North End** can be marked just north of Pine Avenue.
- **Landmarks:** Mark the **Niagara Falls Underground Railroad Heritage Center** near Depot Avenue and indicate the approximate locations of any important cultural or community centers.

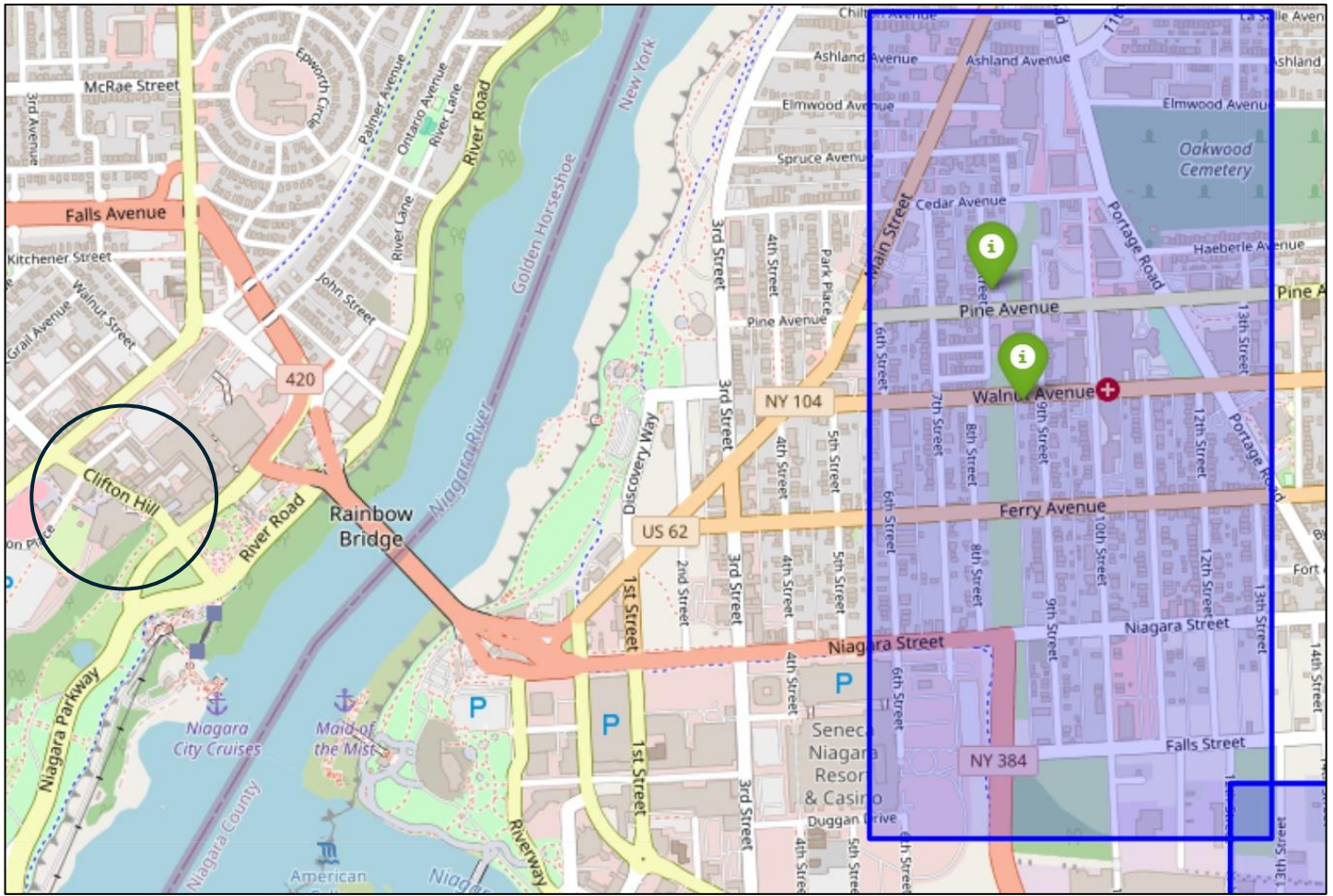
LOCAL MAP: Key African American neighborhoods and business areas in Niagara Falls, NY.





