



Date: November 28, 2022

To: Mayor and Council

Author: Sue Rice, Economic Development

RE: BIA Sound System – Speakers in Kingsville Downtown Core

Report No.:

RECOMMENDED ACTION

1. That the proposal from the Kingsville Business Improvement Area (BIA) to install an outdoor speaker system in the downtown core, at cost to the BIA, **BE APPROVED**;
2. That Administration **BE APPROVED** to support this project as follows:
 - \$2,500 (approximately) in staff time for consultation and set up of the online system including ensuring security, internet capability, hardware equipment competency, and programming software concerns;
 - \$1,500 (estimate) in staff time per year of IT services to ensure updates in core program and security for the life of the program.

BACKGROUND

In May of 2022, the Kingsville BIA had the opportunity to apply for a grant through Federal Economic Development Agency for Southern Ontario Tourism Relief Fund. The grant would extend our thriving tourism in Kingsville by providing music in the downtown core. This will provide music during the Christmas holiday season that ties into the Town's Fantasy of Lights event and also allow the potential to expand to other themed and seasonal events in the future such as St. Patrick's Day, Mardi Gras, Halloween. All of these efforts are an attempt to support local tourism initiatives.

DISCUSSION

1. Business Improvement Area (BIA)

The grant has now been awarded to the BIA. The BIA has decided to purchase the new equipment from Tony's One Stop Music Shoppe in Chatham, ON at a price of \$56,420, plus HST.

The vision for the sound system is to enhance visitors' experiences and to create a fun and exciting atmosphere as they shop, dine and discover the downtown BIA district of Kingsville.

The BIA volunteer Board of Directors has worked on this project, along with their new Coordinator Jodi McIntyre.

See attached "Appendix A" for technical specifications of the equipment.

2. Town Administration

Overall Administration is supportive of this initiative with the understanding that it will have value for the downtown core and enhance visitors' experiences.

Administration was initially concerned that the application for this grant was put forth without pre-consultation with the Town or Council as it was to be installed on Town property and will require at least some long term maintenance and support from the Town. Matters in question that arose with respect to the proposal to be addressed, included the following:

- Where will the equipment be installed?
- Who will control the programming and costs of streaming music?
- Whether the wireless speakers will be able to get an internet signal and from where?
- Whether noise complaints will arise from nearby businesses and residents who work or live near the speakers?
- Whether sufficient electrical power is available at the location of installation?
- Who will own the equipment and maintain it?

In response to these questions, Administration has met with the BIA leadership and agreed upon the following:

- There will be 12 speakers purchased. 9 to be installed (3 for replacement purposes) on Town poles along Main St and Division St in the Downtown core. The purchase price includes installation by an authorized dealer and will need to be completed to the satisfaction of the Manager of Public Works. (See attached "Appendix B")
- The BIA Coordinator will control the programming. The BIA will assume the costs of streaming music and licensing.
- The Town will provide wireless internet if available from nearby Town facilities (Unico or Carnegie). If unavailable the BIA will find an alternative source of wireless internet.
- The BIA will be sensitive to any complaints from nearby businesses and residents. The Noise Bylaw does not apply to this speaker system but the BIA will need to ensure that operation and volume are appropriate to the circumstances and consider appropriate hours of operation (eg. not late at night when downtown residents are sleeping).

- The Town is uncertain if adequate electrical power is available on the poles. Additional costs might be required by the BIA to ensure that required power is available.
- Initially the BIA proposed that the BIA would donate the sound equipment to the Town and that the Town could own it. However, Administration believes that it would be best for the BIA to continue to own the equipment in order to ensure that long maintenance and operational costs are the responsibility of the BIA.

The BIA has requested that the Town provide some staff support from the IT department to ensure the internet connection and software are updated as required.

DISCUSSION

As discussed, the Town and BIA have collectively agreed that the BIA retain ownership of the sound system with the Town of Kingsville IT staff supporting this project during set up and ongoing maintenance.

FINANCIAL CONSIDERATIONS

Town of Kingsville IT staff support for this project includes \$2,500 (approximately) in staff time for consultation and set up of the online system including ensuring security, internet capability, hardware equipment competency, and programming software concerns; and \$1,500 (estimate) per year of IT services to ensure updates in core program and security for the life of the program.

ENVIRONMENTAL CONSIDERATIONS

None.

CONSULTATIONS

Jason Martin, BIA President
 David Deburgh, BIA Board Member
 John Norton, Chief Administrative Officer
 Andrew Plancke, Director of Infrastructure and Engineering Services
 Shaun Martinho, Manager of Public Works and Environmental Services
 Patrick Girard, Manager Information Technology

PREPARED BY:

Sue Rice

Sue Rice
Economic Development and Tourism Officer

REVIEWED BY:



John Norton

Chief Administrative Officer

LINK TO STRATEGIC PLAN

Promote the betterment, self-image and attitude of the community.

To become a leader in sustainable infrastructure renewal and development.

Support growth of the business community.

Manage growth through sustainable planning.

Improve recreational and cultural facilities and opportunities within the Town of Kingsville.

Link to Council 2021-2022 Priorities

- ☐ COVID-19 and the health and safety of the community
- ☐ Customer Service: Training, Technology, Staff, Review Standards/Level of service
- ☐ Housing: Affordability (lot sizes, developer incentives, second dwellings, density, etc.)
- ☐ Greenhouse: lights & dark sky, odours (site plan compliance, bylaws, other tools)
- ☐ Programming Increase: Youth and Seniors
- ☐ A development plan for Downtown Kingsville / Main Street
- ☐ Financial savings: Schools closings, Migration Hall
- ☒ Economic Development: strengthen tourism/hospitality
- ☒ COVID - economic recovery
- ☐ Communications: Strategy – Policy (social media), Website refresh and other tools, Public engagement
- ☐ Housing: Migrant Worker Housing – Inspections (Building/Fire), regulate, reduce, or increase
- ☐ Committees / Boards: Review and Report
- ☐ Policy Update: Procedural Bylaw
- ☐ Economic Development: diversify the economy, create local jobs, industrial, Cottam
- ☐ Infrastructure (non-Municipal): Union Water expansion & governance
- ☐ Infrastructure (Municipal): Asset Management Plan update, the infrastructure funding deficit

☐ No direct link to Council priorities