




welcome to **Downtown Kingston**



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 Downtown Kingston!  @downtownktown  @downtownkingston



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LETTER FROM THE MAYOR



OFFICE OF THE MAYOR



Downtown Kingston is the cultural hub of the City of Kingston. As a community of business owners, families and students, downtown Kingston is an exciting place to live, work, play and gather. Numerous events and festivals attract tourists and bring our local population to gather downtown including our annual winter festival FebFest, Kingston Buskers Rendezvous, Limestone City Blues Festival and many other cultural events year round. We are immensely proud of the cultural and historic heritage of our downtown and we strive to keep our downtown strong and vibrant.

Across our community, you will also find exceptional cultural and entertainment attractions including Fort Henry, the Kingston Fortifications and the Rideau Canal, which together are designated as a UNESCO World Heritage Site. Kingston is proud to have three award-winning post-secondary institutions, excellent medical facilities and a scenic waterfront along the St. Lawrence River and Lake Ontario shoreline. Kingston's historic and pedestrian-friendly downtown and charming residential neighbourhoods are filled with shopping, dining and a wide assortment of attractive services for you and your family.

Come and visit our historic downtown Kingston – it's a great place to do business!

Sincerely,

A stylized, handwritten signature in black ink, consisting of a large, sweeping 'B' followed by a few loops.

Bryan Paterson
Mayor of Kingston

“The diverse population that lives downtown is the biggest contributor to our success as a restaurant. From our students, our returning alumni and tourists to our loyal Kingstonians, everybody loves the downtown! It’s a destination for amazing food, great shopping, numerous events and people watching. Being downtown is an experience; it’s the vibe when you’re down here, the feel that you don’t get in other parts of the City. The historic buildings, the cobblestones, the granite curbs, it all lends to an old-world, European flair.”

Nathan Lollar – General Manager, Jack Astors



LETTER FROM THE CHAIR



Ed Smith, Chair
Downtown Kingston! BIA

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 200 specialty stores, 100 restaurants, and dozens of 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.

Kingston is a great location for business, and downtown Kingston is especially unique. Situated along the shores of Lake Ontario and complete with a bustling marina, downtown is truly the heart of the City, and the health and vibrancy of our downtown is essential to the health of the greater community. The various events and festivals that happen downtown that draw tourists and residents alike are essential to the success of our downtown core and provide our downtown business community with a healthy customer base.

Downtown Kingston! is proud to see and support the repurposing and restoration of many historical buildings into beautiful commercial and residential properties. Both the public and private sector have been instrumental in creating a welcoming environment for residents and businesses alike, and there are many exciting new projects coming up. It truly is an exciting time in Kingston's downtown core!

Over the years downtown Kingston has become home to a number of national brands that you will not find in other downtowns our size. These nationals complement the variety of locally owned businesses offering a unique mix of products and services to our customers. Some of our nationals include: The Gap, Urban Outfitters, Roots, Lululemon, Milestones, The Keg and Jack Astors.

We are confident that when you come and see what downtown Kingston has to offer - you will want to make it your new home too!

A handwritten signature in black ink, appearing to read 'Ed Smith', written in a cursive style.

Ed Smith, Chair Downtown Kingston, BIA

EXECUTIVE SUMMARY & KEY FACTS

Downtown Kingston! is the perfect choice for your business and this report details some of the reasons why. Here are just some of the highlights:

Proximity to Markets

- Kingston is strategically located along the shores of the St. Lawrence River, close to the US Border and just a few hours from Montreal, Ottawa and Toronto, making it a perfect spot to live and a perfect draw for tourists

Population

- Kingston's Population – 169,750
- Downtown Population – 21,134
- Student Population (full and part time) – 29,900 in 2 Universities and 1 College
- Highly educated, above average incomes
- Home to CFB Kingston, with more than 3,700 military and 800 civilian workers on base

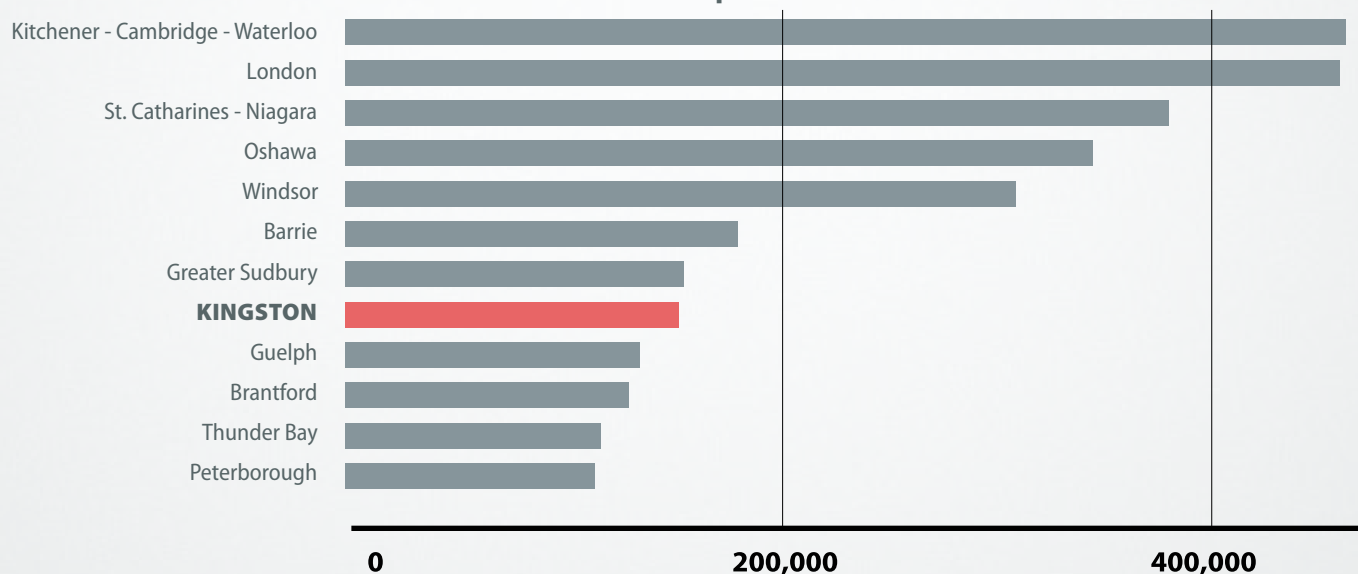
Downtown Kingston! Area

- 124 acres
- Nearly 10,000 employees
- Over 700 businesses
- More than 6,000,000 square feet of physical space (4,750,000 commercial, 1,350,000 residential)
- Over \$1.5 billion in Gross National Product (GNP) within the BIA boundary
- \$356,187,460 in assessed value of commercial property (2014)
- Unique business mix
 - National brands not found in other cities our size
 - Unique independent businesses
 - Great mix of professional and public services
 - Concentration of public sector employers
- Over 250 days of special events programmed by the BIA, using 25,000 hours of volunteer energy
- 300 historically designated properties

Recent Developments

- Millions of dollars in municipal investment in public infrastructure
- Hundreds of new residential units currently under construction, with many more in process
- Dozens of buildings in the downtown core are being redeveloped into unique storefronts on the main level, with apartments/offices above

Ontario's Mid-sized Cities Population



A COMMUNITY OVERVIEW

History on the waterfront, cutting-edge culture, leading research and hot new start-ups: Kingston, Ontario, is a place where history and innovation thrive. From our waterfront Martello Towers to our 6,500 seat Rogers K-ROCK Centre, the mixture of history and culture is a landscape for breakthrough ideas and healthy lifestyles.

Kingston has consistently been ranked an outstanding Canadian city. As one of the top most sustainable cities, best places to live and boasting one of the best downtowns and best Canadian cities to golf in, Kingston's charms are setting national standards.

Kingston has also gained international recognition with UNESCO's World Heritage Site designation of the Rideau Canal, Fort Henry National Historic Site and Kingston fortifications, and our region is also recognized as part of the World Network of Biosphere Reserves with the Frontenac Arch Biosphere.

Kingston residents benefit from a superior quality of life and we're proud to share it. We boast short commute times to work, great walking and bike paths throughout the downtown and along the waterfront, access to lakes, provincial parks and cottage country within a 20-minute drive. As well, exceptional nightlife activities abound, with great dining options, dancing, live music and theatre.

