



Blooms

Sponsor a Flowerbed in downtown
Kingston and Grow with the Community

Help to brighten public space in historic
downtown Kingston this summer

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Introduction

Downtown Kingston is situated where Lake Ontario, the St. Lawrence River, and the Cataraqui River meet.

This unique location creates a vibrant and diverse setting, offering a mix of urban amenities and stunning natural beauty that truly showcases the best of waterfront living and city adventures.

A vibrant and engaging downtown experience can be achieved through a variety of strategies, including the addition of greenery, floral displays, street decor, art installations, comfortable furniture, dynamic activations like busker performances, exciting events, improvements to building facades, and eye-catching window displays in local businesses. Achieving this vision requires collaborative investment from multiple stakeholders, such as the city, the Business Improvement Area (BIA), property and business owners, and dedicated community members who serve as ambassadors for this stunning historic downtown.

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An opportunity

The addition of flower beds from the 'Big Dig' offers an opportunity to enhance the overall aesthetic of the area, creating a more welcoming and vibrant atmosphere for visitors, businesses, and residents.

We are seeking businesses and organizations who share our passion for creating an incredible downtown experience for everyone and who also value the opportunity to showcase and enhance their corporate image in a vibrant and welcoming area.

As a destination that attracted over 390 thousand unique visitors to the area and more than 13 million visits overall in 2023*, downtown Kingston presents an exceptional opportunity for businesses to make a positive and lasting impression.

By aligning our efforts, we can foster a sense of pride and accomplishment in this thriving community, building a legacy that future generations can enjoy. We invite all businesses who resonate with this vision to join us on this exciting journey towards a more prosperous and harmonious downtown.

**Mobilescapes Stats. See details on following page*

About the Flowerbeds

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There are 34 flowerbeds in downtown Kingston built using Silva Cell, a patented system designed to provide healthy growing conditions for trees and other plants in urban environments where soil volume and quality are often limited. Each cell is filled with a specially engineered growing medium that provides ample space, nutrients, and moisture for root growth.

Silva Cells help to create resilient and sustainable green spaces that enhance the urban environment while also supporting the growth and health of trees and other plants.

The cells help to address common issues faced by urban trees, such as limited soil volume, compacted soil, and poor drainage, ultimately leading to stronger, healthier, and longer-lasting green space.

Strat Plan Alignment



STRATEGIC PRIORITY ONE

Create a hip and vibrant downtown experience.

Prioritize urban revitalization and beautification.

SUB-PRIORITY ONE

- Prioritize urban revitalization and beautification.

Objective one: Develop a comprehensive urban revitalization plan.

SUB-PRIORITY THREE

- Participate in sustainability and green initiatives.

Objective one: Develop partnerships to reduce our collective carbon footprint.



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2023 Visitor Summary

MobileScapes | Visitor Summary

Downtown Kingston | Time Period: January 01, 2023 - December 31, 2023

Visitation Summary

390.4K	12.1M	31.1
Unique Visitors	Visits	Avg Visits per Visitor
32.5K	1.0M	73%
Avg Visitors per Month	Avg Visits per Month	are weekday visits
		are weekend visits

2,491 workers made 334K visits | 1,153 residents made 204K visits

Workers are those commonly seen during the day; Residents are those commonly seen in the evening

2023 Top Visitor Profiles



Boomer Bliss

- List gardening as one of their favourite forms of exercise
- Strong sense of social responsibility
- Conservation minded
- Average Household net worth: \$1,068,980



Country Traditions

- Couples and families with children of all ages
- Enjoy pursuits like gardening, boating and swimming
- Prefer businesses espouse high ethical standards
- High rates for touring Canada



Sponsor Benefits

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The prosperity and economic stability of a city's downtown area often reflects the overall health of the entire city. Therefore, supporting the success of downtown Kingston is crucial for businesses located anywhere in the city, as it contributes to the continued growth and vitality of our community as a whole.

The Cities collective 'Curb Appeal'

Enhancing Downtown Kingston's visual appeal can lead to increased property values, attract businesses that thrive, and solidify the city's reputation as a desirable destination for living, working, and leisure activities. This improvement not only benefits the local community but also contributes to the overall growth and prosperity of the entire city, enhancing its appeal to residents, visitors, and businesses alike.

Corporate Reputation and Success

Overall, corporate responsibility and community engagement is crucial for companies aiming to engage and attract consumers, employees, and supporters, in particular, the millennial generation.

