

## NEWS LOCAL

### Cupolo Sports heading downtown <sup>3</sup>



By [Dan Dakin](#), Niagara Falls Review

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Jerry Cupolo, owner of Cupolo Sports, prepares to move the 100-year-old business from its well-known Ferry St. location to a new spot on Queen St. (Mike DiBattista/Niagara Falls Review)



NIAGARA FALLS - Cupolo Sports, which is celebrating 100 years of business in 2012, is moving.

Owner Jerry Cupolo, whose uncle Charlie opened the store in 1912, said Monday the store is moving to a new location at 4554 Queen St. It's expected to reopen April 15.

"I'm looking forward to being down there on Queen St.," said Cupolo, who started working for his uncle and father Joseph in 1953. "I think Queen St. has real potential to come back."

Charlie Cupolo started Cupolo Sports in his garage in 1912. Seven years later, he built the building at 5510 Ferry St., where the business has operated ever since.

There have been some bumps along the road, including when the company went bankrupt and was taken over by a liquidator in 2007, but the Cupolo family bought back the building and started again.

Cupolo, who is now 78, is grooming his grandson Ben Cupolo to take over the store. The 24-year-old has worked for his grandfather for eight years.

Cupolo said the new building has four 4,500-square-foot floors, giving them lots of room for their growing ski rental business.

“That’s probably 50% of what we do now,” he said. The rest of the business is selling all types of sporting equipment. The business decided to move, Cupolo said, because the location doesn’t make as much sense as it once did. “This is more of a tourist area,” he said earlier this week while packing up the Ferry St. location. “It wasn’t when we first started. But with everything around, it’s hard to get in here during the summer and most of our business is not tourists.”

Since this is the company’s 100th year, Cupolo said there are plans for celebrations later this year.

“We wanted to get settled first,” he said. “We can’t do anything yet. It’s just too much of a change.”

Downtown Business Improvement Area general manager Nemanja Kuntos said he’s happy to see the historic company moving to Queen St.

“We’re looking for more and more businesses to come downtown — especially a big retailer like Cupolo,” he said.

“The more business, the better.”

The Ferry St. property will be sold, Cupolo said. The 7,000-square-foot building and .75-acre property are listed on the Canadian commercial real estate website [icx.ca](http://icx.ca) for \$2.2 million.

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