



City of Kingston
Policies and Procedures
Recreation and Leisure Services

**First Capital Place – Programming
and Operations**

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1.0 PURPOSE

This policy is in addition to the By-Law Respecting the Kingston Public Market - By-Law No. 2006-118 and the By-Law to Provide for the Regulation Use of Parks and Recreation Facilities of the Corporation of the City of Kingston - By-Law No. 99-91.

This policy establishes guidelines for the programming and operations in First Capital Place whereas the Corporation of the City of Kingston recognizes the benefits associated with administering First Capital Place as a single entity with the Central Booking Agent being the central source supported by an Advisory Committee all while respecting the central role and place that the Kingston Public Market has in First Capital Place.

2.0 REVISION HISTORY

Date	Rev. No.	Change	Ref. Section
	1.0	New document	Not applicable

3.0 DEFINITIONS

In this policy, these terms have the following meanings.

a. “Advisory Committee” shall be defined as an advisory body comprised of a maximum total of six representatives from key stakeholders including the City of Kingston, Downtown Kingston! (BIA), Kingston Public Market Vendors Association (KPMVA), Springer Group and other appropriate persons as they relate to specific events. The committee meets regularly to consider new ideas, review the success of past programming and confirm programming priorities going forward.

b. “Anchor events” shall be defined as well established and credible events that attract or generate significant traffic and enhance tourism.

c. “Central Booking Agent” shall be defined as a City position that is responsible for positioning and coordinating programming in First Capital Place.

d. “City” shall be defined as the Corporation of the City of Kingston.

e. “Community events” shall be defined as events that attract City residents or events that are organized by the City.

f. “Fees and Charges” shall be defined as all applicable fees and charges related to event booking or set up as approved under the City of Kingston Fees and Charges By-Law.

g. “Kingston Public Market” shall be defined as Kingston’s oldest and longest running Market in Ontario that makes available to Kingston and its visitors, in a heritage setting, produce grown by area farmers and crafts produced by artisans.

h. “First Capital Place” shall be defined as a central gathering place that includes Memorial Hall, Springer Market Square, Confederation Park, Flora MacDonald Confederation Basin and the roads, sidewalks and buildings which surround and connect the four properties: Brock Street, King Street, Market Street and Ontario Street.

i. “Niche events” shall be defined as events that attract a specific segment of the community.

j. “Regional events” shall be defined as events that attract a large number of visitors, achieve significant media attention and develop a provincial and/or national profile for the event and the region.

4.0 PROGRAMMING

Programming, activities and events will be actively managed by the City within a coherent vision to ensure a varied mix and range of activities reflective of the interests and demographics of the Kingston community. The desired tone and character of programming should blend history and tradition with today’s interests and lifestyles to be:

- Festive, fun, entertaining, exciting and lively;
- “People friendly” with an emphasis on participation, social interaction and spontaneous activity -- people milling about, chatting, eating, shopping, and engaging with the venue;
- A relaxing place with enjoyable views of the lake and city;
- A place of community involvement and celebration;
- A group of venues featuring a full range of activities, events and programs -- traditional events, vibrant nightlife, large music and entertainment events, family-oriented activities, fine arts, amateur and youth performances, ethnic, cultural and heritage events -- a space for everyone and a place for all ages;
- Complementing existing market programs and considering the importance of continuity in existing programming.

5.0 PRIORITIES FOR PROGRAMMING

The City shall exercise balanced judgment and actively coordinate programming in First Capital Place venues, taking several decision criteria into account that shall be considered in the following order:

- a. Regional events** – receive top priority over all other events;
- b. Community events** – may be displaced by Regional events, but should take precedence over all other events;
- c. Niche events** – low priority in this location and may be displaced by Regional and City events.

Priority should be given to First Capital Place events and activities that:

- Fit with the character and identity of the City;
- Create unique or innovative experiences;
- Contribute to programming in slow seasons and/or;
- Extend the overall range and mix of programming in First Capital Place.

