



Town of Kingsville Economic Development Vision Mayor's Roundtable

Version 1.1

Date: Monday, October 02, 2017
Place: Unico Building, 37 Beech Street, Kingsville, Ontario
Time: 7:00 to 9:00 p.m.

Compiled by: Andrea Mercier on behalf of:
Kingsville Culture Days Planning Committee and
The Collective 6

Last Updated: October 01, 2017.

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Revision History

Version	Date Changes Made	Changes Made	Changes Made By
0.01	Sep 14, 2017	Draft Document	Andrea Mercier
0.02	Sep 20, 2017	Arlene Murphy input Section 2.1 and 2.5	Andrea Mercier
0.03	Sep 21, 2017	Joan Cotte input Section 1.0 and 2.2	Andrea Mercier
0.04	Sep 28, 2017	Susan Baptista input Section 2.3	Andrea Mercier
0.05	Sep 28, 2017	John Dutton input Section 2.4	Andrea Mercier
1.0	Sep 30, 2017	Final version for committee final review	Andrea Mercier
1.1	Oct 01, 2017	Final version presented at the Roundtable	Andrea Mercier

1. BACKGROUND

In 2014, Joan Cotte, Susan Baptista and other local artists were approached to start Culture Days in Kingsville, Ontario. After managing the event on their own for three years; they banded together with like-minded artistic individuals and have created a grassroots group of people that all have a common purpose of enlarging the Arts and Culture movement/community in Kingsville. This group is not associated with any individual organization, but have worked together to bring Culture Days 2017 to fruition and have already started planning for its 2018 iteration.

1.1 Purpose

The purpose of this document is to give a high level description of the ideas/projects that this group has with regards to Arts and Culture in the Town of Kingsville and how both parties can benefit from working together towards a streamlined Economic Development Vision for 2018 to 2019 and beyond. This document is to accompany the speakers' oral presentations which are summarized to save time during this forum.

1.2 Scope

The scope of this document is for information purposes only; to be discussed at this roundtable and afterwards with participating people. This group does NOT represent all Arts and Culture interests in Kingsville; only those of the parties present at the roundtable. There is no intent by this paper to seek immediate decision making or commitments at this time.

1.3 Out of Scope

Items out of scope are:

- Other interests by other groups involved in Arts and Culture in Kingsville
- Ongoing events or festivals that have already gained ground and support in Kingsville

2. AREAS OF DISCUSSION

2.1 Overall Economic Benefit of Arts and Culture to the Town of Kingsville (Andrea Mercier)

There have been many papers, opinion pieces and research into how Arts and Culture economically benefit local economies, tourism and smaller communities in Ontario, Canada and around the world. It is impractical to list them all here, however, there is a short [bibliography](#) at the end of this document with articles that will give a broader picture.

Kingsville is a town in the midst of great change and growth, with boomers retiring from the GTA and looking for a community with great weather and short winters; the revitalization of Grovedale House; expansion of fine dining establishments; the attraction of surrounding wineries, the new Grove Hotel and brewery; and a booming real estate market. This all contributes to Kingsville becoming a place to put down new roots, have a weekend getaway or destination vacation spot for people in Southern Ontario, Michigan, Ohio and even farther afield. Once they are here, have eaten, dined, gone on a wine tour or checked out the waterfront, they will need things to do, explore, discover and write home about.

This is where Arts and Culture come in and keeps visitors here for an extra day to see galleries, festivals or markets; influences people to book a getaway that includes an activity as well as a wining and dining experience; encourages Windsorites to take a daytrip to the counties; or ultimately brings new tourists in from previously untapped areas in Eastern Ontario, Western Québec, New York and Pennsylvania for week-long vacations in surrounding cottages, bed and breakfasts, and hotels.

