

New downtown mural welcomes visitors to Niagara Falls USA



A colorful new mural can be seen on the side of the Wine on Third building, located at 501 Third St., Niagara Falls, facing Ferry Avenue. The postcard-inspired mural, "Greetings from Niagara Falls," was conceived and painted by local freelance artist Paul Clifton. It was commissioned by the Downtown Niagara Falls Business Association (DNFBA) as a way to showcase Niagara County activities and welcome guests to Niagara Falls USA.

A press release noted, "The mural complements various art installations throughout the downtown Niagara Falls district and helps to anchor the businesses along Third Street."

After careful consideration, "Greetings from Niagara Falls" has images illustrating iconic regional assets and events, including the Niagara Wine Trail, Nik Walenda's tightrope walk, the Rainbow Bridge, the Niagara Gorge and the U.S. flag.

"This new mural will not only brighten up a blank space, but will entice guests to visit Wine on Third and other businesses along Third Street," DNFBA Chairperson Chris MacKendrick said.

He noted the DNFBA has supported many outdoor artistic en-

deavors throughout the years, including the Nikola Tesla mural on the side of the neighboring Power City Eatery, and various wooden panels depicting historical landmarks and figures.

"With the need for social distancing this year, funding an outdoor mural seemed like a logical activity in our district, while inviting guests to take selfies and utilize social media in a fun and safe way," said Susan Swiatkowski, tourism development manager at Destination Niagara USA and secretary for the DNFBA.

Guests are encouraged to post their photos on social media using the hashtags #DNFBA and #NiagaraFallsUSA.

"We are happy to host this mural on the side of our building in the hopes to give guests additional things to see and do in our area," said Shawn Weber, owner of Wine on Third, which reopened to the public on June 30. "We hope our long-standing and new patrons

enjoy this artwork while spending time with us."

A native of Niagara Falls, Clifton earned his Bachelor of Fine Arts degree in drawing and painting from the School of the Art Institute of Chicago. Although he has created several private murals throughout Western New York, "Greetings from Niagara Falls" is his largest and most accessible mural to date. More of his work can be found at www.PaulClifton-Art.com.

"Greetings from Niagara Falls" was made possible through matching funds from the Niagara County Center for Economic Development's William G. Mayne, Jr. Business/Community Enhancement Program, established in 1998 to enhance and enrich the business climate and overall landscape in Niagara County's communities. Special thanks were given to Dave Rulli Electric for supplying a scissor lift for the art installation.

IN THE NEWS

Town of Niagara news

The Town of Niagara noted earlier this week on Facebook that it is expanding the Town Hall hours of operation from 9 a.m. until 2 p.m., Monday-Thursday, and will remain closed on Fridays. Walk-in traffic is permitted. Employees and the general public are still required to wear masks and practice social distancing as needed. The court doors will continue to be the only entrance.

Online fishing and hunting licenses are available. Visit <https://decals.licensing.east.kalkomey.com/>.

'If it is too hot for your hand, it's too hot for their feet'

A friendly reminder from Niagara County SPCA's animal cruelty investigator: "Please be mindful of your furry friends feet. At the time of this temperature reading it was 87° out, but the pavement temperature was 134.7°. If you need to take them out, stick to grassy areas. The rule of thumb is, place the back of your hand on the pavement and if it is too hot for your hand, it's too hot for their feet."

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YYC Commodore Mike Dedario, the Board of Directors and the Membership Committee cordially invite you to visit with us for the Youngstown Yacht Club open house Monday July 20, 2020 at 6:30pm. Guests will have an opportunity to tour the club, grounds, see the fleet and enjoy a small cruise if interested, weather pending.

Complimentary hors d'oeuvres and beverages will be served throughout evening, while guests have the opportunity to ask questions and learn about all the benefits of memberships at YYC. Come down and see all we have to offer at the Youngstown Yacht Club. Please RSVP no later than July 17, 2020 by phone (716) 745-7230 Ext-10 or via email Josie@YYC.org with the number of guests attending in your party. Current social distancing and mask policy will apply.

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