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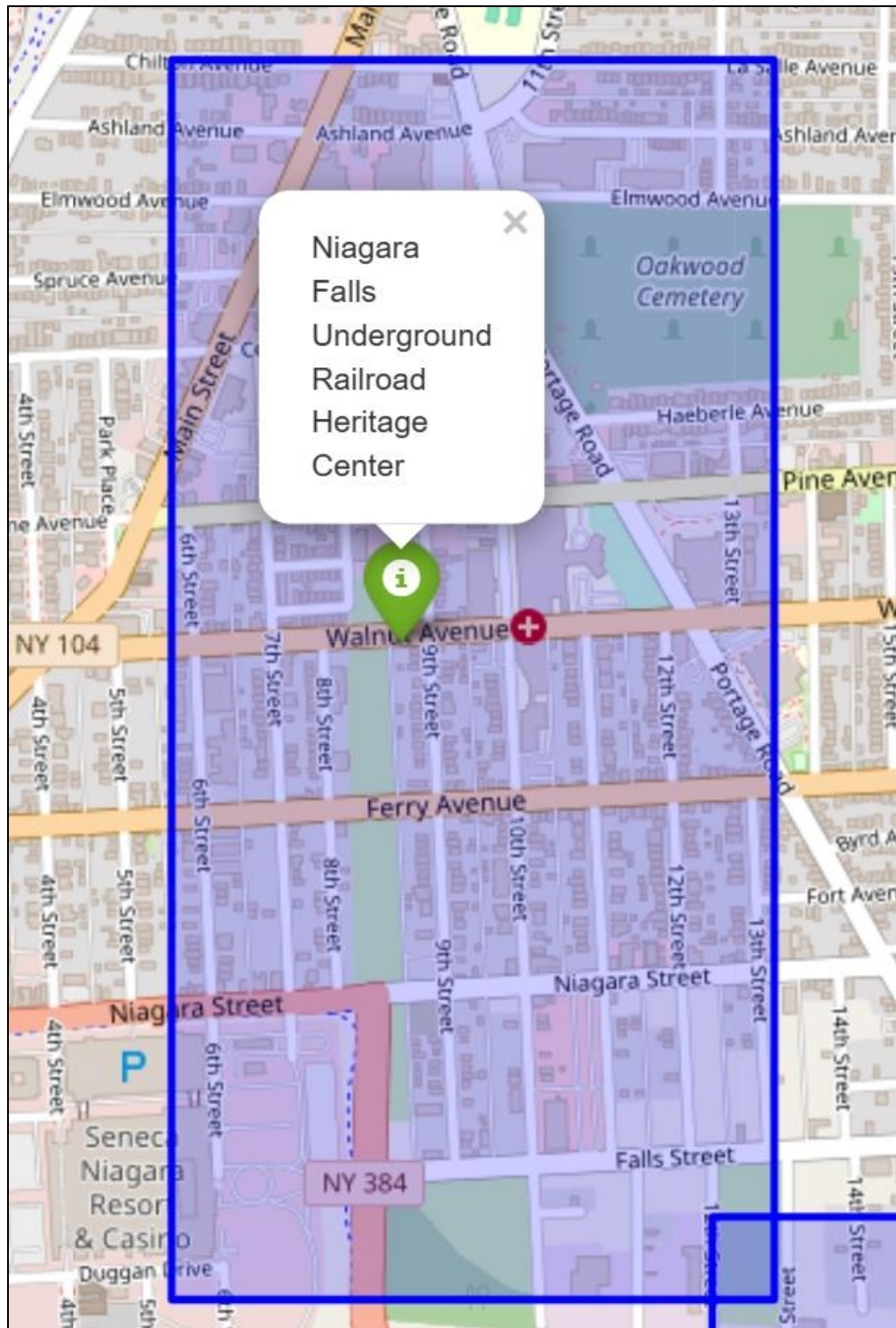
Clifton Hill Area (Canada) - North End Revitalization (USA)