The Arts and Culture movement has been gaining traction in recent years, including at Merli's Coffeehouse and Eatery, Windblown & Weathered Studio, Gallery Shoppe, The Painted Bee, Chiaroscuro, the soon to be opened Sissy & Roché Fine Arts and many other arts-based businesses helping to expand the positive economic impact on the Kingsville downtown core and the local job market. The Kingsville council, with a modest financial and/or resources investment (Resources are defined as personnel, buildings and/or space) can target grassroots Arts and Culture projects that will have a significant positive financial impact on retail and service industry businesses, an increase in its tourism dollars and retention of repeat visitors ensuring jobs year round.

Social media is a small town's best friend and provides enormous exposure to a large audience for no advertising dollars. Artists, of all disciplines, use social media to attract the public to their events, openings and **supporting partners**. Again, the Town can get additional exposure for free to a larger audience that may not normally have Kingsville on their radar for outings, daytrips and vacations; by simply **partnering and/or supporting** artists and their projects; without necessarily providing funding dollars. Out-of-county, out-of-town and out-of-country friends and families of these artists will come to see and support them; bringing shopping, dining and accommodation dollars.

The Arts and Culture projects described in this document are stepping stones designed to bring more people and dollars to Kingsville, have them return on a regular basis for events and/or festivals and ultimately put Kingsville on the larger radar of places to visit in Southwestern Ontario and Canada.

2.2 Downtown Kingsville Focused Economic Benefits (Arlene Murphy and John Dutton)

The reasons that people from all over the world visit this part of southwestern Ontario are varied and include: Point Pelee, Greenway Trail, over two dozen wineries, birding and an abundance of sun and warmth. People are retiring and moving down here or relocating for lifestyle choices and Kingsville has an excellent opportunity to position itself as the "go to" destination as the population continues to grow in the area.

Kingsville already boasts beautiful architecture, thriving businesses and an emerging arts and culture scene. The current concentration is within the downtown core and it is important to maximize opportunities to expand on current successes. So what makes a downtown appealing to visitors?

The most popular activities for visitors to a downtown or high-density area is shopping, dining and entertainment, in a pedestrian-friendly, intimate setting. One of the main ingredients is creating a critical mass of things to do and places to visit and becoming known as a destination is key. There needs to be numerous restaurants, art galleries, artisan shops, retail, etc. to attract people looking to be engaged and entertained, as well as spend money. Mixed-use facilities that combine local food, beverages and creativity have proven to be successful; an excellent example of this in action is the village of Tubac in Arizona. This started out with one artist opening a gallery who had a vision and it is now a destination for people from all over the world, with a substantial mix of restaurants, lodging, shopping and numerous art galleries and artisan studios. To go to Tubac is to have an "experience" and that is the key ingredient for its success.

Developing gathering places is another important ingredient in a vibrant downtown core. People want places to sit and enjoy food and beverages in an environment that feeds the soul and is visually pleasing. Kingsville has a wonderful collection of alleys that can be converted to a vibrant, colourful gathering place. Events like Kingsville Culture Days Art Free-for-All offer great reasons for people to visit and spend time in downtown Kingsville and see all that it has to offer. Kingsville Culture Days 2017 was a resounding success, with many merchants across a variety of sectors reporting that their businesses have never had so many people in their establishments spending money. The Kingsville Culture Days planning committee looks forward to expanding the event in 2018 and increasing awareness of this popular creative gathering. More events like this in the downtown core would be great asset to bringing people to Kingsville.

Another key ingredient in becoming a destination is to have consistent opening hours with the majority of merchants so that visitors coming to town are able to eat, drink and wander amongst a critical mass of shops. This creates a positive energy and encourages people to spend more time in the downtown core. Planned events where the majority of merchants participate can also be an effective way to get people into the downtown core and Christmas is an excellent time for owners to come together and co-ordinate opening times and events. Future ideas could be a trolley bus with "hop on/hop off" options to entice people to visit several shops along the Main Street, and could perhaps extend all the way to Pelee Island Winery to add to the fun. Events such as a "Men's Night" where merchants would cater to men with their Christmas shopping finishing up at the Grove Hotel Brewery could be popular.

