

The  
**DOWNTOWN**  
18 **DISTRICT** 16

To the City of Belleville Council,

June 2, 2020

Thank you for taking the time to review the attached proposal and budget. In the past 8 weeks, we have lost 3 retail stores and 4 restaurants on our main street. We have many more that are struggling to stay open, despite the introduction of the Online Marketplace and the lifting of restrictions.

Considering that our 2019 events were a big part of the beginnings of change in the Downtown District - being put into a situation where we cannot attract crowds, has been, to say the least, painful.

As each of you know, we had just begun to make some serious headway and had some amazing plans to continue the momentum into 2020 (as I am sure each of you did as well).

We have received 3 grants for 2020, two of them attached to tourism events to attract crowds. We are in danger of losing at least one of the grants because what we applied for is drastically different than what we are now proposing because of the current restrictions.

We need to **GO BIG** to attract municipal and provincial tourists to our downtown and position it as **worth the drive or boating excursion** not only from Ottawa, GTA, and Montreal but also from the 401, Meyers Pier and Crate Marine. **Kingston has put \$700,000 into a complete street closure.** They will bring people along the 401 corridor, we want to capitalize on that traffic. We don't want them to stop for gas and a burger. We want to be a destination. We want them to stay and experience our beautiful city.

**We have a product that will attract visitors for more than a few hours, keep people safe, and keep our retailers and restaurants in business as well as feed the hospitality industry with overnight visitors. Please help us realize this vision. This will save our downtown, our small businesses, and our neighbours.**

**Please review our proposal and budget and consider our requests as an investment into the recovery of our downtown core and the entire City of Belleville. We know that the health and vitality of the core of a City is a reflection of the success of the City as a whole.**

Sincerely,



**Marijo Cuerrier**  
**Executive Director**  
Belleville Downtown District BIA

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Visit **DOWNTOWNBELLEVILLE.CA**   

# The DOWNTOWN 18 DISTRICT 16

## We are asking for:

In light of the **recent extension of the state of emergency until June 30th** by the Ontario Government and in preparation for future staged re-openings, we are asking council to consider the following measures to help reduce the burden on restaurants in the Downtown District:

1. Fees for sidewalk cafe permits, outdoor cafes or outdoor seating located in the Downtown District be waived for the remainder of 2020, allowing restaurants and cafes to create accessible open spaces where patrons can be appropriately socially distanced, keeping in mind AODA requirements.
2. That any fees for parking space takeovers for parklets be waived to allow for a pilot project for Al Fresco on Front, subject to the satisfaction of City administration. Maximum parking space usage for Parklets will be 10. Pilot project is for a period of 14 weeks in the months of July, August and September.
3. Food truck waiver for summer (BIA to approve applications)
4. Installation of rumble strips to calm traffic
5. Installation assistance from City Staff (use of fork truck, dirt for planters, etc)
6. Security for installation and take down
7. Use of Market Square space on Friday evenings 6- 8pm until August 31st
8. That all parking fees in the Downtown District be waived until at least August 31st.
9. Access to power in Market Square to plug in audio equipment
10. Wave all vendor fees and hawker fees for summer season
11. Partial to full street closures for a 4-week visual installation attraction
12. That our attached proposal for the temporary closure of roads and/or parking spaces to facilitate proper physical distancing while creating an atmosphere that encourages patrons to support local businesses within the Downtown District **be responded on a priority basis so that execution of the project can be done in a timely and efficient manner once future staged reopenings occur.**
13. An investment of:
  - \$25,000 (allocated to BIA from 2018 MAT)
  - \$22,000 in additional funds not currently allocated
  - City/Staff resources TBD

Al Fresco on Front Budget   July, August, September   Option 1				
Sonic Runway	Total Cost	COB/MAT	RT09 Pending	BIA
<b>INSTALLATIONS</b>				
Creos Installation - Option 1	\$ 48,000.00	\$ 32,000.00		\$ 16,000.00
Parklets	\$ 10,000.00	\$ 10,000.00		
Wash Stands	\$ 1,000.00	\$ 1,000.00		
<b>MARKETING PRINT</b>				
Posters/Postcards	\$ 300.00			\$ 300.00
Merch	\$ 600.00			\$ 600.00
<b>MARKETING DIGITAL</b>				
Bell Blvd Sign	\$ 2,400.00		\$ 1,200.00	\$ 1,200.00
Facebook/Instagram	\$ 2,350.00		\$ 1,175.00	\$ 1,175.00
Video Production	\$ 250.00		\$ 125.00	\$ 125.00
<b>MARKETING RADIO</b>				
Station 1	\$ 2,000.00	\$ 2,000.00		\$ -
Station 2	\$ 2,000.00	\$ 2,000.00		\$ -
<b>Total Costs</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Grand Total</b>	<b>\$ 68,900.00</b>	<b>\$ 47,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 19,400.00</b>