A study by Deloitte found that 73% of millennials consider a company's social and environmental impact when deciding where to work, and 64% of millennials believe that business success should be measured by more than just financial performance.



Health, Environment, and the Economy

Investing in flowerbeds in Downtown Kingston not only contribute to the aesthetic appeal of the streetscape, but there are also numerous benefits that enhance the quality of life for employees, residents and visitors.

Promote Biodiversity

Flowerbeds play a crucial role in promoting biodiversity in city centres where natural green spaces are often limited. By providing a habitat for various plants, insects, and birds, they help to support local ecosystems and increase the resilience of the environment.

Good for the environment

The addition of green space offers significant environmental benefits, such as improving air quality and reducing urban heat effects. Plants absorb carbon dioxide and release oxygen, which helps to mitigate air pollution and improve public health. Additionally, plants can cool the surrounding air, making a hot summer evening a bit more enjoyable.

Mental Health

Flowerbeds contribute to the mental and physical well-being of urban dwellers. Studies have shown that exposure to nature can reduce stress, improve mood, and enhance cognitive functioning. The addition of flowerbeds can help to promote a sense of calm and improve the overall well-being of those who interact with them.

Economic Benefits

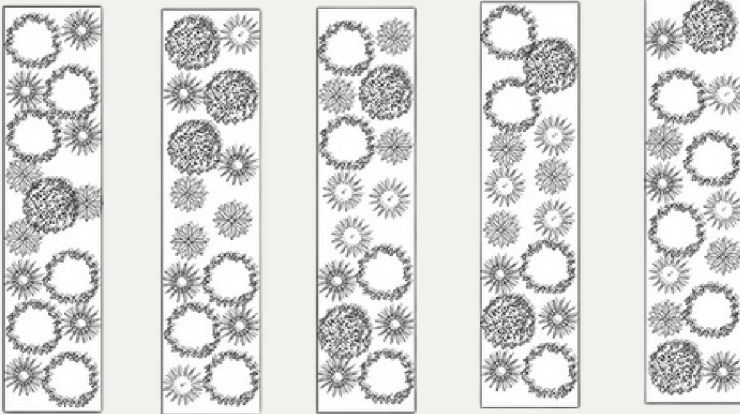
Lastly, visually appealing flowerbeds can have positive economic implications. Attractive urban spaces can increase property values, encourage tourism, and stimulate local economies. They can also provide opportunities for community engagement, such as volunteer gardening programs or educational workshops, which can foster a sense of belonging and pride among residents.



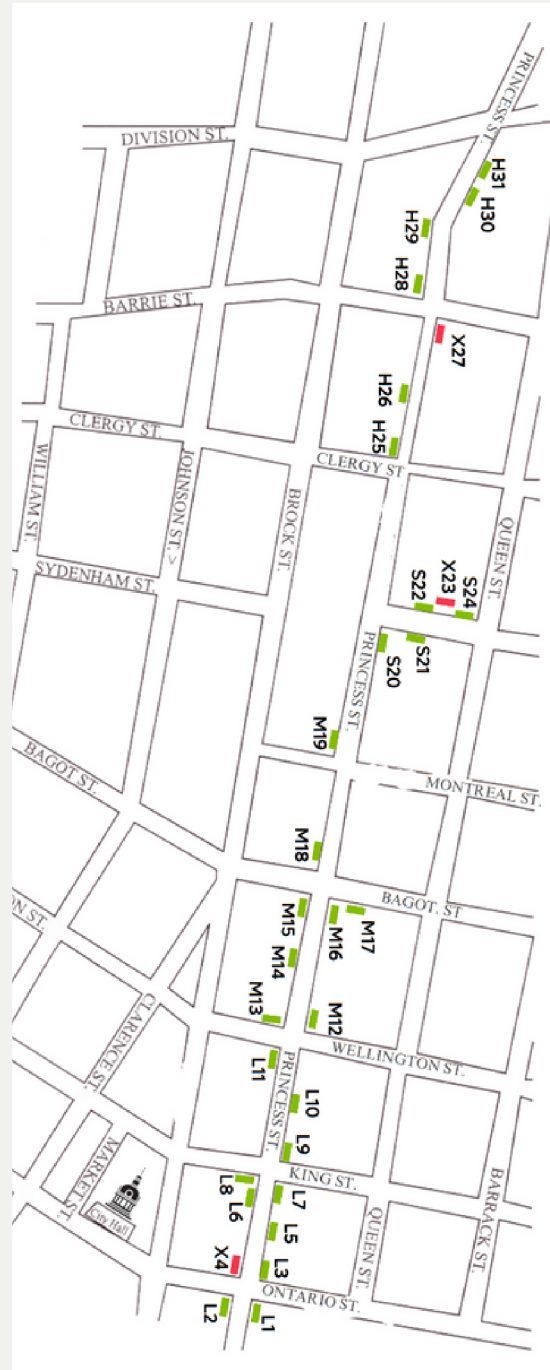
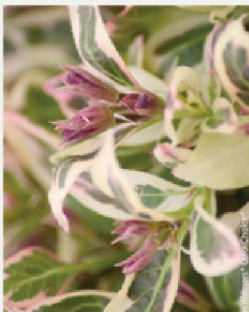
Flowerbed Map and Moodboard