People coming to Kingsville may need a place to stay for a period of time and currently there are some excellent options with The Grove Hotel and various bed and breakfast establishments in and around Kingsville. There could be some wonderful partnerships in this business sector to expand on opportunities between the business owners, artists, and the Town of Kingsville. Kingsville is currently positioned as the perfect "hub" in Essex County as a vacation destination, and some really innovative, long-term benefits could

be realized for the Town of Kingsville, business owners and artists by working together towards a common economic vision. See additional [Bibliography](#) links for this section.

2.3 Kingsville Culture Days – Art Free-For-All (Joan Cotte)

Culture Days was created in response to the growing recognition that a vibrant arts and cultural sector contributes directly to a healthy and stable society. In 2007 ... leaders of Canada's largest arts organizations ... commissioned a feasibility study to assess the viability and appropriateness of launching an annual cross-country celebration of arts and culture. In April 2008, the Summit participants voted and agreed unanimously to initiate and support a strategic collaboration ... to encourage and facilitate a(n) ...event across Canada.

Conceived as a citizen-focused volunteer initiative, Culture Days was also seen as a timely Canadian initiative in the global context responding directly to issues addressed by the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions, of which Canada is a founding member. Initiated by The Canadian Arts Summit, Culture Days was endorsed and supported from its early beginnings. Since its official launch in 2010, Culture Days has generated enthusiastic interest, participation and support from a rapidly growing network of artists, organizations, municipalities, as well as the private and public sector and media across the country. (Full article at: <https://culturedays.ca/en/about-culture-days>)

Over 12 million Canadians have participated in 45,000 Culture Days activities, hosted by tens of thousands of Canadian artists, cultural organizations and groups since 2010! This year's event was on September 29, 30, and October 1st and was the eighth annual Culture Days weekend taking place in every province of Canada from coast to coast.

The first Cultures Day event in Kingsville was organized by a small group of artists in 2014 and the Art Free-For-All event has grown every year with more artists, artisans, musicians and performers from across Essex County. The 2017 event marks the first year of having a full volunteer planning committee and collaboration with the Town of Kingsville.

It is planning committee's goal to continue to grow and develop the event each year. This includes more participation/liasing from the Town, applying for grants at multiple levels of government, holding it over more than one day, possibly closing down Main Street to centralize and expand the activities and create a destination event for the entire Windsor/Essex area. Public announcements in print and on radio are essential to ensure that all business owners, residents and visitors to Kingsville know about this wonderful and creative family friendly event.

2.4 Artisan Alley (Susan Dupont-Baptista)

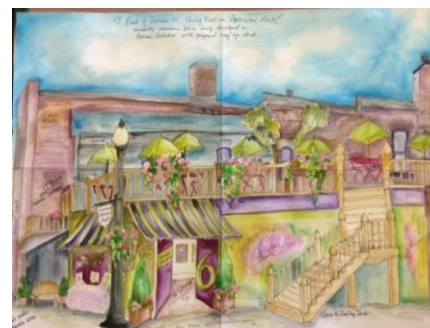
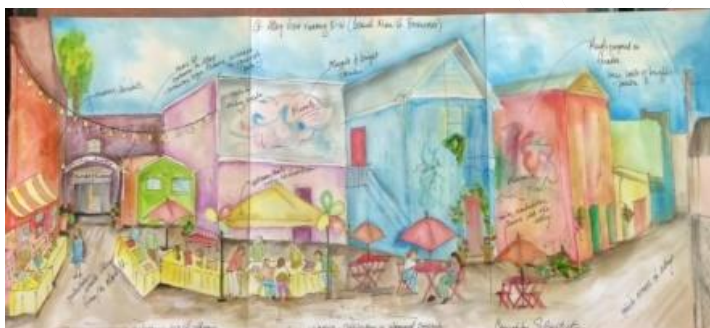
Behind the northwest block of businesses at the corners of Division Road North and Main Streets in Kingsville, there is a non-descript and somewhat "greige" alleyway. It is steps off the main corridor and is ripe for development and can capitalize on hard-to-come-by space within the downtown core. Last week, there was a meeting between Peggy Van Mierlo-West, Maggie Durocher, Frank Merlihan, Susan Dupont-Baptista and David Creed to discuss the possibilities of working together in a partnership between property owner Frank Merlihan, the Town of Kingsville, the Business Improvement Association (BIA), and the Economic Development Committee, to create an "Artisan Alley".