Approved Event Budget

DT@Dusk	\$14,000.00
Spicy Food	\$5,000.00
GNO	\$1,000.00
<b>Total</b>	<b>\$20,000.00</b>
Over/Under BIA Budget	<b>\$600.00</b>



AI Fresco on Front Budget   July, August, September   Option 2				
Oscillation	Total Cost	COB/MAT	RT09 Pending	BIA
<b>INSTALLATIONS</b>				
Creos Installation - Option 2	\$ 38,000.00	\$ 22,000.00		\$ 16,000.00
Parklets	\$ 10,000.00	\$ 10,000.00		
Wash Stands	\$ 1,000.00	\$ 1,000.00		
<b>MARKETING PRINT</b>				
Posters/Postcards	\$ 300.00			\$ 300.00
Merch	\$ 600.00			\$ 600.00
<b>MARKETING DIGITAL</b>				
Bell Blvd Sign	\$ 2,400.00		\$ 1,200.00	\$ 1,200.00
Facebook/Instagram	\$ 2,350.00		\$ 1,175.00	\$ 1,175.00
Video Production	\$ 250.00		\$ 125.00	\$ 125.00
<b>MARKETING RADIO</b>				
Station 1	\$ 2,000.00	\$ 2,000.00		\$ -
Station 2	\$ 2,000.00	\$ 2,000.00		\$ -
<b>Total Costs</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Grand Total</b>	<b>\$ 58,900.00</b>	<b>\$ 37,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 19,400.00</b>

Approved Event Budget

DT@Dusk	\$14,000.00
Spicy Food	\$5,000.00
GNO	\$1,000.00
<b>Total</b>	<b>\$20,000.00</b>
Over/Under BIA Budget	\$600.00



*Be a Part of it*

AI Fresco on Front Budget   July, August, September   Option 3				
Spectrum	Total Cost	COB/MAT	RT09 Pending	BIA
<b>INSTALLATIONS</b>				
Creos Installation - Option 3	\$ 32,000.00	\$ 16,000.00		\$ 16,000.00
Parklets	\$ 10,000.00	\$ 10,000.00		
Wash Stands	\$ 1,000.00	\$ 1,000.00		
<b>MARKETING PRINT</b>				
Posters/Postcards	\$ 300.00			\$ 300.00
Merch	\$ 600.00			\$ 600.00
<b>MARKETING DIGITAL</b>				
Bell Blvd Sign	\$ 2,400.00		\$ 1,200.00	\$ 1,200.00
Facebook/Instagram	\$ 2,350.00		\$ 1,175.00	\$ 1,175.00
Video Production	\$ 250.00		\$ 125.00	\$ 125.00
<b>MARKETING RADIO</b>				
Station 1	\$ 2,000.00	\$ 2,000.00		\$ -
Station 2	\$ 2,000.00	\$ 2,000.00		\$ -
<b>Total Costs</b>	<b>\$ 4,000.00</b>	<b>\$ 4,000.00</b>	<b>\$ -</b>	<b>\$ -</b>
<b>Grand Total</b>	<b>\$ 52,900.00</b>	<b>\$ 31,000.00</b>	<b>\$ 2,500.00</b>	<b>\$ 19,400.00</b>

Approved Event Budget

DT@Dusk	\$14,000.00
Spicy Food	\$5,000.00
GNO	\$1,000.00
<b>Total</b>	<b>\$20,000.00</b>
Over/Under BIA Budget	\$600.00







# Al Fresco on Front Downtown Summer Proposal

Belleville Downtown District BIA

# AI Fresco on Front

## What is it:

Repurpose parking spaces into usable pedestrian green space and enhance the downtown with a temporary audio/visual installation.

