



**City of Kingston
Report to Council
Report Number 17-287**

To: Mayor and Members of Council
From: Lanie Hurdle, Commissioner, Community Services
Resource Staff: Colin Wiginton, Cultural Director, Cultural Services
Date of Meeting: October 17, 2017
Subject: License Agreement Extension for Temporary Installation on Ontario Street in Partnership with Kingston Accommodation Partners (KAP)

Executive Summary:

The purpose of this report is to seek Council approval to extend the license agreement with the Kingston Accommodation Partners (KAP) in relation to the “I in Kingston” installation located beside the Visitor Information Centre on Ontario Street for a period of one additional year.

As part of Report Number [17-121](#), Council approved the license agreement for the temporary installation for a period ending October 31, 2017. This place-making initiative was developed as part of KAP’s Sesquicentennial marketing campaign to create a photo opportunity to promote tourism and the Kingston community.

Both the installation and the campaign have proven to be extremely popular among tourists and local residents alike. Lineups to take photos are a common occurrence outside of the Visitor Information Centre and the #InKingston hashtag has generated more than 400,000 impressions since the end of June 2017 reaching a worldwide audience.

On behalf of KAP, staff are requesting that Council approve an extension to the existing license agreement in an effort to continue to build upon the success of this initiative as a destination and as a tool that helps to promote Kingston via social media.

Recommendation:

That Council authorize the Mayor and City Clerk to execute all necessary agreements and other documents as may be required to extend the license agreement with the Kingston Accommodation Partners (KAP), in a form satisfactory to the Director of Legal Services, for the

October 17, 2017

Page 2 of 5

care of a temporary installation adjacent to the Visitor Information Centre on Ontario Street for a period of one year, ending October 31, 2018.

October 17, 2017

Page 4 of 5

Options/Discussion:

Earlier this year the City of Kingston entered into a license agreement with Kingston Accommodation Partners (KAP) allowing them to create the “I in Kingston” installation adjacent to the Visitor Information Centre on Ontario Street. The installation itself is constructed out of crezone plywood that has been painted white and affixed to the ground with anchor bolts. Light Emitting Diode (LED) lights were also installed as a way to outline the letters and an A-frame sign has also been mounted near the installation to provide information about the initiative and to promote participation.

The installation was put in place by the fabricator under the supervision of City staff to ensure it meets code and is safe for the public. KAP has assumed responsibility for all costs associated with the maintenance and repair of the installation as well as its eventual removal and these responsibilities have been outlined as part of a license agreement between KAP and the City of Kingston. KAP has also agreed that it will be responsible for removing the installation at the request of the City of Kingston should it be deemed unfit or unsafe prior to the end of the one year license agreement extension.

Since it first appeared, thousands of photographs of the installation have been taken and many have been tagged using the hashtag #IinKingston on Facebook, Twitter and Instagram. With a reach of 377,797 people and more than 414,000 impressions, the opportunity to be the “I in Kingston” has spread widely via social media and the response has been extremely positive.

Tourism Kingston staff working at the Visitor Information Centre check on the installation daily and put out the A-frame sign displaying the social media information. KAP has also hired a cleaner to wash and maintain the installation every second week and will continue to do so for the duration of the license agreement.

City of Kingston staff have agreed to clear snow around the installation during the winter months but are not assuming any other responsibilities at this time.

Existing Policy/By-Law:

Not applicable

Notice Provisions:

Not applicable

Accessibility Considerations:

City staff and KAP have worked to ensure the installation adheres to the relevant guidelines set out as part of the Facility Accessibility Design Standards (FADS).

Financial Considerations:

Not applicable

October 17, 2017

Page 5 of 5

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Other City of Kingston Staff Consulted:

Alan McLeod, Senior Legal Counsel, Legal Services

Exhibits Attached:

Exhibit A Sample #linKingston Social Media Posts

#inKingston Social Media Posts

1. From Instagram



2. From Instagram



3. From Twitter



4. From Instagram



5. From Twitter