Kingston's downtown is the heart of the city - a vibrant and prosperous full service commercial and entertainment district, featuring over 100 restaurants, 200 plus specialty stores and over 400 commercial businesses in a beautiful, historic waterfront setting. Downtown, with its many events, serves as the community gathering place and entertainment centre for the region. The downtown is vibrant and healthy, with a number of exciting developments happening that will bring more residents, students and tourists to live, shop, work and gather. These developments will expand an already successful downtown, and provide even more opportunities for both national and independent businesses to thrive.

"Downtown Kingston is a tremendously popular resource within the City. It is both beloved and functional. Downtown Kingston is also a beautiful and highly desirable residential neighbourhood."

The Planning Partnership/ Miller Dickinson Blais

General Overview:

Population CMA (2013)	169,750
Unemployment Rate (2014)	6.8%
Median Family Income (2011)	\$79,140
Real GDP at Basic Prices (2013)	\$6,947,000,000
CPI (2013 percentage change)	1.2%
Retail sales (\$ millions)	\$2,210
Total Construction Values (2013)	\$441,907,603
Total Housing Starts	815
Average Commute to Work	5 km or 3.6 miles



Proximity to neighbouring Canadian cities:

- Toronto: 2h 15m
- Ottawa: 2h
- Montreal: 3h

Proximity to neighbouring US cities:

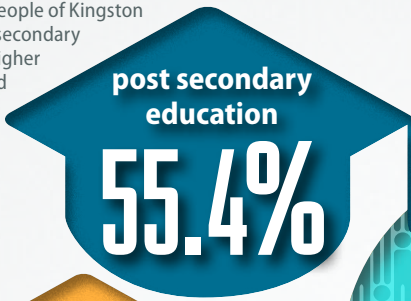
- Syracuse: 2h 15m
- Rochester: 3h 30m

Travel options

- Kingston Airport YGK – 7+ daily flights from Kingston to Toronto.
- VIA Rail – Kingston is the on the express stop between Montreal and Toronto for passengers.

DEMOGRAPHICS

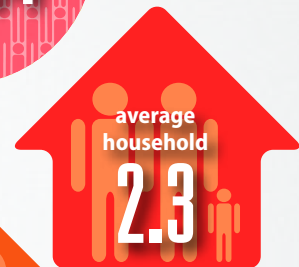
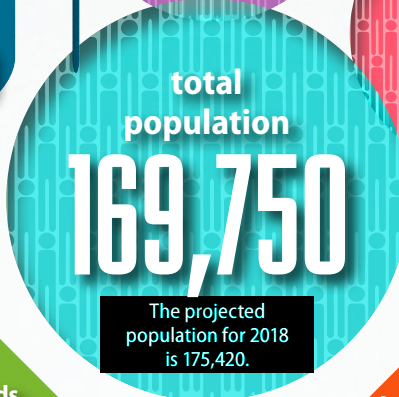
More than half the people of Kingston (55.4%) have a post-secondary education, slightly higher than the national and provincial average.



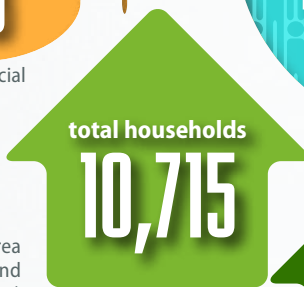
23,800 Queen's students add to this population base



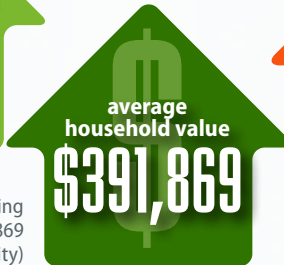
Retail Trade Area (2kms from Princess and Bagot Streets)



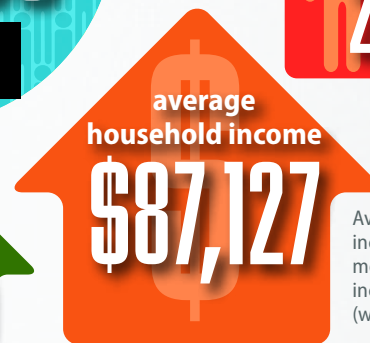
A high CLI score means that the community possesses the kinds of learning conditions that foster social and economic well-being. Kingston is on par with the provincial and national average.



Retail Trade Area (2kms from Princess and Bagot Streets)

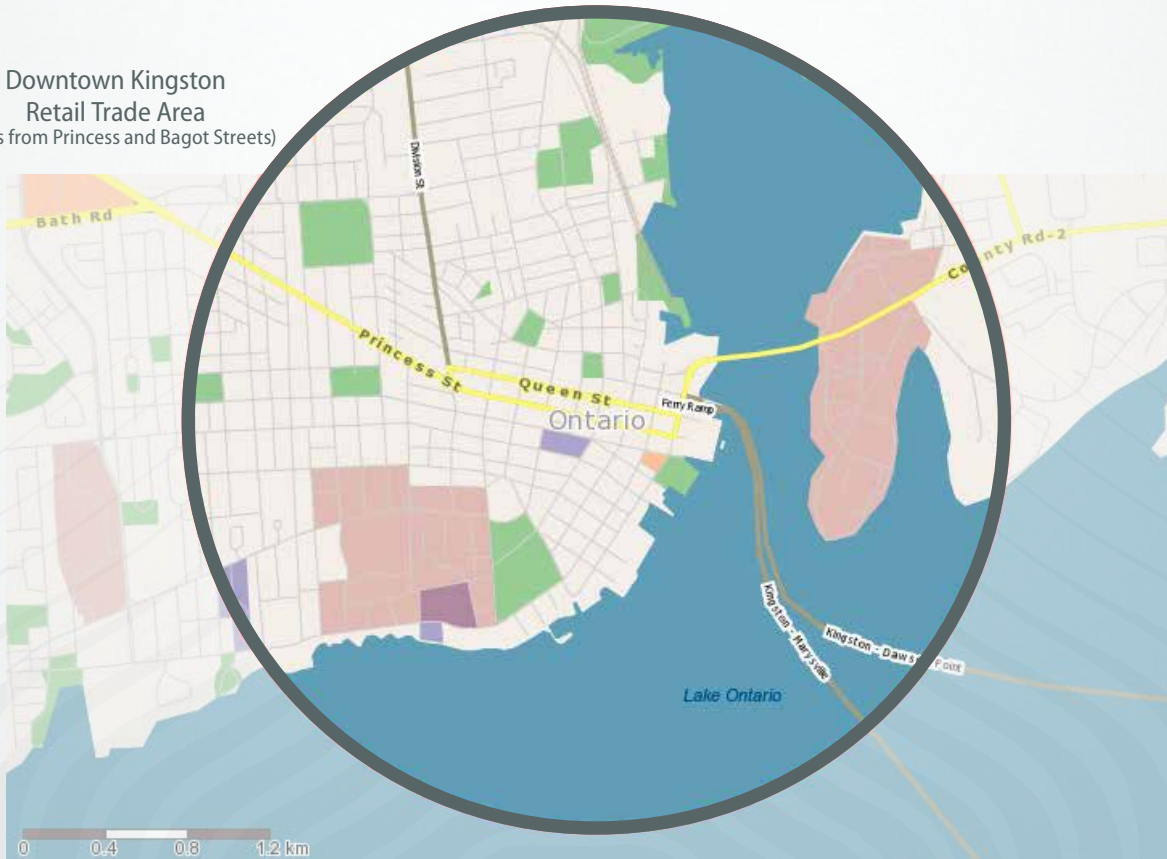


Average dwelling value: \$391,869 (whole city)



Average household income \$87,127; median household income \$70,438 (whole city)

Downtown Kingston Retail Trade Area (2kms from Princess and Bagot Streets)