## Why:

- For locals & visitors to enjoy downtown outdoor space and encourage outdoor gatherings with **physical distancing in place.**
- To make downtown an attraction for local tourists - "Meet Us Here" Bay of Quinte Marketing Board.



# Executive Summary

## What we're asking for from the City of Belleville:

- Permission for the parklets to be in place until September 30, 2020
- Wave parking space fees + municipal parking lot fees until September 30, 2020
- Wave patio and encroachment fees for 2020
- Installation of rumble strips to calm traffic
- Use of electricity from light standards to run christmas lights for the parklets
- Installation assistance (use of fork truck, dirt for planters, etc)
- Security for installation and take down
- Use of Market Square space on Friday evenings until 8pm
- Access to power in Market Square to plug in audio equipment
- Wave all vendor fees and hawkler fees for summer season
- Food truck waiver for summer (BIA to approve applications)
- Partial street closures for a 4-week visual installation attraction

## COSTS:

- **\$25,000** in cash (allocated to BIA from 2018 MAT)
- **22,000** in cash not currently allocated
- **City/Staff resources TBD**



# Elements of Al Fresco

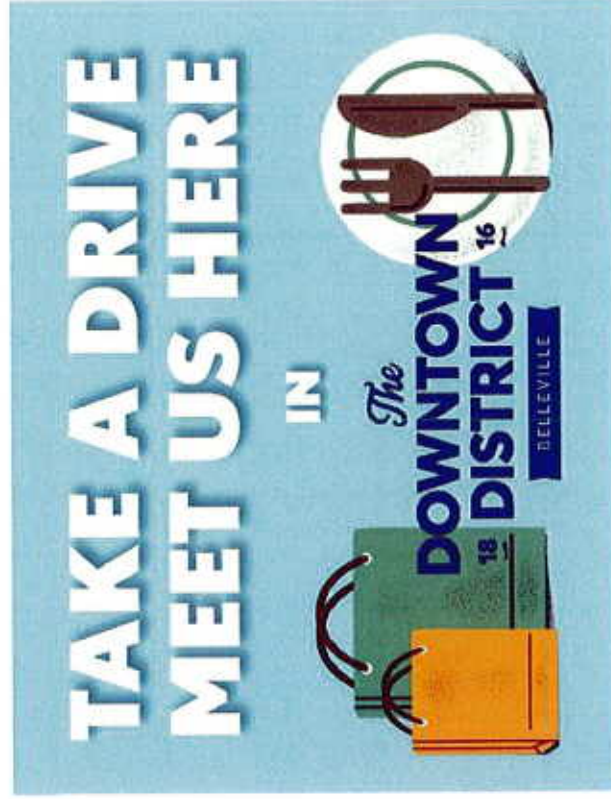
- Parklets throughout downtown
- 4 week audio/visual installation on Front street
- Activities on weekends (Yoga at Market Square, Pop up markets on sidewalk)
- Free parking



# Link to Bay of Quinte campaign

## Meet us here:

- To wander the Downtown District
- To see the cool installation
- To go shopping
- To have a drink
- To celebrate your new job
- To enjoy dinner on a patio
- To window Shop
- To check out the Farmers Market
- To stroll the galleries
- To visit the spa, or get our hair done
- To walk or bike the trails
- To eat takeout by the river
- To surprise our friend with flowers



# Parklets

**Parklets** will be installed in select parking clusters throughout the downtown located in parking spaces:

- Outside restaurants providing additional seating for serving or enjoying food (seating managed by restaurants). Utilizing rope barriers on the sidewalk to control the entrance.
- Outside of retail where it would be easy to set up vendors
- In dead zones designed for lingering.



# Parklets

## How:

- Create plant/flower containers as barriers to the street
- Create elevated platforms to be flush with the sidewalk
- Work with artists to paint platforms in vibrant colours and attractive designs
- Supply seating areas with some shade using sails or umbrellas (combined effort between BIA and members)





# Recommended Parklet Locations



1. Gourmet Diem + Retailers - **East Side**
2. Paulos + Gallery - **North Side (no platform needed)**
3. Bangkok Thai + Sans Souci - **West Side**
4. Capers + That Special Touch - **West Side**
5. Flowers by Dustin + Runway + Chilangos - **West Side**
6. Mr. Zeds + Jim's Pizza - **West Side**



# Al Fresco Weekend Activities

**Enhance the parklet atmosphere with weekend experiences designed to encourage coming downtown.**

## **Would include:**

- Food trucks placed appropriately
- L'Auberge de France and Gourmet Diem serving ice cream on sidewalk
- Retailer's street presence using tents
- Music buskers throughout the streets (non-paid)
- Rooftop Concerts (Quinte Symphony, Impish Grins)
- Side Hustle Artisan Vendors on sidewalks in dead-zones
- Yoga Friday night at 6-6:30pm - Limited spaces - Market Square or a parking lot (Bill Rorabeck or Paul) BYOM - Bring your own mat!