The intention of the "Artisan Alley" is to provide a place for creative energy, while incorporating nature and remaining accessible to the public. As a result of this meeting it was determined that Maggie Durocher would look into grant opportunities in the arts, culture and tourism sectors; Peggy Van Mierlo-West would research town maps and report on ownership, drainage and pavement options; Susan Dupont-Baptista would collect quotes for the construction wish list and necessities, and that Frank Merlihan and David Creed would liaise with the alleyway's tenants and property owners in preparation for the next steps in moving forward and possible private sponsorships.

Frank Merlihan owns two parking lots and a laneway within the alley, as well as the right of way; however no parking will be lost due to this development and the functionality of the alley will not be compromised. During any events tenant parking may be temporarily relocated to one of the nearby public parking lots for the duration of the event.

Included in this report are four thumbnail images which represent conceptual drawings, depicting a colourful, flexible event space suitable for artisan vendors, markets, music and other entertainment and festivals. The four concepts evoke a European pedestrian street market vibe, where bright coloured facades, murals and artwork abound, and bistro tables under sunbrellas create a relaxed ambiance to draw locals and tourists alike. Unique to our area, the concept has been successful in other Canadian markets such as Quebec City's Rue de Trésor, Sherbrooke Quebec, Niagara on the Lake and Kingston's Martello Alley, just to name a few. This space will serve Kingsville well, enriching the cultural mosaic and energy downtown, augmenting the growing "Kingsville as a destination" vibe.

Currently, a group of artisans called "The Collective 6" are developing a disused warehouse space within the alley to host art shows and sales, classes and events. This group of local talent will serve as the permanent anchor to the Artisan Alley and they have already given their time, talent, money and vision to making this a reality. The warehouse space is scheduled to be partially operational in early summer 2018 and fully operational within 3 years.



3. SUMMARY

In summary, we feel that the Arts and Culture movement, whether already established, grassroots, organized or emerging will be the foundation to creating the Town of Kingsville as a destination for visitors of all walks of life and interests year round.

4. SUPPORTING INFORMATION

4.1 Glossary of Acronyms

Terms / Acronyms	Definition
A.S.K.	The Arts Society of Kingsville

4.2 Bibliography

Links to Articles, Websites and Further Reading
Organisation for Economic Co-operation and Development http://www.oecd.org/cfe/tourism/theimpactofcultureontourism.htm
The Globe and Mail https://beta.theglobeandmail.com/report-on-business/economy/the-economic-imperative-for-investing-in-arts-and-culture/article10463290/
Canadian Arts Coalition http://www.canadianartscoalition.com/resources/economics-and-the-arts/
Statistics Canada http://www.statcan.gc.ca/pub/13-604-m/2014075/culture-4-eng.htm
Statistics Canada's 2010 General Social Survey – Hill's Strategies Research http://www.hillstrategies.com/content/arts-and-individual-well-being-canada
Cultures Day Canada https://culturedays.ca/en
Tubac, Arizona http://tubacaz.com/village-map/
Roger Brooks International – 20 Ingredients for an Outstanding Destination http://mainstreetmotence.com/Documents/20%20Ingredients%20of%20an%20Outstanding%20Downtown%20(1).pdf

5. APPROVAL

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