



“Kingston’s downtown is one of the few gems in Canada. In fact, it might be the only small city in Canada with a vibrant, growing and alive downtown core. Kudos to you for working to keep that energy going. It is noticed and appreciated by the community.”

-- Kristen Watkins (email) after attending the Santa Claus Parade and 12 Days of Christmas activities.

“The Association’s ongoing encouragement for the restoration of facilities owned or occupied by its members results not only in more pleasant surroundings in which to do business but, as well, in a heightened consciousness of the richness of our streetscapes. It is a pleasure to recognize the success of these innovative mergings of commercial and heritage interests.”

-- Kingston Historical Society

DOWNTOWN KINGSTON! MISSION

To promote downtown Kingston as the vibrant and healthy commercial, retail, residential, and entertainment centre of our region, attracting more people to live, shop, work and gather.

Downtown Kingston!
heart of the city

THE DOWNTOWN DASHBOARD: *Member Driven & Measured*

The success of downtown is credit to the years of hard work and planning devoted by members and community groups to ensure that Downtown Kingston! maintains its position as not only the central business district but the gathering place for the community. Board and staff of the B.I.A. work in tandem with members to ensure that critical issues are addressed and that members voices are heard.

- Programming initiatives are designed with active membership participation through planning groups such as the Marketing Taskforce, Clean and Safe Committee, Downtown Development Committee, and Member Services Committee.
- Audience development initiatives such as the fourth quarter promotion “12 Days of Christmas” and FebFest, along with award winning signature events The Limestone City Blues Festival and Kingston Buskers Rendezvous are created with active member participation to ensure integrated merchandising and point-of-purchase opportunities are fully realized.
- Bi-annual meetings are organized by members for members to address timely issues, provide full association accountability, elect officers and to meet neighbors, Board and staff.
- Incentive programs such as The Golden Broom Award for Cleanest Storefront, Heritage Week Awards, Best Dressed Holiday Window Awards and Outstanding Downtown Business Awards have been implemented for the community to reward the energy and effort invested by downtown businesses.
- The success of the B.I.A. is measured by the active member participation and broad community investment in all association activities. These successes have earned Downtown Kingston! the distinction of being deemed one of the most successful downtowns in North America, according to the American Planning Association publication and the University of Waterloo.

RECENT ACKNOWLEDGEMENTS:

Journal of the American Planning Association

The Successful Few: Healthy Downtowns of Small Metropolitan Regions - highlighted as one of three successful North American downtowns

International Festivals & Events Association

Silver Pinnacle Award for Best Radio Promotion - Limestone City Blues Festival

Festivals & Events Ontario

Best Overall Promotion Campaign - Limestone City Blues Festival

Best Overall Promotion Campaign - First Night Kingston

Best Newspaper Insert - Kingston Buskers Rendezvous

Best Fundraising Idea - Limited Edition Historic Pewter Ornaments

Best Public Service Announcement - Limestone City Blues Festival

Top 50 Festivals of the Year - Limestone City Blues Festival & Kingston Buskers Rendezvous



SUPPORTING THE BRAND: *Business Prosperity & Growth*

The downtown business district features a mix of specialty retail, entertainment, restaurant, professional services and residential occupancies within an historic, waterfront setting. The B.I.A. works closely with members and property owners to sustain this healthy balance and plan for the future development and prosperity of the City's core.

One of the key elements for Downtown Kingston! involves maximizing economic development opportunities by encouraging, supporting and initiating activities that are beneficial to the downtown core. This includes:

- Providing assistance to businesses considering relocating to Downtown Kingston! or start-ups through maintaining a listing of vacant retail and office space downtown, conducting research and providing training and networking opportunities for existing businesses.
- The B.I.A. actively participates in downtown walk-about and member visits, and undertakes member surveys and workshops in order to secure feedback and better understand the needs of members, and share resources and success stories.
- Research studies and reports such as the Land Use Inventory, Market Study, and Pedestrian and Traffic Counts are commissioned regularly to provide members and potential investors with the most up-to-date information to ensure their growth and success.
- The B.I.A. provides representation to members on numerous municipal and community committees in order to share information and resources and ensure planning decisions are reflective of the downtown's central position and unique needs. B.I.A. Board and staff are active participants on the Police Chief's Advisory Council, City of Kingston Parking and Transportation Advisory Committees and Urban Growth and Waterfront Planning Committees to name a few.

COMMUNITY ENERGY AT WORK

Board of Directors	2,000 hrs
Standing Committees	3,500 hrs
Event Volunteers	12,000 hrs
Supported Events	7,500 hrs
Total Volunteer Hours	25,000 hrs

(Equivalent to 15 Full Time Staff)

COMMUNITY PLANNING SUPPORT

- Community Homelessness & Housing Advisory Committee
- Cycling and Pathways Study
- Downtown Action Plan
- FOCUS Kingston Strategic Plan
- North Block Study
- Parking Advisory Committee
- Police Chief's Advisory Council
- Market Square Advisory Committee
- Transportation Master Plan
- Urban Growth Strategy
- Waterfront Strategy



Economic Developers Council of Ontario

Best Tourism Technology/Website - Limestone City Blues Festival

Best Tourism Advertising - Kingston Buskers Rendezvous

Best Special Event Campaign - Limestone City Blues Festival

University of Waterloo Centre for Core Area Research & Design

Ranked Kingston as one of the three most vibrant medium-sized downtowns in Canada.

