



Date: January 21, 2025
To: Mayor and Council
Author: Shelby Gault
RE: 2025 Kingsville Block Party

RECOMMENDED ACTION

That the road closures of King St. (from Chestnut St to Division St N), Chestnut St (from King St. to Main St), and Walnut St. (from Chestnut St. to the north exit of the library-adjacent municipal parking lot) for the Kingsville Block Party **be approved** on the following dates and times:

- a. Saturday, July 19, 2025, from 3:00 pm to 11:00 pm
- b. Saturday, August 16, 2025, from 3:00 pm to 11:00 pm
- c. Saturday, September 20, 2025, from 3:00 pm to 11:00 pm

And that Administration **be directed** to request County Council to close County Road 34 West from Victoria Street to Country Road 27 from 3:00 pm to 11:00 pm, to host events in Cottam on Saturday, June 21, 2025;

And that the implementation of a \$50 vendor registration fee for all participating marketplace vendors **be approved**.

BACKGROUND

In 2024, Kingsville Open Streets became Kingsville Block Party (KBP). The event was held on the third Saturday of June, July, August, and September, an average of 2,000 patrons attended each night. Each event reached its capacity for the number of vendors allotted. An adult beverage concession was provided through a partnership between a local brewery and service club. There were no incidents to report from this addition and was well received by those attending.

The new location reduced the number of business and drivers impacted by road closures while still allowing the event to integrate with the downtown community. A community survey was posted on Have Your Say and it indicated the majority of recipients liked the new location.

The purpose of the Kingsville Block Party is to:

- Support community belonging and create excitement about things to do in Kingsville,

- Encourages interaction with the town of Kingsville's economic and tourism program known as "Walk the Block"
- Be a regional tourism draw destination for those familiar and unfamiliar with Kingsville, with multiple activities to engage in.

Opportunities for improvement were tracked throughout the event. Key items included needing more time for set-up and take-down, a process to ensure all vendors attend, and growing the appeal by investing into more draws to the event.

DISCUSSION

The following are the key components of Kingsville Block Party.

Licensed Event

To ensure transparency and fairness to all interested businesses, a request for proposal is currently open to provide alcohol and bartending services for the Kingsville Block Party. To raise awareness of the RFP, it has been sent to the BIA Coordinator to send out to their membership, emailed to all wineries, breweries, distilleries, restaurants, caterers, and previous applicants. The application process will also be posted on the KBP website.

Vendor Market

The increased popularity of KBP, coupled with the limited space in the footprint, requires a more selective process when it comes to vendors.

In 2024, merchandise vendors from outside of Kingsville were charged \$30 and food vendors from outside of Kingsville were charged \$50. Vendors from Kingsville were not charged anything.

The Kingsville and Cottam Block Party events have limited space for market vendors, food trucks, and the unique experiences. There is also a high demand from vendors to attend this event, as shown by establishing a waitlist for the summer months.

The attendance of vendors who paid for their booth was excellent. Unfortunately, some local vendors would register (at no cost) and then would not arrive for the event, providing administration with no notice. This left gaps in the vendor market and reduced the appeal of marketplace for those who wanted to browse.

In support of having all vendors attend, Administration is proposing a \$50 fee for each vendor per event. This amount would be collected at the time of registration and is comparable to similar events in the municipality.

All market vendors will be required to be self-sufficient. Food trucks will be allowed to bring a portable low-volume generator. Any vendor selling food must apply to the Windsor Essex County Health Unit and the Kingsville Fire and Rescue Service or the

Building Department, if appropriate. Staff will support vendors and food trucks to ensure any permits and certificates of insurance are completed and provided before the event.

Dates and Timing

The administration is proposing closing the road an hour earlier than the previous year as Vendors have reported that more time to set up is needed.

The event would formally begin at 5:00 pm, with music starting at 7:00 pm and ending at 10:00 pm. The marketplace will close at 10:00 pm, and the last call for the beer tent will also be at 10:00 pm. Take down would start at 10:00 pm, with streets reopening by 11:00 pm.

Regarding the dates, we maintained the theme of "every third weekend." This continues beyond the Kingsville Block Party season, as October's third weekend is Migration Festival, and November's third weekend is Fantasy of Lights' opening ceremonies and parade. The final date will occur the day before the Cottam Fall Fair.

- Saturday, June 21, 2023, in Cottam from 3:00 pm to 11:00 pm (Event from 5:00 pm to 10:00 pm)
- Saturday, July 19, in Kingsville from 3:00 pm to 11:00 pm (Event from 5:00 pm to 10:00 pm)
- Saturday, August 16, in Kingsville from 3:00 pm to 11:00 pm (Event from 5:00 pm to 10:00 pm)
- Saturday, September 20, in Kingsville from 3:00 pm to 11:00 pm (Event from 5:00 pm to 10:00 pm)

Themes and Activities

The 2024 Block Parties had various themes, making each one unique. This proved to be an asset in bringing thematic attractions each Saturday and drew people from outside of Kingsville.

For 2025, we are planning the following themes:

- June 21 – Summer Solstice – This weekend marks some of the longest days of the year, as the Summer Solstice is on June 20.
- July 20 – Kid's Night – This weekend is for the kids! Creative Club's giant Lego will return, and we will focus on family-friendly music.
- August 17 –Western Night – A "western"-themed night with country music entertainment and other relevant decorations/themed attractions.
- September 20 –Glow Night – As is tradition, we will end the year with a DJ performance and glow accessories.

FINANCIAL CONSIDERATIONS

In 2025, Council approved \$15,000 to support out-of-pocket expenses related to the Kingsville Block Party events. These funds are used for advertising, security, performer fees and attractions for each event.

As with all Town events, there are significant direct and indirect labour costs related to organizing and hosting events which are not reflected in the budget noted above.

ENVIRONMENTAL CONSIDERATIONS

Any supplies purchased follow the single-use plastic policy.

CONSULTATIONS

Senior Management Team (SMT)

PREPARED BY:

Shelby Gault

Shelby Gault
Community Events Coordinator

REVIEWED BY:

Karen Loney

Karen Loney, MA
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REVIEWED BY:

Ryan McLeod

Ryan McLeod, CPA, CA
Director of Finance and Corporate Services

REVIEWED BY:

A handwritten signature in black ink, consisting of several overlapping loops and a long horizontal stroke extending to the right, ending in a small dot.

Richard J.H. Wyma CSLA
Director of Planning and Development