

A DOWNTOWN CONFERENCE CENTRE FOR KINGSTON

A CASE FOR SUPPORT

The importance of tourism for Kingston

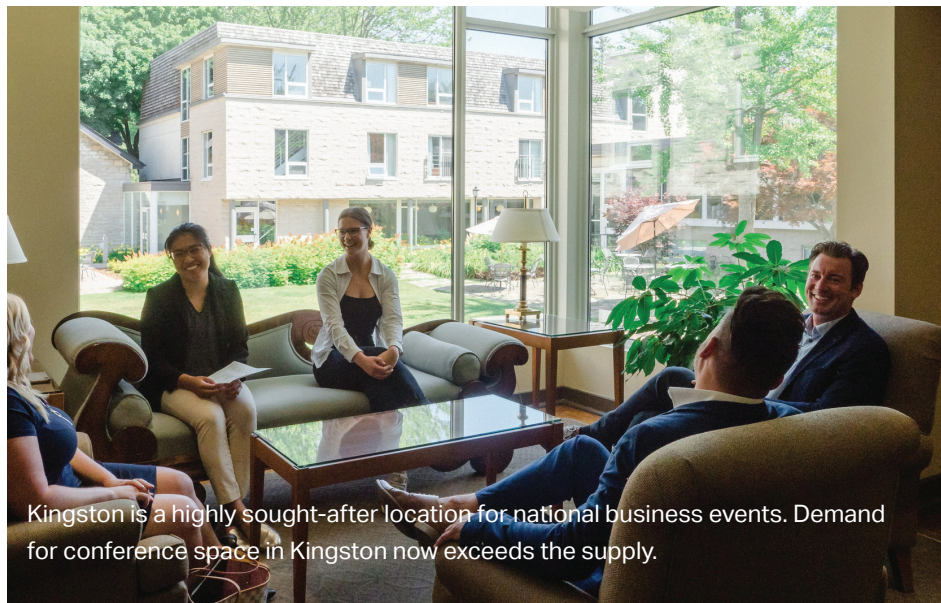
Kingston is a tourism-dependent community. Tourism is an important part of the local economy, and a significant employer.

Tourism has different sectors, all of which support the community. In Kingston, these are leisure tourism, business events, sport & wellness, travel trade, and film production. Each sector brings visitors to the city, for a day, overnight, or for multiple nights.

Each year for the last three years, from 2019 to 2021, between 64 and 65% of visitors to Kingston were day visitors. However, overnight visitors contribute more to the local community they visit, utilizing hotel rooms, restaurants, and visiting more local sights and attractions.

Business travellers contribute more than seven times than leisure travellers to the economy. According to a Destination Canada report, the average business traveller spends \$1,675 locally. Conference attendees stay longer than leisure travellers; they also attend conferences mid-week, while leisure visitors are concentrated on the weekends.

Meetings, conferences, and exhibitions are an important component of the tourism economy. In Kingston, leisure tourism is highly concentrated in the summer months, but business tourism events happen year-round. A steady supply of business events to a community throughout the year helps to stabilize the local economy, particularly for businesses like accommodations, restaurants, and small businesses.



Kingston is a highly sought-after location for national business events. Demand for conference space in Kingston now exceeds the supply.

Supporting local businesses

In 2020, the Conference Board of Canada identified Kingston as one of the top five communities in Canada to be negatively affected by COVID. Almost 10 per cent of Kingston's workforce – 15,000 people – are part of the accommodation and food service sectors, which are highly dependent on inbound visitors.

This is particularly crucial as the sector tries to bounce back from the effects of the pandemic, which greatly curtailed leisure travel. Small businesses like restaurants can't get back to full-time operation and offer stable employment if they rely solely on summer leisure visitors. Quality of life downtown for residents is affected if Kingston is solely a summer destination.

- // 2019's 4.63 million visitors represented 695,731 room nights in Kingston, and a \$533 million impact for the city.
- // 2020 saw a drop to 2.3 million visitors, representing 395,377 room nights, and a \$265 million impact.
- // 2021 saw a rebound from the previous year, rising to 2.8 million visitors, representing 480,946 room nights and a \$331 million economic impact for Kingston.