# Option 1: Sonic Runway Installation \$48,000

Live for 4 weeks

The Sonic Runway is a light art installation that converts audio signals into patterns of light that shoot down a corridor of arches at the speed of sound

- 131 x 3 metres
- Local Manpower Day 1-6 people, Day 2-4 people

<https://www.creos.io/en/portfolio/sonic-runway/>

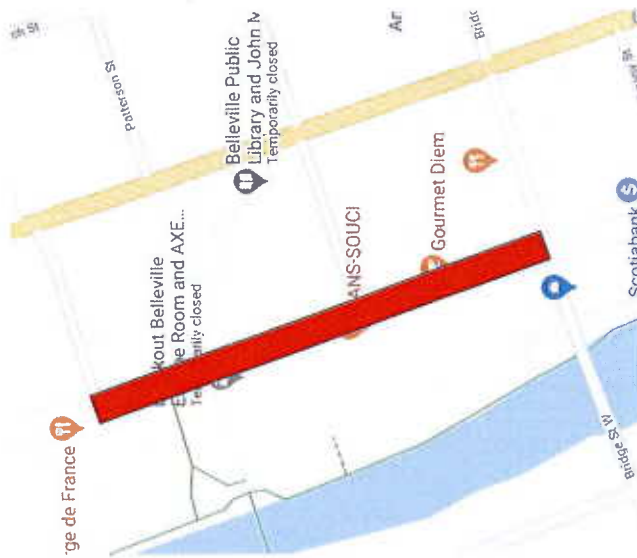


This is our preferred option.

# Option 1: Sonic Runway Installation

Live for 4 weeks

Full closure on Front Street required from Victoria Rd to Bridge Street.



# Option 2: Oscillation Installation \$38,000

Live for 4 weeks

Oscillation is a series of geometric forms that all span from a solid cube.

As you move throughout the installation you can begin to realize your movements manipulate the sounds and colors of the crystal like forms.

The pieces act similar to that of the musical instrument.

- 22 x 13 metres
- Local Manpower 2 people

<https://www.creos.io/en/portfolio/oscillation/>





# Option 2: Oscillation Installation

Live for 4 weeks

Partial street closure required on East side of Front between Bridge and Campbell.  
Traffic can still go south bound all the way down Front street.





# Option 3: Spectrum Installation \$32,000

Live for 4 weeks

An interactive installation that invites audiences to send a verbal message, illuminating the process of communication throughout time and space.

Members of the public will be encouraged to engage with the installation, which will activate a lights and sounds that travel from one side of the installation to the other.

Spectrum illuminates how we ourselves communicate, and how we decode data with multiple sensors.

- 18 x 4 metres
  - Local Manpower 4 people
- <https://www.creos.io/en/portfolio/spectrum/>



# Option 3: Spectrum Installation

Live for 4 weeks

Partial street closure required on East side of Front between Bridge and Campbell.

Traffic can still go south bound all the way down Front street.



*The*  
**DOWNTOWN**  
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# Proposed Timeline

	Tasks	June 8 - 14	June 15 - 21	June 22 - 28	June 29 - July 5	July 6 - 12	July 13-19	July 20-26
<b>Production</b>	Plan parklet space	June 1-7						
	Design and build parklets	June 8 - 19						
	Install parklets			June 23 - 25				
<b>Marketing</b>	Marketing Campaign Development	June 8-14						
	Press release		June 15					
	Campaign Execution Phase 1		Starting June 15 - June 25 (Teaser)					
	Campaign Execution Phase 2				June 26- Se (Now Open)			
<b>Launch</b>	Open parklets to the public			June 26		Open until September 30		
	Visual installation open to the public			June 26		Live until July 24		