DEMOGRAPHICS






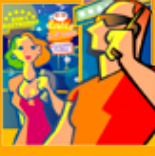


VARIABLE	2 KM TRADE AREA		KINGSTON CMA	% INDEX*
	COUNT	%		
BASE VARIABLES				
Total households	10,715		71,541	----
Total population	21,134		169,750	----
HOUSEHOLD CHARACTERISTICS				
AGE OF HOUSEHOLD MAINTAINER				
Under 25 years	1,534	14.32%	5.78%	248
25 to 34 years	2,925	27.30%	16.05%	170
35-44 years	1,382	12.90%	14.93%	86
45-54 years	1,516	14.15%	19.95%	71
55-64 years	1,468	13.70%	18.12%	76
65-74 years	966	9.02%	14.14%	64
75 years or over	925	8.63%	11.02%	78
SIZE OF HOUSEHOLD				
1 person	5,018	46.83%	28.45%	165
2 persons	3,565	33.27%	37.18%	89
3 persons	1,089	10.16%	15.36%	66
4+ persons	1,044	9.74%	19.01%	51
HOUSEHOLD TYPE				
Family households	4,314	100.00%	100.00%	100
Couples with children	1,302	30.18%	41.16%	73
Couples without children	2,129	49.35%	43.24%	114
Lone-parent	883	20.47%	15.60%	131
1 family households	4,269	39.84%	63.72%	63
Multiple-family households	46	0.43%	1.29%	33
Non-family households	6,401	59.74%	34.98%	171
MARITAL STATUS				
Single (never married)	8,729	45.38%	28.93%	157
Married or common-law	7,242	37.65%	55.68%	68
Widowed	1,149	5.97%	5.81%	103
Divorced	1,446	7.52%	6.29%	120
Separated (legally married)	667	3.47%	3.29%	106
AGE OF CHILDREN AT HOME				
Total children at home	3,287	100.00%	100.00%	100
Under 5 years of age	683	20.78%	18.14%	115
5-9 years	614	18.68%	18.44%	101
10-14 years	493	15.00%	17.84%	84
15 -19 years	625	19.01%	20.10%	95
20-24 years	505	15.36%	14.78%	104
25 years and over	366	11.13%	10.69%	104

Source: Environics Analytics 2014

* the percent composition of a variable within the Trade area compared to the percent composition of the same variable within the CMA

DEMOGRAPHICS

PRIZM C2 classifies all Canadians into one of 66 lifestyle types based on their demographics, marketplace preferences and psychographic Social Values, and because it's linked to many important marketing surveys and databases, it can help businesses create the most complete picture possible of their customer segments. From target marketing and trade area analysis to merchandise mix and media buys, PRIZM C2 gives decision-makers data-driven analysis on what consumers are buying, doing and thinking.

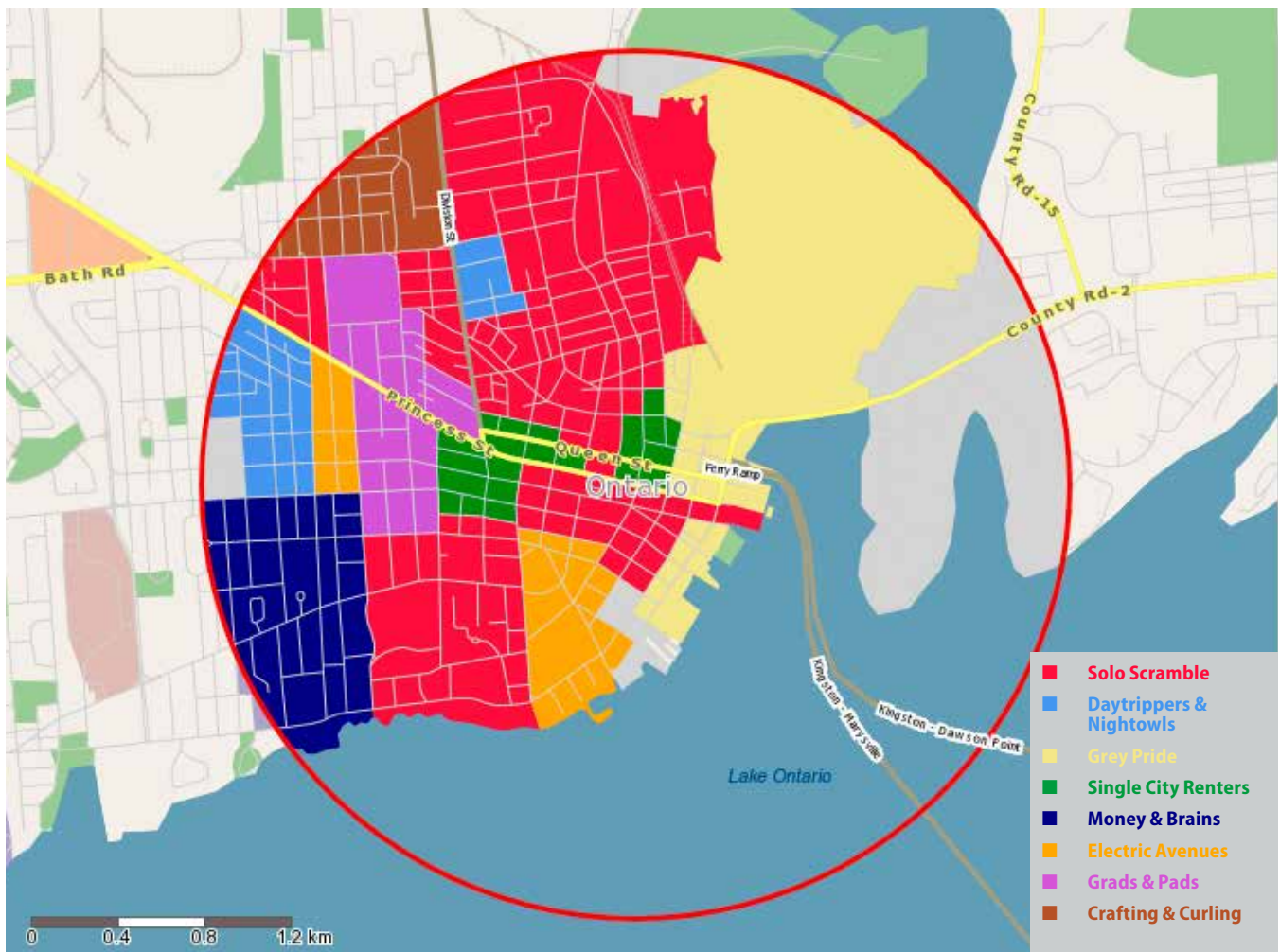
<p>59 Solo Scramble</p>  <p>U7 Urban Downscale</p> <p>Rank: 1 HHId Count: 4,543 HHId %: 42.40% % in Benchmark: 9.79% Index: 433</p>	<p>49 Daytrippers & Nightowls</p>  <p>U7 Urban Downscale</p> <p>Rank: 2 HHId Count: 1,177 HHId %: 10.98% % in Benchmark: 4.55% Index: 241</p>	<p>Solo Scramble - Scattered across English Canada's cities and large towns, Solo Scramble is often the first home-on-their-own for young singles, couples and single parents working at entry-level service jobs.</p> <p>Daytrippers & Nightowls - With a third of residents under the age of 30, Daytrippers & Nightowls caters to young, footloose lifestyles.</p>
<p>38 Grey Pride</p>  <p>S4 Suburban Midscale</p> <p>Rank: 3 HHId Count: 1,088 HHId %: 10.15% % in Benchmark: 7.23% Index: 141</p>	<p>60 Single City Renters</p>  <p>U7 Urban Downscale</p> <p>Rank: 4 HHId Count: 795 HHId %: 7.42% % in Benchmark: 5.24% Index: 142</p>	<p>Grey Pride - One of the oldest lifestyle types in Canada, Grey Pride is filled with over-60 singles, couples, widows and widowers living in urban- and suburban-fringe apartments.</p> <p>Single City Renters - Life can be stressful in Single City Renters, a transient world of mostly poor, young singles and single-parent families.</p>
<p>08 Money & Brains</p>  <p>U1 Urban Elite</p> <p>Rank: 5 HHId Count: 690 HHId %: 6.44% % in Benchmark: 4.20% Index: 153</p>	<p>15 Electric Avenues</p>  <p>U2 Urban Young</p> <p>Rank: 6 HHId Count: 674 HHId %: 6.29% % in Benchmark: 1.18% Index: 531</p>	<p>Money & Brains - The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials.</p> <p>Electric Avenues - Electric Avenues presents a classic portrait of young singles and couples pursuing lively urban lifestyles.</p>
<p>31 Grads & Pads</p>  <p>U2 Urban Young</p> <p>Rank: 7 HHId Count: 620 HHId %: 5.79% % in Benchmark: 1.59% Index: 364</p>	<p>54 Crafting & Curling</p>  <p>U4 Urban Mix</p> <p>Rank: 8 HHId Count: 593 HHId %: 5.53% % in Benchmark: 1.92% Index: 288</p>	<p>Grads & Pads - The nation's most liberal lifestyle, Grads & Pads is a collection of young, ethnically diverse city dwellers living near universities.</p> <p>Crafting & Curling - Crafting & Curling, a wide-ranging cluster of blue-collar and service sector workers in small cities and large towns, tends to stand out only in its below-averageness.</p>

The top 8 clusters in the Downtown Kingston! Trade Area are shown above, and represent 95.01% of the market's households. These clusters have been thematically mapped and are shown on the next page. If you would like more information on each segment, including detailed demographic and lifestyle characteristics, please contact the Downtown Kingston! office.