In addition to these guidelines:

- Non-profit events take precedence over for-profit events;
- Within a single category, established events take precedence over new events;

- The first-come/first-served system takes precedence, with the stipulations that an event may be displaced by another event that falls under a higher-priority category;
- Anchor events that attract people to First Capital Place will be given preference over events that merely take advantage of the existing traffic downtown;
- Informal uses shall have an important place in programming, such as free winter skating on the Spring market square rink, or informal gatherings of citizens;
- Events that are contrary to established bylaws, or violate the law are restricted from use in First Capital Place;
- Camping and the use of any camping equipment is prohibited in First Capital Place unless authorized as part of an organized special event;
- Events will be coordinated with other major venues within the City such as the Grand Theatre, K-Rock Centre and Fort Henry when possible and practical, **when the major venue deems it desirable**;
- Dispensing of any product must comply with all applicable by-laws and licensing requirements and may be subject to approval by the Advisory Committee.

6.0 APPLYING PRIORITIES ACROSS THE VENUES

City Hall

City Hall is home to events that can or should be held indoors. Memorial Hall is a site for selected indoor community and niche events considered appropriate for this location as well as a potential back-up venue for events scheduled for outdoor components in case of inclement weather.

Confederation Basin

Confederation Basin is a venue for water-based events such as regattas, sail pasts and fishing derbies with the majority of these events representing Regional or City events.

Confederation Park

The following criteria are appropriate for the use of Confederation Park:

- Events requiring a waterfront location;
- Events requiring a park atmosphere;
- Events held on market days;
- Events of civic, provincial and national importance;
- Concerts requiring small stages.

Surrounding Roads

The surrounding roads are mainly secondary or overflow venues, each road should be considered on its own merits.

- Market Street is to be utilized as an adjacent venue for Springer Market Square events and for overflow on Market days.
- Ontario Street should be the first street considered for closure as an adjacent venue for Confederation Park events.
- King Street should only be closed for Regional or major Community events.
- Brock Street should only be closed as a last resort.
- Ontario Street and King Street should not be closed at the same time.

Springer Market Square

The following criteria are appropriate for the use of Springer Market Square on **non market** days:

- Concerts requiring a large stage;
- Historic re-enactments/celebrations;
- Events of civic, provincial and national importance;

- Winter events requiring a skating rink.

The following criteria are appropriate for the use of the skating rink in Springer Market Square:

- Pleasure skating only;
- Schools and groups who desire to use the rink during operating hours without restricting access to the general public;
- Limited alternate uses that have been approved by the Advisory Committee.

The following criteria are appropriate for the use of the south court yard in Springer Market Square:

- Events that do not interfere with other areas within First Capital Place by way of complementing and not causing disruption;
- Events that are smaller in nature;
- Events that are performance based (i.e. theatrical, musical or oratory);
- Events that do not obstruct access to City Hall.

7.0 EVENT MANAGEMENT

The Central Booking Agent is responsible for positioning and coordinating programming in First Capital Place with the support of an Advisory Committee. The Central Booking Agent and the Advisory Committee will meet as required by the Central Booking Agent to support the positioning, planning, coordinating and managing of programs, including Kingston Public Market, in First Capital Place working within a coherent vision. The Central Booking Agent will act as liaison with all City Departments including Public Works, Licensing and Enforcement and Engineering as well as external agencies to ensure that all resources are properly coordinated to maximize event support and City efficiencies. A minimum of 7 days notice is required for Public Works event related services. Any booking for Memorial Hall will not be confirmed by the Central Booking Agent until it is reviewed and coordinated with Corporate Facilities Group.

8.0 KINGSTON PUBLIC MARKET

While ultimate authority and responsibility for use of the spaces in First Capital Place rests with the City, vendors require a degree of certainty around their use of the space. On Market days, priority will be given to programming events in First Capital Place venues other than Springer Market Square so as not to cause disruption to the Kingston Public Market. Any proposed temporary displacement of the Kingston Public Market will require consultation with the Kingston Public Market Vendors Association.