



Date: March 1, 2023
To: Mayor and Council
Author: Karen Loney
RE: 2023 Open Streets
Report No.: 02-2023

RECOMMENDED ACTION

1. That the road closures of Main Streets (from Spruce Street to Queen Street) and Division Street (from King Street to Pearl Street) for the Kingsville Open Street events **BE APPROVED** on the following dates and times.
 - a. July 1 Canada Day from 2:30 P.M. to 10:30 P.M.
 - b. July 8 from 4 P.M. to 10:30 P.M
 - c. July 15 from 4 P.M. to 10:30 P.M
 - d. July 22 from 4 P.M. to 10:30 P.M
 - e. August 5 – No Open Streets in Kingsville (Hogs for Hospice in Kingsville, Open Streets in Cottam)
 - f. August 12 from 4 P.M. to 10:30 P.M
 - g. August 19 from 4 P.M. to 10:30 P.M
 - h. August 26 from 4 P.M. to 10:30 P.M
2. That Administration **BE DIRECTED** to request County Council to close County Road 34 West from Victoria Street to Country Road 27, from 4 P.M. to 10:30 P.M., to host Open Streets in Cottam on August 5, 2023.

BACKGROUND

Open Streets began in 2020 in response to COVID-19 and is now recognized as a local and tourist attraction that other communities model. On March 8, 2022, Festival Event of Ontario awarded the Town of Kingsville Open Streets event one of the top 100 events in Ontario.

The purpose of Open Streets is,

- To support small businesses in Kingsville (business retention)
- To invest in the arts and culture sector
- To be a regional tourism draw destination for those who are familiar and unfamiliar with Kingsville with multiple activities to engage in

- To support community belonging and create excitement about things to do in Kingsville.

Each year, following a, debrief, Open Streets has been adapted to changing situations, needs and interests from both the community and the business perspective.

In 2022, the following areas were identified:

- Staffing – Several businesses and the Town struggled with having enough staff to work the last Open Streets event as many students had completed their work contracts.
- Diverse Opinions – There is mixed reaction to the Town hosting Open Streets. Some businesses are in full support; one retail business stated that it is their highest sales night. Other businesses noted it is a hindrance to their customer base.
- Timing – With the road closure beginning at 3 P.M., the event starting at 4 P.M., and the dinner hour at 5 P.M., attendance at the event is limited before 5 P.M.
- Family Activities – Large-scale games were purchased last year and used consistently by people. Several events were themed, such as; Christmas in July, with rides on the Kingsville Express Train, a bike rodeo, and The Holodomor National Awareness Bus Tour enticing people to come downtown.
- Participation Rates – To capture an estimate of attendance, volunteers or staff tracked the number of people entering the area at each barricaded four main gates. Of the weeks tracked, numbers ranged from 1688 to 2445. It is noted that people could walk through these gates more than once, and there are several other ways people could enter. The two lowest days were the August and September long weekends.
- Competing Events – With COVID restrictions lifted, people told us they did not come to Open Streets as much as they now had weddings, family vacations and competing events in other communities.
- Music – Kingsville Music Society provided in-kind music at each Open Streets. This was done through a grant they received, and they are uncertain if they can provide music for 2023.
- Food and Beverage – Restaurant owners have expressed that Open Streets contributes to increasing their numbers each Saturday. Before the start of 2022 Open Streets, and in response to comments received, administration met with alcohol-serving establishments and discussed the potential of licensing alcohol within the Open Streets footprint. This did not occur as there was a concern about who would hold the Special Occasion permit.

DISCUSSION

Based on the learning from 2022, the following plans are proposed for 2023 Open Streets.

Dates and Timing

Administration reviewed multiple options for Open Streets but, based on initial feedback from partners, is proposing again to host Open Streets in Kingsville every Saturday from July 1, 2023, to August 25, 2023, (except August 5, 2023).

Administration proposes to hold Open Streets in Cottam on August 5, 2023, as a one day trial event and which was requested recently by some Cottam businesses at a meeting with the Mayor, CAO, and Economic Development and Tourism Officer. .

In support of businesses that are open all day and to reduce downtime within the events that were least active, roads are proposed to be closed to vehicles at 4:00 P.M. (rather than 3:00 P.M.) with an advertised start time of 5 P.M. Roads will then re-open at 10:30 P.M. with an advertised end time of 10:30 P.M.

Themes and Activities

Recognizing themed weekends generally see increased visitation, and to ignite local and visitors' interest to attend 2023 Open Streets, the following activities will be developed.