Source: Environics Analytics 2014

DEMOGRAPHICS

	2 KM TRADE AREA		KINGSTON CMA		% INDEX
	Count	% Comp	Count	% Comp	
TOTAL POPULATION					
Total Population	21,134	100.00	169,750	100.00	100
DAYTIME POPULATION					
Total Daytime Population	32,964	155.98	160,244	94.40	165
Total Daytime Population at Home	10,643	32.29	86,849	54.20	60
Total Daytime Population at Home Aged 0-14	1,900	5.76	24,036	15.00	38
Total Daytime Population at Home Aged 15-64	5,727	17.37	36,100	22.53	77
Total Daytime Population at Home Aged 65 and Over	3,015	9.15	26,713	16.67	55
Total Daytime Population at Work	22,322	67.72	73,395	45.80	148



RETAIL, RESTAURANT & OFFICE

Land Use Inventory

Category	SQ.FT.
Retail Market	1,535,954
• Food & Convenience Stores	76,713
• General Merchandise	55,520
• Apparel & Accessories	105,703
• Hardware & Home Furnishings	27,542
• Drugs & Cosmetics	78,367
• Durables & Semi-durables*	146,038
• Specialty Auto Repair	4,520
• Liquor/Wine/Beer	12,426
• Restaurant	388,157
• Personal Services	187,997
• Professional Services	452,971
Hotel/Motel/Rooming House	568,191
Parking/Vacant Land	916,686
Church	116,658
Government & Related	427,587
Entertainment Venues	157,929
Bank/Trust/Credit Union/Other Financial	111,198
Vacant Office/Commercial/Retail	445,036
Hospital	475,000
TOTAL	4,754,239
RESIDENTIAL TOTAL	1,350,154
GRAND TOTAL	6,104,393

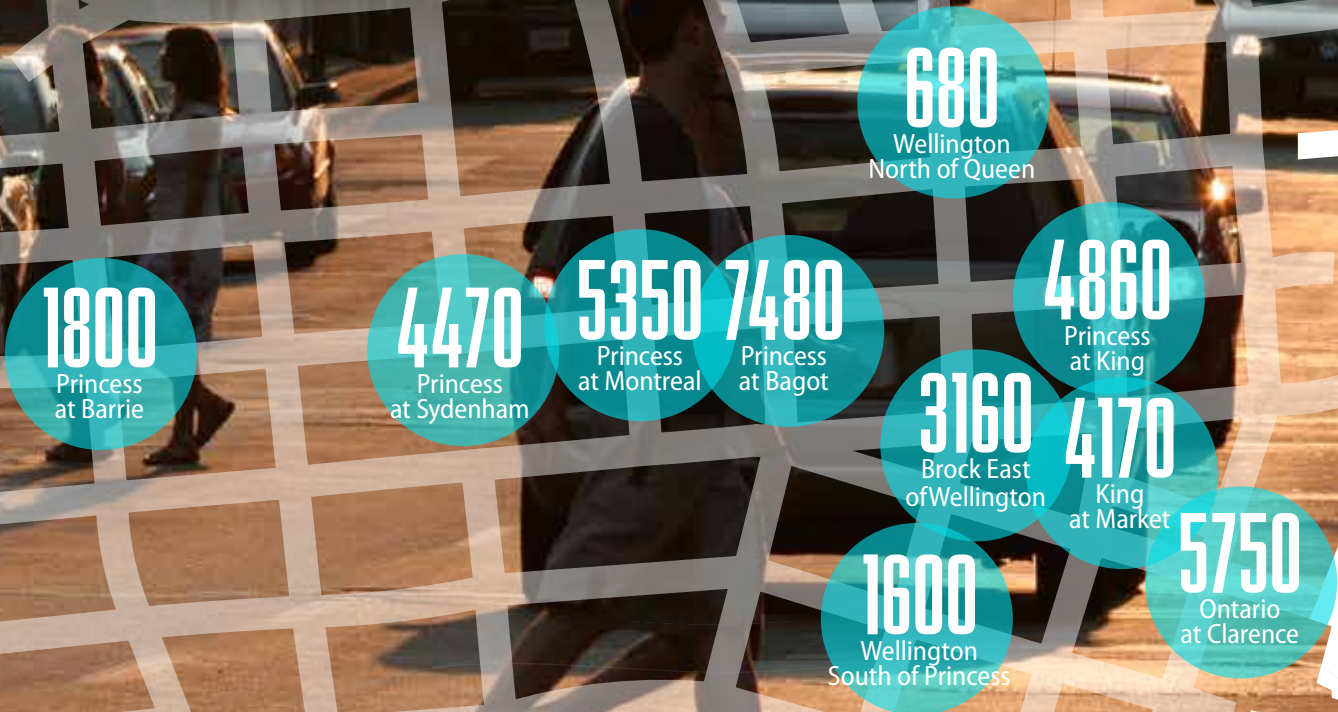
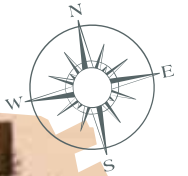
I chose downtown as the location for my businesses because it's an extremely vibrant area with a great mix of retail, restaurants and entertainment options. The amount of small, independently owned businesses downtown is great to see and it fits perfectly with our brand. The proximity to the Kingston Public Market and the waterfront means that we are right in the heart of the tourist district, which makes up a large part of our clientele. I think being right in the midst of the tourist district and being very close to Queen's University contributes most to our success.

Tim Pater – President, Black Dog Hospitality Group

RETAIL, RESTAURANT & OFFICE

2014 Pedestrian Counts

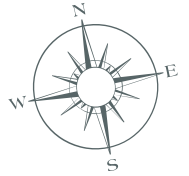
Downtown Kingston! conducts pedestrian traffic counts at 10 locations each year during the last week of July and the first week of August. Below you will find the average number of people that pass by each location per day (10:00 am to 8:00 pm):



RETAIL, RESTAURANT & OFFICE

Vehicle Counts

Here is a sampling of the Average Annual Daily Traffic (AADT) at 10 locations within the downtown core (all are North/South and East/West):



10795/14414
10143/NA
Queen at Division

15687/8776
9031/16396
Princess at Division

1340/NA
9609/9926
Princess at Sydenham

6032/3697
11292/10415
Queen at Montreal

5347/10893
27656/32516
Princess at Bagot

6058/5906
8993/9427
Brock at Bagot

6806/4693
4941/7080
Johnson at Bagot

21733/18445
4243/5730
Ontario at
The Tragically Hip Way

14031/12825
1437/4838
Ontario at Princess

6806/4693
4941/7080
Brock at King

DOWNTOWN DEVELOPMENT & INVESTMENTS

Residential development in the City of Kingston continues to do well, and there are a number of exciting projects in and around the downtown that will bring even more people to within walking distance to our shops, restaurants and offices. The City of Kingston and property developers are embracing residential development in the downtown core to assist in limiting urban sprawl and intensifying the residential population downtown to support small business and to create a more walkable city. The City is also considering new policy changes to support more residential development in the downtown, including reductions in parkland, amenity space, parking ratios and commercial policies.

There are currently over 7,340 pending and committed residential units within the city – 900 of those exist in both the downtown core and the area immediately west of the core know as Williamsville. This number is expected to increase as the city continues to work toward the renewal of the underground infrastructure thereby facilitating more residential development in and around the downtown core.