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SUN SAMPLE COLLECTION



Timeline

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APR
12

Flowerbed Sponsorships Secured

Corporate sponsorships need to be secured by the end of March to allow time to hire designers and purchase plants.

APR
15

Designs Complete

Depending on how many sponsors we are able to secure, there may be an opportunity for several design executions.

APR
22

Materials Ordered

This is a busy time for all landscape businesses. We want to ensure we are able to secure the materials needed.

1-10
MAY

Preparation of Flowerbeds

The flowerbeds are specially designed for urban environments where soil volume and quality are limited.

12-19
MAY

Flowerbeds Planted

Planting will be over a number of days and will involve community volunteers, our street crew and others.



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09

Sponsorship Packages

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Sprout

Financial support for standard flowerbed containing 1 tree located in downtown Kingston

What's in it for you?

Professional Signage in flowerbed

Foundation Design

9 mixed perennials (flowers + grasses),
3 flowering shrubs, 3 evergreens

Inclusion in press release
and media attention

Inclusion on website
& Social Posts

1-tree flowerbed

\$650



Bloom

Financial support for large flowerbed containing 2 trees located in downtown Kingston

What's in it for you?

Professional Signage in flowerbed

Foundation Design

16 mixed perennials (flowers + grasses),
5 flowering shrubs, 5 evergreens

Inclusion in press release
and media attention

Inclusion on website
& Social Posts

2-tree flowerbed

\$1200



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Legacy Package

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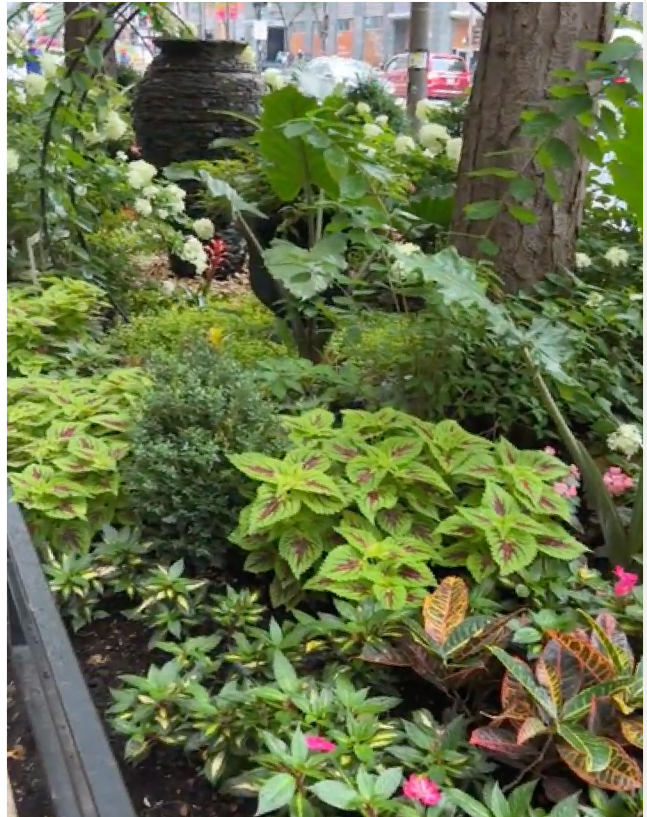


Custom-designed flowerbeds are available as an option. For inspiration, click on the video links below to see flowerbed designs from Chicago.

If you're interested in creating a personalized flowerbed contact us!



[Click to view video](#)



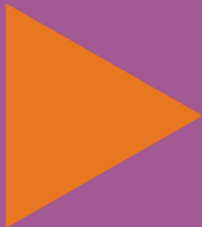
[Click to view video](#)



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**Thank you for
considering!**



May 15, 2024

Deadline for commitment

Contact

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Downtown Kingston Flowerbed Project