But local businesses are still struggling; increasing the opportunity for business events and conferences in Kingston can help them. Recovery from the pandemic's devastating effect on tourism requires a comprehensive approach that drives visitation across the seasons, maximizing every opportunity to attract visitors and extend trips.

"While the pandemic severely affected our businesses and the recovery will be a long slow process, the challenges that the shoulder seasons present have always existed. Tourism is strong during the summer months; Wintertime is a major challenge.

Often all the gains made during the high season are lost through the winter months. The additional in-bound visitors that a downtown conference centre would attract could make a significant impact on the long-term viability of many local businesses."

~ Tim Pater, local restaurateur

The appetite to return to in-person business events is increasing: Tourism Kingston receives a steady stream of inquiries about the possibility of conferences, staff retreats, and other group gatherings.

Recognizing the importance of business travel to the city, Tourism Kingston has a Business Events Specialist who actively works on bringing meetings and conferences to Kingston, promoting the city for provincial and national events, and working with conference planners to find space, activities, and services to meet their requirements.

kingston



Kingston's location between major cities, its walkable downtown, and many amenities are attractive for conference planners.

How do businesses or organizations choose a site for their conference?

Provincial and national meetings and conferences are planned from a year to up to three years in advance, with communities submitting bids to host events. Planners look for the most suitable location for their event, one with sufficient meeting space, accommodations, access to transportation, and amenities like cultural or outdoor activities that would provide added value to their delegates. Delegate attendance is heavily reliant on the appeal of the destination and the availability of unique experiences.

This long-term planning of meetings and conferences, with guaranteed bookings of groups of visitors, enables tourism-related businesses and services to plan ahead, and attract and retain staff with guaranteed steady employment and growth opportunities.

A central location for meetings is also desirable to enable ease of travel for delegates from different cities. Kingston is often looked to as a host due to its central location between major city centres like Toronto, Ottawa, and Montreal. And Kingston's walkable downtown, with many amenities like the waterfront, local museums and restaurants, is very appealing to Canadian conference planners.

A downtown conference centre would not only support out-of-town events: It can be utilized to expand on successful local events, such as Science Rendezvous and the Kingston Chamber of Commerce Business Excellence Awards gala.

What stops businesses from booking their meetings in Kingston now?

With a limited supply of meeting space for groups, Kingston has had to turn away business, with planners going on to book their major events in other cities. Currently, coordination of conferences, through Tourism Kingston, often involves splitting up both hotel and meeting space among local hotels to accommodate the need. Even with this collaboration across multiple venues, Kingston must often turn away business.

Since 2018, due to lack of meeting space, Kingston has lost at least 16 major Canadian events. These represent 6,960 business visitors, 17,585 room nights, and the loss of more than \$11 million in direct economic impact to Kingston.

These numbers represent only direct requests from event planners to Tourism Kingston for bids: it does not include loss of potential business from planners who a) either contact hotels directly to ascertain space for conferences or b) already know that Kingston currently cannot accommodate their meeting requirements and so do not request bids from Kingston. This includes planners of large meetings that Tourism Kingston staff meet at events such as the Canadian Meeting and Events Expo.

Kingston's priorities

Kingston's business growth priorities are not incompatible with its social priorities. Healthy businesses provide steady employment for the local workforce and pay municipal taxes that contribute to infrastructure upgrades and social programs.

The building of a conference centre is a key component of the Integrated Destination Strategy, a multi-year strategic plan developed created by Tourism Kingston, the City of Kingston, and Kingston Accommodation Partners. The IDS outlines a series of destination development activities to further establish Kingston as a vibrant and dynamic community for residents, tourists, and investors. The IDS prioritizes pedestrian-friendly zones; animation of the downtown core; shoulder- and winter-season product development; four-season promotion; and waterfront access.

A fit with other community priorities

This project would not detract from community spending priorities. Municipal support for the conference centre will take the form of donation of an unused plot of land, rather than direct funding through municipal tax dollars. The proposed site is currently undeveloped and so does not generate any business tax revenue for the city. Once developed, a multi-use conference centre (with on-site hotel, retail space, and parking) will generate new tax revenue for the municipality, which will then be allocated according to municipal priorities as determined by City Council and staff.

The ability to bring people together is also important from a community-building perspective, and not just an economic one. World-class cities, large or small, offer a place where people can gather to discuss issues, learn from each other, work out problems, build on their successes, and create institutional change. Kingston offers all the other elements required to play a part in the national and international meetings arena, except for the most important component – a place to meet.