The Downtown Action Plan



Photo: Paul Wash

The Downtown Action Plan is an infrastructure and urban design study for the entire downtown which came from the need to replace the underground utility infrastructure (storm and sanitary sewers, waterlines, electrical, telecommunications and fibre optics) in the Downtown area.

The plan's study area consists of approximately thirty-six city blocks, and the project involves the replacement of roughly nine kilometres of urban streets and sidewalks from building edge to building edge. It has been implemented in stages since 2005, the most recent phase, completed in early 2014, which included work up to the intersection of Princess and Bagot. Plans for the next phase are currently underway, with construction slated to begin in early 2016. The end result has been a tremendous transformation of the streets and services, and has also resulted in numerous improvements to building facades fronting the newly reconstructed streets.

Larger Residential Developments – Downtown

CURRENT:



Anna Lane Condominiums, Options for Homes

Located in the heart of downtown Kingston, at Wellington and Queen Streets, Anna Lane is a 115 unit condominium development completed in 2015. Anna Lane combines the convenience of condo living with the convenience of living in downtown Kingston. Anna Lane's unique location offers an eclectic mix of art, music, cuisine, theatre and live entertainment.



165 Wellington St. (at Brock), BPE Developments

This beautiful historic building is being renovated to create 11 exceptional, high end units. These units will be complete with hardwood floors and granite countertops as well as views of the beautiful downtown core. Located just steps away from every amenity imaginable, residents will be close to City Hall, Queen's University and RMC as well as steps away from entertainment and all your shopping needs. The rich architecture of the building and surroundings are an added bonus. Units are currently being rented with occupancy expected in mid 2015.

DOWNTOWN DEVELOPMENT & INVESTMENTS

Larger Residential Developments – (Downtown continued)

PROPOSED:



The Tower – Clergy at Queen, BPE Developments

The Tower is a wonderful adaptive reuse of a distinguished and historically designated landmark within the city. The once Methodist and then United Church was originally built in 1886 and is the starting point from which Shoalts and Zaback Architects Ltd. have created a harmonious marriage of old and new. Each condo is individually designed to bring life to the church's romance and subtle beauty. Shoalts and Zaback's innovative design will be home to 32 luxury condominium suites, an enchanting rooftop terrace, one-of-a-kind commercial space and convenient underground parking. The different units have a choice of a variety of layouts, custom designed kitchens and baths, ample living areas and access to a common roof top terrace overlooking Kingston's downtown and waterfront. The combination of historical and modern design coupled with its location has allowed developers to create a rare and original development in the heart of downtown Kingston.



The North Blocks

The area known as the North Blocks is a 4.5 block space in the heart of Kingston's downtown and is home to the Roger's K-Rock Centre. Two different studies have been completed on the development potential of the area – both calling for a mix of commercial and residential space (about 650 units), with the potential for a hotel and/or conference space. Block 4, bound by King, Queen, The Tragically Hip Way and Ontario Streets, is located directly opposite the Rogers K-Rock Centre and Wolfe Island Ferry and steps from City Hall. A request for proposals is being developed for the block and visioning exercises have taken place to create development scenarios that have included residential buildings up to 18 stories tall. Recently 2 half block parcels have been sold, and exciting new plans are being developed for the space.

“Kingston is one of only a few smaller cities in North America that have sustained a successful downtown in the face of suburbanization and relocation of much commercial activity to the edges of its urban area.”

Andrew Marc Giraldi - University of Waterloo Thesis

DOWNTOWN DEVELOPMENT & INVESTMENTS

Larger Residential Developments – Near Downtown

CURRENT:

663 Princess St, Patry Inc.

The newest project from Patry Inc. is The Edge at 663 Princess Street in Williamsville. The building features one to five bedroom units and will be one of Canada's largest off-campus student residences. When completed, The Edge will feature 525 bedrooms and 103 underground parking spaces. Amenities will include a fitness centre, coffee boutique, courtyards, 8000 square foot rooftop patio with BBQs, pool and on site dry cleaning. Residents will be walking distance from Queen's University and downtown Kingston and all their shopping needs.

Kingston East

Kingston East is a heavily populated residential area immediately to the east of the downtown core. Currently there are over 565 residential units that are pending or committed to in that area and development of this section of the city is an important part of the city's growth.

PROPOSED:

Williamsville

There are numerous potential developments planned for the Williamsville area, complementing the streetscape and infrastructure improvements that are currently taking place. The closest of these occurs one block west of the upper BIA limit of Princess and Division. Two projects, totaling over 400 residential units have been proposed on either side of Princess St. These units will be a short walk to both Queens and downtown stores.

AVAILABLE COMMERCIAL SPACE

Looking for retail or office space? Downtown Kingston! maintains a listing of the majority of retail and commercial space for lease and for sale within the BIA area. Information on these properties can be viewed by visiting our website at www.downtownkingston.ca. We also work with a number of brokers who specialize in leasing of properties within the downtown core. If you have any questions about what is available and what might be a good fit for your business, please have a look at our website and contact us for more information.



TRANSPORTATION & PARKING

Downtown Kingston is easily accessed from Highway 401 as well as inner city routes. City investments in the infrastructure of the downtown core have improved transportation, including work done during the Big Dig. The result is improved municipal services, upgraded equipment and streetscape improvements that enhance the pedestrian environment.

More than 20 municipal parking lots serve downtown Kingston and there is also on-street parking in most areas. Most surface lots and garages are strategically located and a short walk from everywhere you need to go. Downtown has a very low parking rate as compared to other cities, with a going rate starting at \$1 an hour! And, downtown employees can also choose monthly parking permits in 12 city lots as well as numerous privately owned spaces.

Downtown is well served by Kingston Transit, with 10 bus routes directly serving downtown. The Downtown Transfer Point, centrally located at Bagot and Brock Streets sees the intersection of 13 bus routes, allowing residents to get any place they need to be! Kingston Transit is constantly improving, with the recent addition of the Kingston Express service. The improvements are timely as our baby boomers are looking for more transportation choices that fit within their daily routines.

Downtown Kingston is also bike friendly, and cycling is a popular mode of transportation for many commuters in the city. The City of Kingston continues to expand the network of bike lanes to specific targeted areas, making biking in and around the core area that much easier. Kingston Transit also has implemented the “Rack and Roll” system on all buses, enabling cyclists to add public transit to their daily transportation routine.

Kingston’s core area is also extremely pedestrian friendly, and Kingston has the second highest percentage of walking commuters in the country, (Victoria, B.C. was first) according to Statistics Canada. Work on the underground infrastructure has resulted in numerous improvements to the urban streetscape, making the downtown even more walk-friendly.

Additional information:

Parking in Kingston’s downtown couldn’t be easier – with nearly 1,000 on street spaces in the BIA boundary and nearly 2,000 spaces in the surrounding public lots, there are plenty of options for both customers and employees to choose from. Our on street spaces range from \$1 to \$1.50 per hour and the majority of our lots are \$1 per hour. Monthly permits can be purchased from the City of Kingston at very reasonable rates. Parking options can also be found in a number of privately held lots within the downtown core area.

