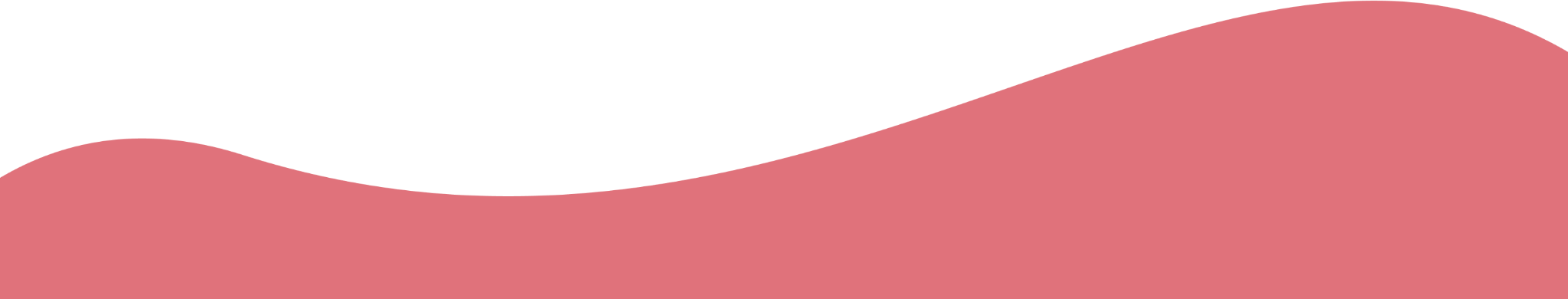
**SOCIAL IMPACT CHALLENGE: MINI HACKATHON**

**Queen’s University Mackintosh Corry Hall D20**

158 University Ave, Kingston, ON K7L 3N9

June 7 - 8, 2022

The VFC Fellowship Training Camp Social Impact Challenge brings together 40+ participants to envision what a more entrepreneurial and inclusive world may look like, through the lens of the Kingston community. This challenge presents an opportunity for VFC Fellows to work with each other to create a tangible solution for a pressing social impact challenge faced by the City of Kingston in June,2022.

* The City of Kingston will pose the challenge to the VFC fellows to “solve” through a mini hackathon over 1 day (less than 24 hours)
* The challenge is a real-world social impact problem the City of Kingston is currently facing
* VFC Fellows will work on teams of 10, have dedicated working sessions to complete the innovation challenge, and will deliver a pitch to a panel of judges and their peers

**The Challenge:**

Downtown Kingston experienced a significant decrease in traffic in 2020 due to the COVID-19 pandemic. However, preliminary data now indicates visitation is expected to reach pre-pandemic levels in 2022.

The challenge for 2022 is providing adequate labour to serve residents and visitors. Particularly the hospitality sector, like hotels and restaurants, are experiencing significant labour shortages.

According to the [Hotel Association of Canada](http://www.hotelassociation.ca/labour/), "2 of every 3 of accommodation businesses see labour issues as a significant business impediment" and "Operations are scaled back or doors open with insufficient staff".

Over the long term, reduced or eliminated services, experiences and products will drastically reduce in terms of high-quality experience in downtown Kingston for residents and visitors.

So …..

***How might we (Kingston Business Ecosystem) address these labour shortages within the hospitality and retail sector to sustain revitalization of downtown Kingston?***

**The Agenda:**

| **JUNE 7, 2022** | | |
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| **TIME** | **ACTIVITY** | **SPEAKER/PARTICIPANT** |
| 1:15 - 1:30 pm | **WELCOME & INTRO**   * Welcome * Hackathon intro for Fellows (key information, activities, and participants/partners) * Introduce City of Kingston | **Anna Smith**, Director of Training and Skill Development, Venture for Canada |
| 1:30 - 1:45 pm | **INTRODUCE THE CHALLENGE (pt 1)**   * Director Strategy Innovations and Partnerships gives remarks and introduces The Mayor * The Mayor gives remarks and introduces the City of Kingston Challenge statement | **Craig Desjardin**, Director Strategy Innovations and Partnerships, City of Kingston  **Mayor Bryan Paterson**, Mayor of Kingston |
| 1:45 - 2:05 pm | **INTRODUCE THE CHALLENGE & SHARE CONTEXT**   * VFC further define deliverable & introduce Kingston Ecosystem partners * Ecosystem partners 5mins each to speak to the challenge and provide additional insights/materials | **Anna Smith**, Director of Training and Skill Development, Venture for Canada **Marijo Cuerrier**, Executive Director, Downtown Kingston BIA  **Krista Marie LeClair**, Executive Director, Kingston Accommodation Partners **Dajana Turkovic**, Workforce Development Analyst, City of Kingston |
| 2:05 - 2:10 pm | **BREAK / QUESTION GENERATION**   * Fellows have 5 mins in their teams to come up with strategic questions for partners | **VFC Fellows** |
| 2:10 - 2:30 pm | **CONTEXT Q&A**   * Each team asks Ecosystem partners 1 strategic question to gather more context/information | **VFC Fellows**  **Marijo Cuerrier**, Executive Director, Downtown Kingston BIA  **Krista Marie LeClair**, Executive Director, Kingston Accommodation Partners **Dajana Turkovic**, Workforce Development Analyst, City of Kingston |
| 2:30 pm | **THANK YOU & CLOSE** | **Anna Smith**, Director of Training and Skill Development, Venture for Canada |

| **JUNE 8, 2022** | | |
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| **TIME** | **ACTIVITY** | **SPEAKER/PARTICIPANT** |
| 10:20 - 10:30 am | **JUDGES ARRIVE**   * Judges arrive and get set up | **John-Paul Shearer**,*Associate Director | Centre for Business Venturing, Academic Projects Advisor | MBA and Masters Programs Smith School of Business*  **Kate Ewing**,*Senior Relationship Manager | Development & Alumni Engagement, Smith School of Business*  **Scott Stirrett**,*Founder and CEO, Venture for Canada*  **Marijo Cuerrier**,*Executive Director, Downtown Kingston BIA*  **Krista Marie LeClair**,*Executive Director, Kingston Accommodation Partners* |
| 10:40 - 10:45 am | **WELCOME & INTRODUCE JUDGES**   * Introduce judges | **Una Lounder**, Social Innovation & Impact Growth Manager, Venture for Canada |
| 10:45 am - 12:00 pm | **THE PITCHES**   * 5 teams * 5 minute pitch + 7-8 minutes Q&A | **VFC Fellows Judges** |
| 12:00 - 12:30 pm | **JUDGES DELIBERATION + LUNCH PROVIDED BY VFC**   * During lunch, judges will deliberate and select pitch winners * Fellows will give each other feedback and vote on a “Fellow’s Choice” category winner | **Judges**  **VFC Fellows** |
| 12:30 - 12:55 pm | **AWARDS & FEEDBACK**   * Judges announce winners & give prizes * Share feedback | **Judges** |
| 12:55 - 1:00 pm | **CLOSING**   * Key takeaways for Fellows * Gratitude to judges & Kingston ecosystem * Celebration | **Una Lounder**, Social Innovation & Impact Growth Manager, Venture for Canada |