



PORT COLBORNE

MEDIA RELEASE

Port Colborne celebrates successful beach season and announces Splashtown Niagara as new 2022 feature

Port Colborne, ON (Sept. 8, 2021) – The City of Port Colborne celebrates a successful 2021 beach season, welcoming more than 50,000 visitors to the sandy shores of Lake Erie.

After an unpredictable 2020 beach season due to COVID-19, with staff continuously pivoting to change operational procedures based on provincial guidelines, the City of Port Colborne was committed to ensuring the success of the 2021 season. As per Council directive, staff created a strategic operational plan, which included facilitating a free beach pass to Port Colborne residents, and implementing an online portal for Niagara residents and non-residents to prepurchase a beach pass. This allowed staff to be proactive in managing parking and traffic flow, eliminating congestion problems seen in the previous year.

“The overall comparison between 2020 and this year is night and day,” said Blair Holinaty, recreation coordinator and Nickel Beach supervisor. “Last year, we were constantly reacting to the changing climate of the pandemic and beach operations seemed to be adjusting every day. By implementing the PORTicipate pass, and creating an online portal to purchase day passes, the entire 2021 season operated smoothly.”

From May to September, the total number of carloads – with approximately four people per car - that accessed Nickel Beach, is as follows:

- Port Colborne residents: 3,833
- Niagara residents: 2,556
- Non-Niagara residents: 6,112

The City is already planning for the 2022 beach season and is exploring various options to create an unforgettable customer experience at Nickel Beach, including updating washroom facilities, adding food vendors, and introducing Splashtown Niagara to the lineup of summer fun.

Splashtown Niagara is an inflatable water park offering fun and adventure for the entire family. Located to the West side of Nickel Beach, Splashtown Niagara will be situated less than a kilometer off the shoreline, offering visitors a safe way to slip, slide and splash around. As approved by City Council, all costs associated with this new amenity, including staff and maintenance, will be paid by Splashtown Niagara.

“Being a beach town that already draws in many people throughout the summer, Port Colborne is the perfect location for Splashtown Niagara,” said Derek Stonier, owner and operator of Splashtown Niagara. “As a father myself, I’m so excited to be offering families a unique experience in Niagara. Rest assured, safety is our top priority! Everyone, including adults, will be required to wear lifejackets and lifeguards will be onsite at all times. We’re excited to be part of the summer fun next year at Nickel Beach.”

For more information on Splashtown Niagara, including prices, safety measures, and community partnerships, please visit their [website](#).

The City of Port Colborne is committed to providing an exceptional beach experience to residents and visitors. As COVID-19 provincial guidelines change, City staff will continuously review beach operations. Official 2022 beach operations, including pricing, parking, and available amenities, will be announced spring of next year.

For more information, please visit the City's [website](#).

About City of Port Colborne

Located on the south coast of the scenic Niagara Region, Niagara's Port of Call has found the perfect balance – successful industrial and commercial sectors, comfortable and scenic residential areas, white sand beaches, unique culinary choices, the world class Sugarloaf Marina, fishing, golfing, trails, shopping districts along the historic Welland Canal and an energized festival and entertainment scene that includes live theatre – truly a community that adds to the overall Niagara Experience.

About Splash Town Niagara

Designed by and licensed through Wibit Sports, Splashtown Niagara is an inflatable outdoor water park located at Nickel Beach in Port Colborne, Ontario, beginning 2022. Serving the Niagara Region, Hamilton, the GTA and Western New York, Splashtown Niagara is an exciting water adventure complete with slides and obstacles that are fun for the whole family.

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