VARIABLE	2 KM TRADE AREA		KINGSTON CMA	% INDEX
	COUNT	%		
COMMUTING				
Car	4,162	43.71%	75.62%	58
Public Transit	741	7.78%	5.14%	151
Walking	3,416	35.88%	8.37%	429
Bicycle	617	6.48%	2.09%	310

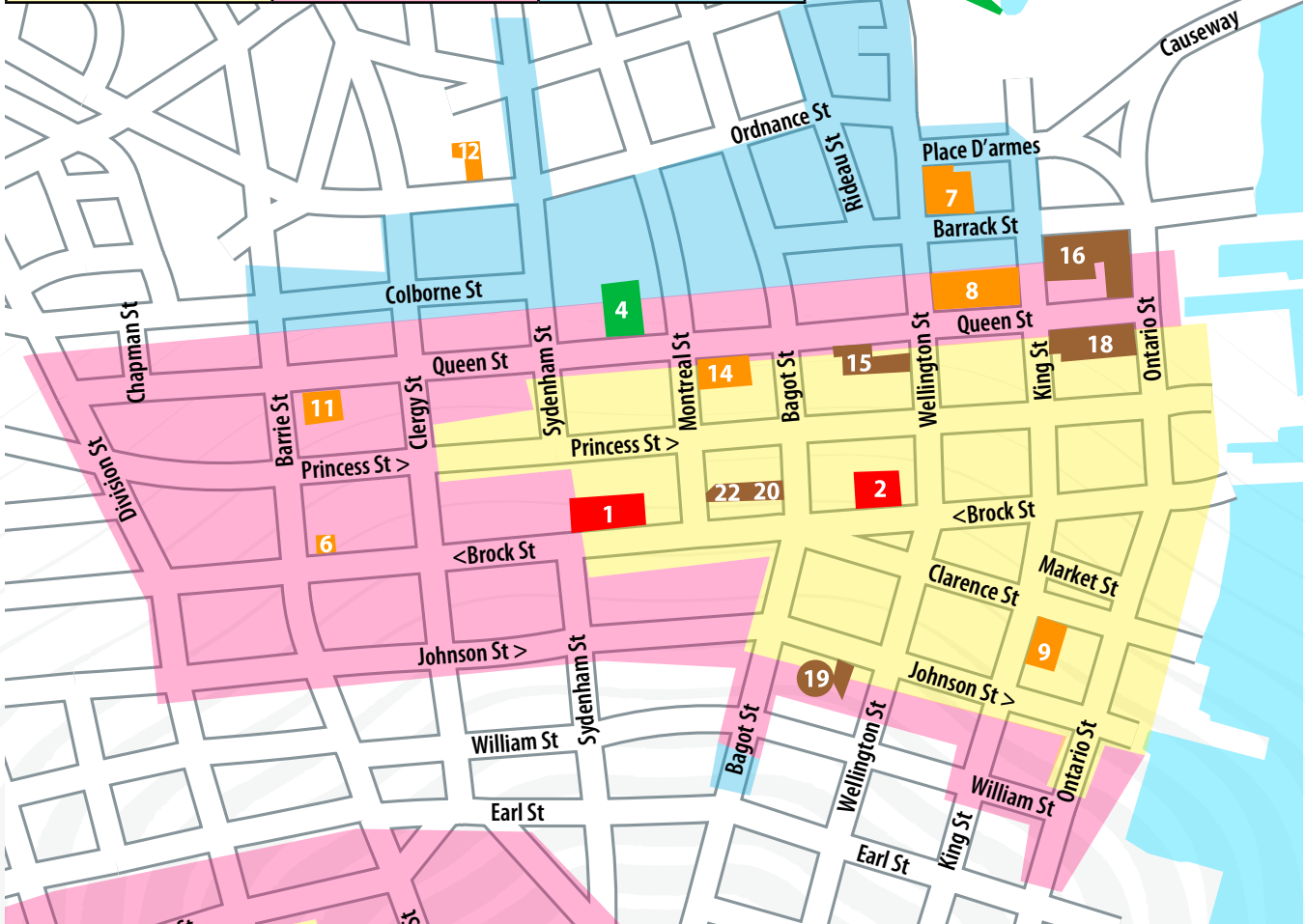


TRANSPORTATION & PARKING

Public Parking Lots - Downtown Kingston!				Rate (\$)		
Description	Lot Name	Map #	Capacity	Hourly	Monthly	Event*
Garage	Chown	1	438	1	NA	3
	Hanson	2	268	1	NA	3
Monthly Only	Anglin	3	228	NA	65.65	4
	Byron	4	73	NA	73.65	NA
	Fluhrer	5	85	NA	60.5	NA
Pay & Display (Hourly/Monthly)	Armstrong	6	16	1	NA	4
	Barrack	7	104	1	73.65	5
	Drury	8	114	1	NA	5
	Four Points	9	77	2	114.95	NA
	McKee	11	50	1	73.65	NA
	Ordnance	12	32	1	68.95	NA
	Springer	14	64	1	93	3
Pay & Display (Hourly)	Angrove	15	66	1	NA	4
	Frontenac	16	43	1	NA	5
	King/Queen	18	43	1	NA	5
	Library	19	11	1	NA	NA
	Lower Bruce	20	50	1	NA	3
	Upper Bruce	22	52	1	NA	3
Total Spaces	1864					

*In effect when an event is occurring at the Rogers K-Rock Centre

\$1.50/hr, 2 hrs max	\$1/hr, 2 hrs max	\$1/hr, 3 hrs max
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TOURISM & VISITOR STATISTICS

Tourism plays a vital role in Kingston's economy, given our central location along the shores of Lake Ontario, the St. Lawrence River and the Rideau Canal, and our rich history as the first capital of a United Canada. Kingston is a true destination city, boasting numerous assets to support the thriving tourism sector:

- History and culture as Canada's newest UNESCO designated World Heritage Site and home to Fort Henry National Historic Site
- Waterfront access and amenities, including boat tours, rentals, and a number of marinas
- An abundance of greenspace and natural parkland
- A thriving downtown arts and entertainment district, ranked one of the best in North America
- An outstanding dining scene with a growing local foods component
- 20+ museums and galleries
- Over 600 historically designated buildings city wide
- Year round line-up of festivals and events
- Premier accommodations and food service providers
- Motivated and skilled labour force

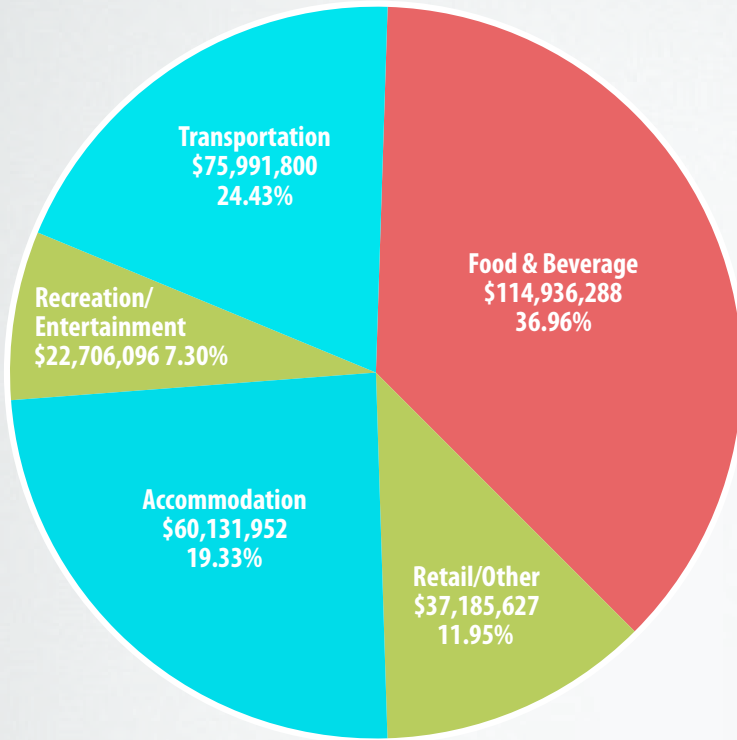
"The Downtown Kingston BIA has been a catalyst in growing the number of tourists coming to the city by expanding festivals and events all year round."

