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Downtown  
Kingston



Winter 2022

# Embrace the Season



# Activations

Streetscape

Springer Market Square

Rochleau Forest

Waterfront/Confederation Park

Creos Optik

Northern Lights





# Streetscape

- Light poles wrapped w/lights + garland + illuminated orbs, snowflakes, banners
- Holiday hanging baskets select side streets
- 3 Life-Sized Snow Globes
  - Final Location TBD
- Members: Window Wonderland
  - Member holiday windows
  - BIA 'Embrace the Season' window clings



# Springer Market Square

- **Ice Rink**
  - Themed Skate Nights
  - Hot Chocolate Huts
  - Snowflake Gobos
  - Sirius Music
  - Benches and Huts for Skaters
  - Skate Rentals at Trailhead
  - Saturday Locker Room TBA
  - DK Branded Signage





# Springer Market Square

- **Santa's Village**
  - 24/7 Santa + Mailbox
  - Live Santa TBD
- **Firepits**
  - 6 Firepits with Red Muskoka Chairs
- **Decor**
  - Snowflakes + Candy Cane Poles
  - 'Embrace the Season' Banners
  - Illuminated Instagram Frames
  - Large Tree with lights/bulbs
  - Holiday Hanging Baskets
  - Oversized Planters (City)





# Rochleau Forest

- **Urban Forest**
  - Illuminated trees + floating feather
  - Community Tree Submissions
  - 2 large trees, 12 small trees
  - 12 winter planters
  - Soft ambient music
  - Edison lights Princess + King
  - Singing Tree on Brock
- **Rainbow Alley**
  - Singing Canopy + Painted Piano
- **Froid 'art**
  - Illuminated ice art installations

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# Waterfront/Confed park

- Wrap large trees
- Reindeer park
- LOVE Sign in Fountain
- Lights on Lighthouse
- Confederation Place Walkway lights

## Jan/Feb Installation

- Northern Lights installation TBA
- Dock Lights installation TBA





# Optik Light Installation

**Location: Market St. or Sydenham St.**

**Dates: Jan 20 - Feb 11**

Through movement and reflection of light, each of these colourful units encourages the public to engage with another unit and other people within the space, sparking spontaneous conversations, dance parties, jam sessions, light shows.

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# Production Timeline

Production	Description	Execution Date(s)
Winter Streetscape	Lights, garland, Illuminated Orbs, Snowflakes, Banners, Snow Globes, Winter Baskets	Week of Nov 14-18
Window Wonderland	BIA Member Window Decorations	Prior to Parade
Santa Parade	Princess St to Springer Market Square	Evening of Nov 19
Ice Rink SMS	Weather Dependent	Post Parade
Rochleau Forest	Froid 'art installation weather dependent	Week of Nov 28
Waterfront/Confed Park	City Approval TBD	Week of Nov 28 or Jan/23
Northern Lights Installation	City Approval TBD	Jan-Mar, 2023
Optik	CREOS Production	Jan 20 - Feb 11, 2023



# Programming

Window Wonderland

Santa Claus Parade

Downtown Dollars

Stop & Shop | Festive Fridays

Passport Program

Kingstonlicious





# Window Wonderland

Downtown Kingston shops and windows will be decorated for the season and visitors to the area will be able to vote on their favourites.



# Santa Claus Parade

This will be the largest Santa Claus Parade EVER with close to 100 floats!

Hold onto your hats and we will release more details shortly.

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# Downtown Dollars

DT Dollars sold or given as prizes since the beginning of the program (late November 2020) = **\$1,930,490**

Dollars reimbursed as of late October 2022 = **\$1,609,700**

This season details to be revealed on launch date: November 21, 2022.



# Holiday Shopping in Downtown Kingston

3 weekends in December

Festive Fridays | Stop & Shop Saturdays

- Hop-On-Hop-Off Trivia Trolley
- Live Music/Carolers
- Horse-Drawn Carriage Rides
- Signature Holiday Cocktails
- Sydenham Activation  
(Firepits, heaters)
- Drag Queen Gift wrapping (TBD)
- Photo booth (TBD)

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# 'Embrace the Season' Passport Program

- \$5000 in Prizing
- Each "complete" passport requires 5 stickers (each requiring a minimum \$10 purchase) from participating businesses

## 2021 Stats

- 64 businesses participated in 2021
- Over 1,100 completed passports were submitted (either hard copy or online)





# Kingstonlicious

Tourism Kingston Event

## Downtown Kingston Complementary Programming

*2023 Budget - Concept only*

- Ticketed events
- Culinary Demos
- Signature events
- Walkaround tastings
- Intimate Dinner
- Packages
- Cocktails & Spirits

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# Programming Timeline

Production	Description	Execution Date(s)
Window Wonderland	Shops and Windows dressed for the holidays	Dec 1
Santa Claus Parade		Evening of Nov 19
Downtown Dollars	Details to be revealed on launch date	Nov 21
Holiday Shopping in DK <i>Festive Fridays   Stop &amp; Shop Saturdays</i>	3 Weekends in December	Dec 2-3, 9-10, 16-17
Passport Program	Details at Launch	Nov 21
Kingstonlicious	Tourism Kingston – collaboration TBD	Feb-Mar 2023