



**City of Kingston
Information Report to Council
Report Number 17-182**

To: Mayor and Members of Council
From: Lanie Hurdle, Commissioner, Community Services
Resource Staff: Jaclyn Grimmon, Manager, Recreation Programs, Recreation & Leisure Services
Date of Meeting: June 6, 2017
Subject: Innovate Kingston – The Breakout Project Update

Executive Summary:

This report is to provide Council with an update on the Breakout Project that took place at Fort Henry and Springer Market Square between May 10th and May 12th. The Breakout Project was organized by Innovate Kingston (IK), a non-profit collective of entrepreneurs and community members who are growing Kingston by developing companies from the ground up. IK started to work on the concept of an event to showcase innovative talent in Kingston in early 2016. This event concept came to fruition through The Breakout Project, which not only showcased local innovative talent to the world through its interactive online format but also allowed members of the public, entrepreneurs, youth, makers, communicators and artists to apply their skills and passions to pioneer projects that will make the world a better place.

The Breakout Project, which took place over a 48 hour period, was a first of its kind social innovation event. The Breakout Project took place in Kingston and also showcased local innovative talent to the world by utilizing a social media platform. A total of seven (7) teams participated in this interactive project to find innovative solutions to social challenges.

The Breakout Project generated a cumulative attendance during the event of approximately 600 attendees at Fort Henry as well as online views from 61 countries. The teams participating in the Breakout Project collected a total of 325,000 hours of support.

The majority of the teams are from Kingston and all teams are working on sourcing financing with the support of IK, where possible. This supports the development of new social innovation start-up businesses in Kingston and will support job creation in the short and long term. The Breakout Project included the participation of businesses, institutions and not-for profit organizations. A number of projects presented at the Breakout Project had a focus on finding

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solutions to challenges impacting youth and First People. More details on each team and outcomes are provided in the Options/Discussion section of this report.

In December 2016, Council approved a contribution of up to \$100,000 to the Breakout Project. These funds were assigned to the free Community Celebration, the Sam Roberts Band concert, which took place in Market Square on May 12th. Approximately 4,500 – 5,000 people were in attendance for this concert.

IK established partnerships with Tourism Kingston, Kingston Accommodation Partners, St. Lawrence Parks Commission and the Ministry of Tourism, Culture and Sport through the Ontario 150 program.

Recommendation:

This report is for information purpose only.

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Authorizing Signatures:

ORIGINAL SIGNED BY COMMISSIONER

Lanie Hurdle, Commissioner, Community Services

ORIGINAL SIGNED BY CHIEF ADMINISTRATIVE OFFICER

Gerard Hunt, Chief Administrative Officer

Consultation with the following Members of the Corporate Management Team:

Denis Leger, Corporate & Emergency Services	Not required
Jim Keech, President and CEO, Utilities Kingston	Not required
Desiree Kennedy, Chief Financial Officer & City Treasurer	Not required

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Options/Discussion:**Innovate Kingston**

Since its establishment in 2015, IK has been working on creative ways to engage more members of the public as well as showcase the innovative talent that Kingston has to offer. In 2016, the City established a partnership with IK to provide free space at the former Portsmouth Town Hall that enabled small start-up tech companies to grow. This incubator space has one (1) to two (2) start-ups at any given time. Start-ups either move on quickly or they use it as a meeting space required for key client and group meetings in the growth phase.

Innovate Kingston (IK) is a volunteer-based not-for-profit that acts as an incubator for its own start-ups but also partners and collaborates with the latest tech-based companies in the Kingston area. With the active support of entrepreneurs and the Kingston community, IK's vision is to help develop an ecosystem that will result in a \$100 million technology-related business in Kingston. IK helps form many companies, drives job creation and continues to enhance Kingston as a go-to location for entrepreneurs scaling world-class technology businesses. IK supports businesses that are not only paired with one mentor, but a team of mentors, who get actively involved in the business. Mentors help guide decisions, open networks and otherwise advocate within the IK community and the world at large.