Canadian Urban Institute

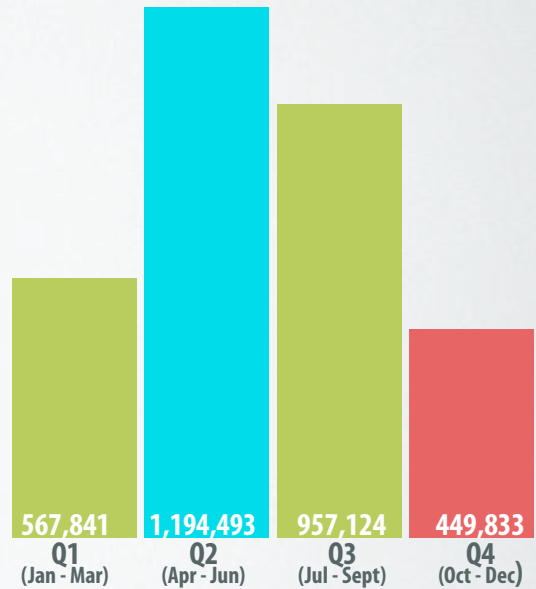


TOURISM & VISITOR STATISTICS

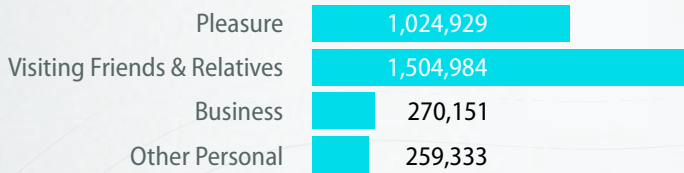
TOTAL PERSON VISITS = 3,169,292
VISITOR ECONOMIC IMPACT = \$310,951,765



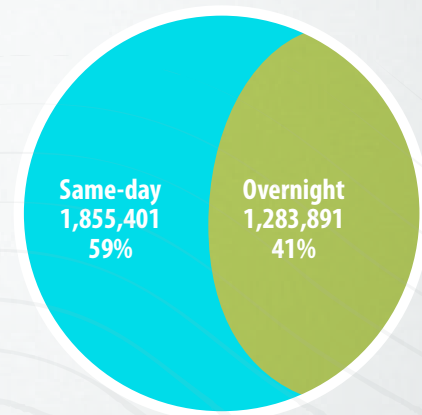
VISITS BY TIME OF YEAR (PERSON VISITS/YR)



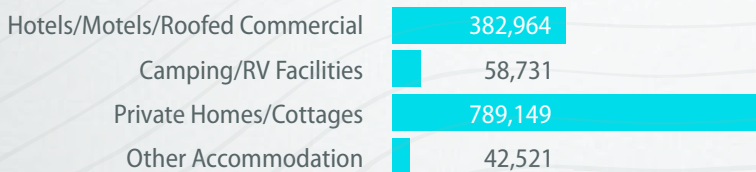
MAIN PURPOSE OF TRIP (PERSON VISITS/YR)



LENGTH OF STAY (PERSON VISITS/YR)



OVERNIGHT ACCOMMODATION (PERSON VISITS/YR)



Source: Ontario Ministry of Tourism/Statistics Canada 2011 - Frontenac County

STUDENTS & HIGHER LEARNING

Kingston is home to 29,900 post-secondary students. Our post secondary institutions account for more than \$1.8 billion in direct spending in the Kingston economy. An educated population helps to stimulate the culture of our downtown core and our young students are drawn to the downtown due to their proximity and the availability of goods and services. With most schools within walking distance, downtown relies on and thrives in large part due to our student population. Our commitment to higher education is also reflected in the Kingston population, 55.4% of whom have a Bachelor's Degree or higher.

Queen's University:



- Number of Students – 23,800
- Local impact of Queen's amounts to \$1.5 billion a year
- \$338 million in direct student spending
- \$288 million in direct after-tax staff and faculty spending
- \$9 million in direct spending by visitors to Queen's
- \$162 million in direct University spending on local goods and services
- \$61 million in additional economic activity associated with the School of Medicine and the Southeastern Ontario Academic Medical Association.
- Annual payroll worth more than \$331 million

St. Lawrence College:



- Number of Students – 4,400
- The College estimates that each student spends \$15,000 annually in the community
- 297 full time employees and 550 part time employees
- Annual payroll of \$30 million
- Overall impact of the College on Kingston economy is estimated to more than \$300 million

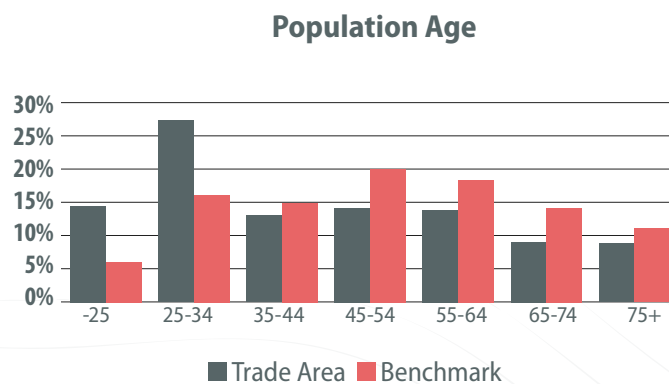
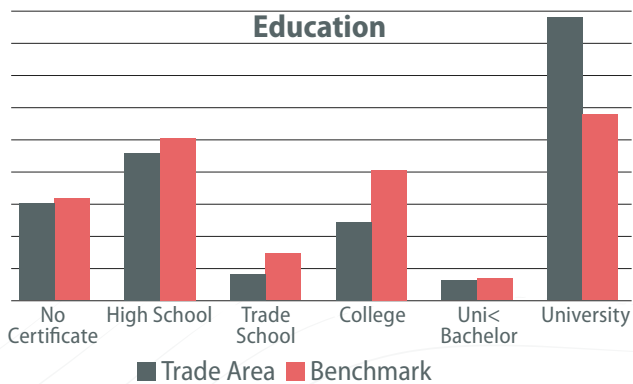
Royal Military College of Canada(RMC):



- 1200 military and civilian students and researchers;
- 1200 military and civilian employees.
- \$37 million in annual public payroll (Faculty, Civilian, and Military Staff)

STUDENTS & HIGHER LEARNING

VARIABLE	2 KM TRADE AREA		KINGSTON CMA	% INDEX
	COUNT	%		
EDUCATION (2013)				
No certificate, diploma or degree	2,720	14.91%	15.51%	96
High school certificate or equivalent	4,139	22.68%	25.13%	90
Apprenticeship or trades cert/dipl	689	3.78%	7.24%	52
College/CEGEP/non-uni cert/dipl	2,171	11.90%	20.14%	59
University cert/dipl below bachelor's	503	2.76%	3.31%	83
University degree	8,025	43.98%	28.67%	153
COMMUTING				
Car	4,162	43.71%	75.62%	58
Public Transit	741	7.78%	5.14%	151
Walking	3,416	35.88%	8.37%	429
Bicycle	617	6.48%	2.09%	310
HOUSEHOLD INCOME				
Household Income	\$73,731		\$90,657	81



“Kingston’s institutions have also played an important role in maintaining a healthy and vibrant downtown. Queen’s University, Hotel Dieu Hospital, Kingston General Hospital, and the Royal Military College have been critical in supporting the downtown economy.”

Canadian Urban Institute

ARTS & CULTURE

Artists, performers, authors and musicians thrive in Kingston - making it both a great community to create in and a great city to live and soak up the atmosphere and energy. Enriching its cultural offerings, Kingston has 24 museums, galleries and national historic sites; year-round live theatre; the third largest art collection in Ontario which is housed in the Agnes Etherington Art Centre; a 6,500 seat downtown entertainment centre; symphony orchestra; art schools and so much more.

During the summer, the city comes alive with street entertainment, outdoor concerts and a rich diversity of festivals and events; and, in the winter months we take advantage of world-class theatre, concerts, and comedy which takes place at the Roger's K-ROCK Centre, our newly renovated Grand Theatre and at sites throughout the city.

Our 2 main performance venues, The Grand Theatre and the Rogers K-Rock Centre, are both located in our downtown, just steps away from our shops and restaurants:

The Grand Theatre is the city's premier performing arts facility. After three years of extensive reconstruction, the renewed Grand Theatre opened in May, 2008. With two performance spaces — The Regina Rosen Auditorium and The Baby Grand — the Grand Theatre presents hundreds of theatre, music, dance, variety and family performances annually. The Grand Theatre's economic impact exceeds \$7.5 million a year.

The Rogers K-ROCK Centre hosts concerts, sporting events, family events, Kingston Frontenacs hockey games, and much more. Whether you want to catch sporting events like curling's Scotties Tournament of Hearts or Canadian Tire National Skating Championships or enjoy concerts by the likes of Sting, Elton John, The Tragically Hip, Bob Dylan or Brad Paisley - the Rogers K-ROCK Centre is the place to be. The total economic impact of the Rogers K-Rock Centre is \$16.5 million a year.

Kingston is also home to the new Isabel Bader Centre for the Performing Arts, located close to downtown along the shores of Lake Ontario. The Isabel is an 80,000-square-foot world-class facility built to create exceptional experiences for students and audiences alike, and is a perfect compliment to both the Grand and the Rogers K-Rock Centre. All 3 venues work together to attract the best in arts, entertainment and cultural experiences to Kingston.