Kingston Historical Society Award

Recognition for outstanding contribution to the preservation and interpretation of local history.

City of Kingston

Mayors Award - Limestone City Blues Festival

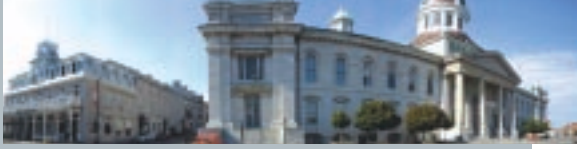
Greater Kingston Chamber of Commerce

Tourism Award of the Year - Limestone City Blues Festival, Buskers Rendezvous, FebFest

DOWNTOWN KINGSTON! BRAND STATEMENT

Downtown Kingston! is a full service central business district, prominently featuring specialty retail, restaurant and entertainment and functioning as a vibrant and vital community gathering place, in a historic waterfront setting.

Downtown Kingston!
heart of the city



COMMUNITY PARTNERSHIPS:

CITY OF KINGSTON
COMMUNITY FDTN OF GREATER KINGSTON
COMMUNITIES IN BLOOM
CANADIAN DIABETES ASSOCIATION
CANADIAN FORCES BASE KINGSTON
DAVIES CHARITABLE FOUNDATION
DOORS OPEN KINGSTON
EASTER SEALS
FARMERS MARKET VENDORS ASSOCIATION
FESTIVALS ON THE ST. LAWRENCE
FRONTENAC HERITAGE FOUNDATION
GREATER KINGSTON CHAMBER OF COMMERCE
HOSPICE PALLIATIVE CARE
KINGSTON ARTS COUNCIL
KINGSTON ACCOMMODATION PARTNERS
KINGSTON BOYS & GIRLS CLUB
KINGSTON CANADIAN FILM FESTIVAL
KINGSTON ECONOMIC DEVELOPMENT CORP.
KFL&A HEALTH UNIT
KINGSTON HOME BASE HOUSING
KINGSTON JAZZ SOCIETY
KINGSTON MUSICIAN'S UNION/MUSIC PERFORMANCE FUND
KINGSTON ROADRUNNERS ASSOCIATION
KINGSTON POLICE COMMUNITY VOLUNTEERS
KINGSTON SYMPHONY ORCHESTRA ASSOC.
KINGSTON WHIG-STANDARD LITERACY FUND
KINGSTON YOUTH DIVERSION
MARCH OF DIMES
MARKET SQUARE FUNDRAISING CAMPAIGN
QUEEN'S UNIVERSITY
ROYAL MILITARY COLLEGE
SUNNYSIDE CHILDREN'S FOUNDATION
UNITED WAY OF KFL&A and more...

THE REGION'S ARTS & ENTERTAINMENT DISTRICT

Downtown Kingston! is widely recognized as the dynamic centre for quality dining, shopping and entertainment experiences by residents, university students and tourists alike. Featuring over 250 specialty stores, 100 restaurants, and more than a dozen establishments showcasing year-round live music, performing arts experiences, art exhibitions, and other cultural activities, Downtown Kingston! is the place where people want to be.

- Over 200 days of programmed activities take place in Downtown Kingston!, from free concerts in Confederation Park, the K-town Triathlon, the Historic Farmers Market, Teddy Bear Picnic, First Capital Day, Santa Claus Parade, Canada Day and New Years Eve activities to festivals such as Fanfayre Arts & Craft Show, Chilifest, the Kingston Jazz Festival, and the 1000 Islands Poker Run.
- The Limestone City Blues Festival and Kingston Buskers Rendezvous have both earned annual rankings on The Top 50 Events in Ontario as well as receiving recognition and awards from Festival and Events Ontario, the Economic Developers Council of Ontario and International Festival and Events.
- Major events attract over 500,000 person visits to the downtown core each year. This translates into additional spending dollars and consumer awareness of member businesses.
- Economic impact studies undertaken at the Blues and Buskers Festivals indicate that on average, festival-driven expenditures are approximately \$150 per person per day. This initial expenditure further multiplies as dollars are respent in the community by member businesses to other member businesses.
- Kingstons artists have regularly become celebrated on a national and international scale, from writers and poets to actors and rock bands. Downtown Kingston!'s programming activities generate close to a quarter of a million dollars for artist fees each year, a number that is more than matched by member businesses.
- Community partnerships and event sponsorships create an additional half million dollars of direct investment in arts and cultural activity in Downtown Kingston! annually.

Working with members in plans for the future, the B.I.A. Board and staff are actively involved with community partners in developing plans for future year-round programming opportunities including the redeveloped Historic Market Square, the Large Venue Entertainment Centre, and renovated Grand Theatre.

SUDDEN IMPACT



THE EFFECTS OF INVESTING IN DOWNTOWN KINGSTON!



There are over 750 reasons to **SHOP, STAY AND PLAY** in the heart of the City.

MEMBER DRIVEN & MEASURED

BUSINESS PROSPERITY & GROWTH

COMMUNITY ENERGY AT WORK

THE REGION'S ARTS & ENTERTAINMENT DISTRICT



Downtown Kingston!
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