Breakout Project Outcomes

For 48 hours, teams of entrepreneurs, makers, communicators and artists applied their skills and passions to pioneer projects that will make the world a better place. Millions online were given an interactive social media platform to not just watch these teams but to contribute with their skills, money and connections.

The Breakout was powered by an innovative online platform where the activities of each team were broadcast live using a reality TV format. World-renowned speakers, experts and investors interviewed teams and helped showcase their efforts to an audience of eager supporters. At the end of the 48 hours two (2) winning teams were announced. That winner raised the most human and financial capital to propel their project from concept to reality over the next year.

Breakout Project Teams

The seven (7) teams participating in the Breakout Project as well as their projects and goals are identified below. Four (4) teams were from Kingston, one (1) team from Toronto, one (1) team from Montreal and one (1) team from Picton.

1. The One Million Teachers Project – Sub-Saharan Africa is facing a critical shortage of competent and passionate teachers. By 2030, this shortage will be 69 million globally. Without teachers, children stand very little chance of realizing their potential. Poor education leads to poverty which leads to poor health outcomes. One Million Teachers will change children's lives by delivering quality teacher training and providing incentives to keep teachers engaged. This project is a for-profit business.
2. Change for a Dollar – Change for a Dollar is a mobile and web platform that takes every purchase made, rounds it up to the nearest dollar, and donates that 'change' to a charity

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of choice. As society becomes increasingly cashless, charities are losing out on huge sums of money. Not because people are unwilling to donate but simply because people carry less cash.

3. E=STEM365 – Bring a love of Science, Technology, Engineering and Mathematics to 365,000 youth throughout Canada over the next year, through the rapid scaling of a youth education program using a proprietary robotics program.
4. Youth Who Care by Future World Leaders - Youth in care are often portrayed in a negative light and placed in circumstances that restrict access to opportunities. This program aims to solve this issue by providing them with a chance to connect to their communities, and communities across the world, while making a difference in global issues. The program will provide the participating youths with opportunities to:
 - a. Make connections to their community by engaging in meaningful conversations about global issues and the importance of generosity.
 - b. Travel and experience a new country, culture, lifestyle and food that will open their minds to the world abroad.
 - c. Become resourceful independent individuals that are not going to just survive but thrive and become our world's future leaders; by inspiring them to follow their dreams and want to help make a difference in their lives and the world.
5. Focus Forward for Indigenous Youth - Facilitate focus programs where students develop hands-on skills, leadership, work ethic and a sense of confidence that will help them focus forward on a positive and engaged future all while benefiting their community.
6. MAPP - Share 10,000+ inspirational Indigenous stories from across Canada and generate 2 million+ MAPP Canada supporters in 365 days. MAPP Canada will connect 1.4 million+ Indigenous people across Canada with the rest of Canada and the globe using a creative multifunctional and socially transformative online platform. The goal is to engage Canada's First Nations communities, Inuit communities, Metis settlements and an increasing urban Indigenous population. The objective is to generate an online knowledge bank; sharing 10,000+ Indigenous inspired stories in 365 days.
7. bTRUE - Together with the support of Boys & Girls Clubs across North America, local police forces and new partners, bTRUE hopes to source the ideas, funding and momentum required to build a toolbox of effective community programs. The goal is to make hundreds of new, productive relationships between youth and police within one year.

The winning teams were announced at the end of the 48 hours. One Million Teachers obtained 190,491 hours of time and BTrue raised \$6,330.

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The Breakout Project Summary

1. Funds, Time and Creation of Start-Ups

\$18,712.62 was raised for the teams via the platform during the event and 325,000 hours of time were offered. This represents approximately \$16,000,000 in value at \$50/hour, and represents between 150 to 200 full-time “volunteers/workers”. People have offered their time and support in the following areas of expertise: web design, web development, writing, video production, youth mentorship, volunteer outreach, strategic planning, renewable energy consulting, research, public relations, sales and marketing, social media coordination, project management, photography, office management, marketing, legal, insurance, human resources, grant writing, graphic design, financial analysis, business development, bookkeeping and administrative support.