Springer Market Square is a four season attraction to tourists and residents alike. The Kingston Farmers Market is the oldest market in Ontario and features locally grown produce and handmade crafts. The Square plays host to numerous activities including free musical concerts, Movies in the Square, community events and festivals, Local Food Local Chef Cooking Demos and free public skating on the picturesque rink in the winter months. There is something for everyone in Springer Market Square.

Kingston also boasts an amazing number of festivals, events, and free concerts taking place at various locations downtown. Among them are:

The Kingston Busker Rendezvous – This annual event that has been running for 25 years and generates more than \$2.9 million in economic activity. Visiting tourists and event operations result in approximately \$1.6 million in new spending; local residents spend \$1.3 million related to the event. The Buskers festival attracts over 100,000 annually.

The Limestone City Blues Festival results in \$1.6 million in economic activity. Visiting tourists and operations result in approximately \$1.3 million of new spending in the region and local residents spend on average over \$315,000 related to the event. The Festival results in 30,000 person visits to downtown Kingston over the four day festival.

Feb Fest – Kingston's annual winter carnival draws over 30,000 person visits to the downtown and approximately 400 competitors and performers throughout the 4 day event. It is estimated that the event results in over \$2 million in direct spending in Kingston.

Thousand Islands Poker Run – This annual event brings high performance boats from the US and Canada to Kingston to compete for the best poker hand. Over 9000 visitors come to Kingston to see the event, resulting in \$950,000 in economic activity over the 2 day weekend event.

Kingston Writersfest - Every year, thousands of book lovers gather in Eastern Ontario for the Kingston WritersFest. The 4-day literary festival is a creative meeting place for Canadian authors and avid readers. The festival offers readings, masterclasses and professional development seminars for aspiring writers.

Other annual events include: Art After Dark, Movies in the Square, Chef Cooking Demos featuring local food, Princess Street Promenade, Chilifest, Kingston Multicultural Arts Festival and Music in the Park.

RECENT MENTIONS & RANKINGS



Kingston named one of the **Top 7 Smartest Communities in the World**
(2014, Intelligent Community Forum)



Kingston ranks #1 – **Best Place to Retire**
Kingston ranks #4 – **Best Medium-Size Cities in Canada**
Kingston ranks # 11 – **Best Cities in Canada Overall**
MoneySense 2014



BBC Travel named Kingston one of the **Best University Towns to live** in the world
(2013, BBC Travel)



DK! **ranked highest in "Offering Urban Entertainment to Tourists"**
– of the 260 BIA's in the province, 90 were studied for highest level of involvement in Tourism.
Thesis – *"The Involvement of Business Improvement Areas in Tourism"*
University of Waterloo Masters thesis by Andrew Marc Giraldi 2009



The Successful Few: **Healthy Downtowns of Small Metropolitan Regions**
– highlighted as one of three successful mid-sized Canadian downtowns.
Journal of the American Planning Association



2009 Organization Communications Award
– Contact Newsletter and Website Ontario BIA Association
Downtown Kingston! has won numerous awards over the years from OBIAA, Festivals and Events Ontario, International Downtown Association, and the Economic Developers Council of Ontario among others.



2012 – Kingston ranks #12 - Canadian Creativity Index
(of the top 20 metros in Canada), Martin Prosperity Institute

ABOUT DOWNTOWN KINGSTON!

The Downtown Kingston! Business Association is a Business Improvement Area (B.I.A.) as described in Section 204 of the Municipal Act (Province of Ontario). It is governed by the Board of Management – a Board of the City of Kingston. All property owners and businesses operating within the BIA boundaries (downtown business area) of the City of Kingston are members.

MISSION STATEMENT

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.

GOAL 1 - MARKETING

Implement customer-driven programs that effectively market Downtown Kingston!
(Cooperative Advertising, Buskers Festival, Blues Festival, Music in the Park, Pewter Collectibles, Sidewalk Sale, Santa Parade, Movies in the Square, Princess Street Promenade, Art After Dark, Social Media, Local Food Initiative, Feb Fest, Black Friday etc.)

GOAL 2 - MUNICIPAL LIAISON

Effective liaison between member businesses and City Hall.
(Newsletter, Minutes, Letters to Mayor and City Council, Meetings with City Staff, Membership Presentation to City Committees and Task Forces – Downtown Action Plan, Big Dig, North Blocks, KEDCO, Springer Market Square, Local Food/Local Chefs, K-Rock Centre Advisory, etc.)

GOAL 3 - DOWNTOWN ENVIRONMENT

Ensure downtown is physically attractive and “user friendly”.
(Flags, Flowers, Banners, Christmas Decorations, Downtown Maintenance, Beat Cop Liaison, graffiti program, police volunteers, liaison with City staff re: Streets + Sidewalks)

GOAL 4 - ECONOMIC DEVELOPMENT

Encourage and support economic development initiatives that benefit Downtown Kingston.
(Business Growth, Retention, Recruitment, Market Studies, Land Use Inventory, property owner liaison, Member Services/Member Communication)

GOAL 5 - ADVOCACY

To be the voice of businesses located in Downtown Kingston! and represent their interests.
(Issues Identification, Member Surveys, Liaison with Chamber, KAP and KEDCO, Ontario BIA Association, International Downtown Association, etc.)

GOAL 6 - ORGANIZATIONAL

To operate a professional and credible member-driven association.
(Representative Board, Broad based Committee Structure, Member surveys and focus groups, Annual General Meeting, “Round table” discussions, Human Resources management, volunteer management, etc.)

SHOP.DINE.ENJOY.
DOWNTOWNKINGSTON.CA

 Downtown Kingston!  @downtownktown  @downtownkingston

Downtown Kingston! Business Improvement Area
200 – 353 King St. East
Kingston, Ontario K&L 3B5
Tel: (613) 542-8677
Fax: (613) 542-0274
Email: info@downtownkingston.ca

ABOUT KEDCO

The Kingston Economic Development Corporation (KEDCO) is committed to the key issue of long-term economic sustainability for the City of Kingston. As the economic pillar for the City of Kingston's Integrated Community Sustainability Plan, KEDCO endorses the City's vision of Kingston as Canada's most sustainable city. KEDCO's success is based on the attraction of new and the growth and retention of existing business.

KEDCO works closely with companies interested in achieving success by supporting them through the site selection and development process to assisting with their labour market and investment needs throughout their operations in Kingston. KEDCO offers:

INVESTMENT SUPPORT

Helping businesses secure additional investment through government grants, incentives and interest free loans.

LABOUR MARKET SUPPORT

Connecting local employers with the available labour force, academic programs and talent needed to sustain and grow their business. Assistance to professionals and their spouses to find gainful employment. Online recruitment support for employers at www.kingstonishiring.com.

SUPPLY CHAIN DEVELOPMENT

Fostering B2B relationships between Kingston companies to work smarter and more efficiently and attracting new businesses which will support our existing economy.

ADVANCED LEAD GENERATION

Sharing leads and contacts to assist Kingston companies identify new markets and consumers.

PROFESSIONAL DEVELOPMENT, WORKSHOPS & CONSULTATIONS

KEDCO supports businesses at all stages with one-on-one personal consultations to discuss business ideas and needs; customized educational workshops and seminars; a referral network to professionals in the community; resource centre with access to business databases; and specialized young entrepreneur programs.

TOURISM MARKETING & DEVELOPMENT

Developing and enhancing the tourism sector through the positioning of Kingston as a year-round destination of choice for visitors, sporting events, conferences and business travel.



KEDCO
KINGSTON ECONOMIC
Development Corporation

Kingston Economic Development Corporation
945 Princess Street at Innovation Park
Kingston, Ontario K7L 3N6
Tel: (613) 544-2725
Tollfree: 1-866-665-3326
Fax: (613) 546-2882
Email: business@kingstoncanada.com

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 Downtown Kingston!  @downtownktown  @downtownkingston

“The final characteristic of Downtown Kingston’s success is that the BIA’s promotion efforts stem from an accurate assessment of who they are and what they have to offer. Rather than seeking to create a tourist district by prettying up and theming themselves, the BIA worked to be real and authentic in their offering.”

Andrew Marc Giraldi - University of Waterloo, on his study of BIA’s and the Tourism Industry

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