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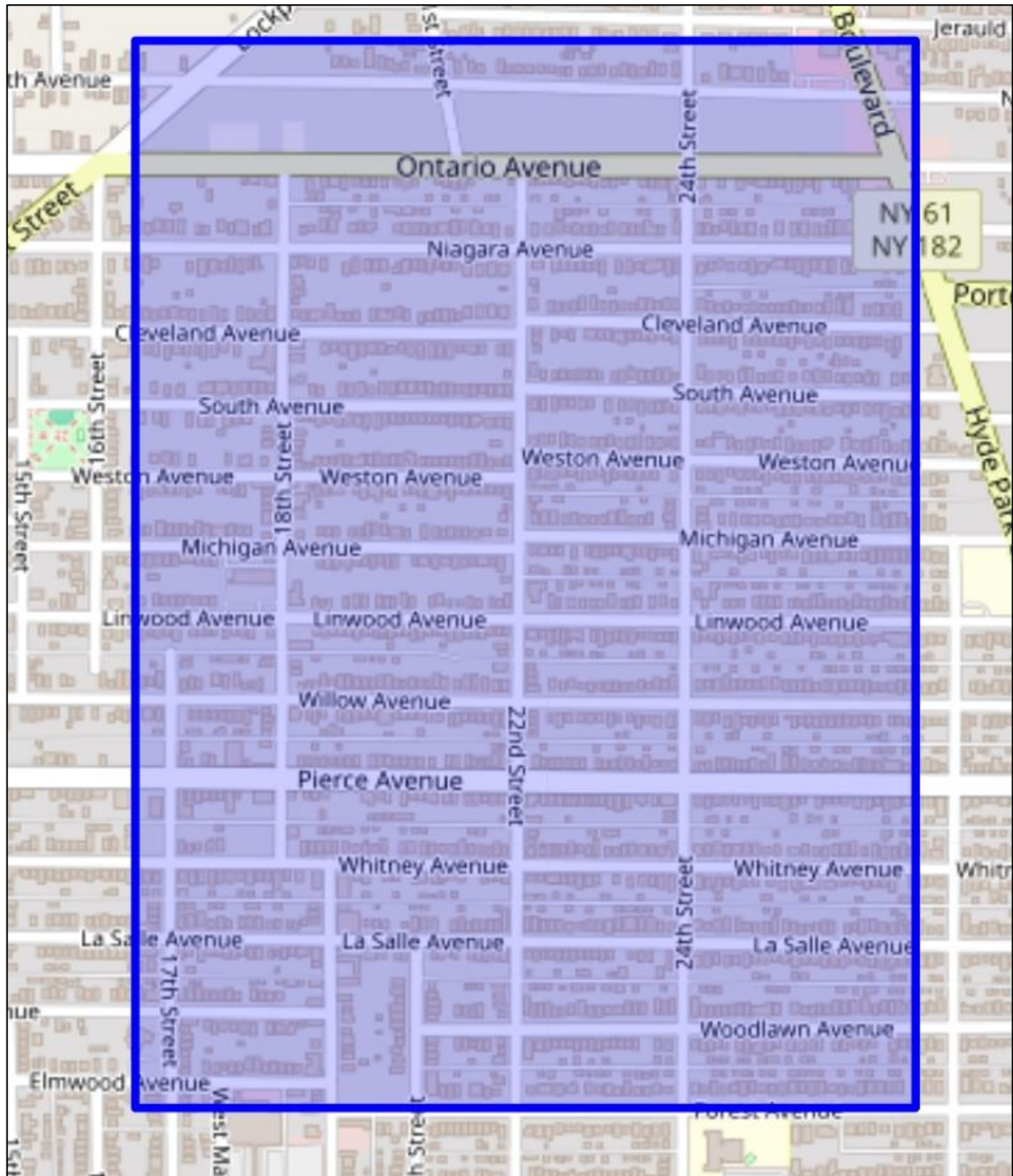
North End Revitalization





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Highland Avenue Corridor





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South End Neighborhood