Most of the people that are engaged and that will be actively helping the teams are based in Kingston. Some of these workers will be housed at the Town Hall and in other locations. The “volunteers/workers” will most likely be converted into paid roles as soon as the teams gain the necessary financing. It is important to clarify that the number of hours offered means that the teams will be able to call upon the “volunteers/workers” and their expertise when they require support. It enables the team to have access to a talent pool without the overhead costs which can be difficult for start-ups to cover. The teams may not require all hours offered through the Breakout Project and the intent is not to police the “volunteers” and hours offered but rather ensure that the teams all have access to various skills that they may require as they develop their start-ups.

The support garnered by all teams has led each to make the decision to pursue their projects further. With four of the teams based in Kingston, it is anticipated to account for no less than 100 new job formations over the next several years. The development of these start-up businesses, as a result of the Breakout Project, will continue to support the City’s initiative to establish an incubator at the Town Hall and support the goal of a smart city.

IK is actively providing support and mentorship to all the teams by:

- Hosting weekly calls between each team and IK mentors;
- Having ongoing use of the online collaboration platform;
- Using social media, email and earned media channels to report on their progress and to continue to build awareness;
- Making key connections for each;
- Helping find funding sources for teams that require this assistance;
- Offering office space for teams with employees (and volunteers) here in Kingston; and
- Developing best-practices guides for the teams.

The Toronto-based team, Change For A Dollar, is planning to set up an office in Kingston to capitalize on the 40+ people who want to work with them. It is anticipated that both the One Million Teachers and Change for A Dollar will generate meaningful job numbers in Kingston within the next year.

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2. Partnerships and Support

The City contributed \$100,000 to the free Community Celebration that took place in Springer's Market Square on May 12th with the Sam Roberts Band concert. This community celebration attracted between 4,500 – 5,000 people. The \$100,000 was attributed to entertainment and production costs - talent and associated costs (headliner + opening act), stage, sound, lighting and some marketing including stage banners, etc.

IK also secured in-kind partnerships with the St. Lawrence Parks Commission for the use of the Fort Henry site to hold the event, as well as partnerships with Tourism Kingston and Kingston Accommodation Partners and a partnership with the Ministry of Tourism, Culture and Sport through the Ontario 150 Program.

Additional partnerships created through the Breakout Project include Global Citizen, Centre for Social Innovation, LEAP, Boys and Girls Club and KEYS.

There are a number of not-for-profit organizations that have indicated an interest in being part of the Change for A Dollar platform:

- Wind Athletes Canada
- United Way - Kingston
- Boys and Girls Club of Kingston
- Canadian Africa Community Health Alliance
- Can Assist Africa Relief Fund
- Worlds Collide Africa
- St. Mark's Lutheran Church
- Act for Congo
- African Women's Foundation
- Home Base Housing Kingston
- Food Bank Kingston
- Town Homes Kingston
- Dress For Success
- Almost Home
- Sheeba's Rescue
- University Hospitals Kingston Foundation (UHKF- Kingston)
- Friends League Toronto

3. Audience Outreach

IK representatives will be present at the Council meeting to present this information.

4. Next Steps

Social innovation has been the focus of the Breakout Project and staff recognize that it will be important to continue to highlight this sector in future economic development initiatives. Efforts to further integrate this economic development sector with post secondary institutions and the Kingston Economic Development Corporation will continue over the next year.

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Existing Policy/By-Law:

Not applicable

Notice Provisions:

Not applicable

Accessibility Considerations:

Not applicable

Financial Considerations:

The City of Kingston contributed \$100,000 to support the community celebration for The Breakout Project, which was funded from the Working Fund Reserve.

Contacts:

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Other City of Kingston Staff Consulted:

Not applicable

Exhibits Attached:

Not applicable