- July 1 – Canada Day downtown. The two events will be combined as Canada Day falls on a Saturday. Events will be enhanced for these Open Streets to mirror previous Canada Days and community expectations. Additional children's activities, such as bouncy castles, will be available at the Carnegie Arts and Tourism Centre lawn. A glow stick walk will be held at 9:30 P.M. leaving Division Street and Main Street to walk to Lakeside Park, where fireworks will be launched at 10 P.M. Opening Ceremonies, music and handing out of cupcakes will take place.
- July 8th or 15th – Games on the Streets. Games such as mini-putt or axe throwing in an enclosed trailer will be brought at this event.
- July 21 – Christmas in July. This is a launch to the Fantasy of Lights events. Businesses and volunteers are asked to decorate and dress up and participate. The Kingsville Express Train will have free rides, and a visit from Santa may occur.
- July 29 – Bike Rodeo. Working with the Kingsville Community Centre, a bike rodeo will be offered along with a bicycle parade.
- August 5 – Cottam Open Street. Tentatively Hogs for Hospice will come through Kingsville on this day. To limit the amount of road closure and support business in Cottam, Open Street will be held in Cottam. A request to County Council to close the road will occur.
- August 12th or 19th – Water or Music Party.

- August 26 – Last Call for Open Streets. To conclude the 2023 Open Streets, a street party will be organized. Teddy Bear picnics will be offered for families and a street dance party for youth.

The above ideas will be further developed, and community groups will be engaged to work together to host various activities.

Designating Activities within the Footprint

The following areas will be defined to increase the density and clarify activities.

- 1) Market (Main Street West) – where vendors from greater Kingsville can set up their products for sale. To be included in the market, you must have an address in Kingsville. There is no cost to participate.
- 2) Explore the Arts (Division Street South) – this area will have artists painting and a community art piece for everyone to contribute.
- 3) Family Fun (Main Street East) will be games and children's activities.
- 4) Bites and Beer Vendors (Division Street North) – It is proposed that food, beer and wine are served in this area, which would be fenced off and licensed. This would be similar to bringing in last year's vendor but having a dedicated space. This idea is built upon discussions with participants who attended and restaurant owners. Feedback received was that people attending do not always want to have a full meal but want to enjoy a drink and visit with friends. In addition, people have said there is limited seating and things to do as they are waiting for their reservation and wish they could have a place to socialize. To reduce risks, the area will have fenced, and security staff will monitor the entrance to check IDs and people's sobriety. Water, free of charge, and alcohol will be served in recyclable cups that are highly visible and marked for 2023 Open Streets. Signs will be posted that no alcohol can leave the area or be brought in.

Music

Kingsville Music Society has expressed an interest in providing music but will not know if they can until they are informed of the status of the grants. Should they not be able to provide music in the format of the previous year, street musicians will be encouraged, and funds will be allocated to have roving musicians.

Kingsville's Open Streets has been awarded one of the top 100 events in Ontario. The plan for 2023 builds on the lessons learned and enhances the event to be a destination of choice for visitors and locals.

FINANCIAL CONSIDERATIONS

Council approved \$15,000 to support the Open Streets Event. These funds are used for security, volunteers, performer and supplies.

There are human resource costs related to organizing and implementing the event that impacts SMT, Communications, Tourism, Legal, Finance, Infrastructure and Engineering, and Community Development Services department with a focus on Parks, Recreation and Facilities along with Recreation and Special Events area.

ENVIRONMENTAL CONSIDERATIONS

Any supplies purchased follow the single-use plastic policy.

CONSULTATIONS

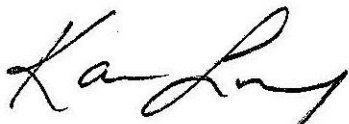
SERT Committee

- Andrew Plancke – Director of Infrastructure & Engineering
- Alexander Trillanes – Alcohol Gaming Commission of Ontario
- Ontario Provincial Police
- Ed Parks – Supervisor of Recreation and Facilities
- Jason Suchiu – Fire Chief CEMC
- Jeromy Garant – Deputy Fire Chief CEMC
- Scott Moore – Fire Prevention Officer
- Ryan Lemay - Essex Windsor Emergency Services
- Shaun Martinho – Manager of Public Works & Environmental Services
- Zackary Knox – Town of Kingsville Legal Counsel
- Jasmine Kaler and Manjinder Bamotra. – Windsor Essex County Health Unit
- John Norton – CAO
- Richard Wyma – Director of Community and Development Services

Senior Management Team

Kingsville BIA
Kingsville Music Society
Kingsville Lion's Club
Various Businesses

PREPARED BY:



Karen Loney, MA

Manager of Recreation Programs and Special Events

REVIEWED BY:



Richard Wyma, CSLA

Director of Community and Development Services