Funding

Funding for the conference centre will come from a number of sources. Provincial and federal governments for capital projects like this are completely separate from those funds reserved for projects like affordable housing. Tapping into one government fund does not decrease the potential for Kingston to tap into the other.

A 2021 research paper commissioned by KAP showed that there is capacity in Kingston for another 100 rooms to add to the current supply across the city of 2,576 rooms (representing both hotels and motels across the city.) Only eight of the 37 accommodations have meeting space. When considering a conference or meeting, planners want their delegates to stay at or close to their meeting place. Adding a 100-room hotel (36,500 room nights available/year) to the city's inventory will support existing summer season demand while also drawing new business with the new conference centre.



Attracting business events to Kingston year-round helps local businesses like restaurants.

Benefits of a downtown location

Kingston is known for the walkability of its downtown and proximity of restaurants, venues, museums, and attractions pre- and post-meeting. This is particularly attractive for delegates who do not travel to Kingston by car.

We have seen the significant boost in pedestrian traffic downtown during nights when the Leon's Centre holds events. This supports both local businesses and enlivens the downtown.

An economic impact study of the effect of the K-Rock Centre (now the Leon's Centre) in 2009 and 2010 commissioned by Downtown Kingston showed that the centre generated \$7 to 8 million a year in either repatriated or attracted revenue for the community in each of its first two full years of operation. Repatriated expenditures were those made by local residents who had formerly spent these dollars in other communities (at live shows, hockey games, etc.) Attracted expenditures were those made by visitors who came to Kingston to see entertainment or sport events at the centre.

This study also found that the centre's operations in those years created or sustained up to 424 jobs in 2009 and 486 jobs in 2010, at the centre itself and at local businesses.

In terms of recent events at the Leon's Centre, the 2020 Tim Hortons Brier saw 8,900 visitors to Kingston and \$4.1 million spent by those visitors in the community. Per party, this broke down into an average of \$631 in accommodations; \$314 at restaurants; \$49 in recreation/entertainment; \$40 in food/groceries; \$53 in retail; \$19 in transportation; and \$38 in vehicle costs.

Event organizers spent a further \$2.2 million on various goods and services to put on the Brier. All these expenditures supported 42 jobs and \$2.3 million in local wages and salaries and contributed \$186,084 to municipal taxes. The total net economic activity generated by the Brier over eight days was \$3.3 million for the city of Kingston.

Rogers Trainor records show that main-level commercial rentable floor area in the downtown core (Princess to Division, Market Square, and Brock Common) is currently the lowest it has been since 2011. There is only about 10,000 SF in total available for lease at the moment. The downtown has seen a steady net absorption rate over the last five years.

Conferences will increase pedestrian traffic in the downtown throughout the year, further supporting businesses and attractions, and stimulating the night economy, through new programming and activities for visitors and residents, and extended hours for local businesses.

Conference Centre Case for Support



To whom it may concern,

I have had the pleasure of operating restaurants in downtown Kingston for 22 years, and during that time I have seen the area transform in so many ways. In Summer and the immediate “shoulder” periods, streets almost overflow with people, restaurants thrive, and retail businesses are hopping. It really has been a remarkable shift from the days when it felt like downtown streets could be rolled up and put away at five o’clock in the afternoon.

That said, we have a long way to go in the drive to extend that degree of activity to the rest of the year. During extended periods in late Fall and early Spring, and through Winter, downtown streets tend to be quiet and bereft of pedestrian activity. When there are major events at venues like the Leon’s Centre, activity picks up, but it is situational and short-lived. This certainly makes things challenging for downtown businesses, and for restaurants and bars especially.

I believe quite strongly that building a conference centre downtown will be a transformational development that helps Kingston grow into its full potential, that creates a buzz of activity throughout the year, and that allows us to go out to the rest of the country and the world with an attractive, compelling, and comprehensive pitch to bring large gatherings of all kinds - meetings, conferences, shows, and events – to the Limestone City.

At Black Dog Hospitality we know firsthand the impact business travelers can have on what we do, and we know too well how challenging things can be without them. Having a facility downtown that will allow us to expand the number and size of conferences and events that we host in Kingston, and to bring them to the city during what are now slower times of the year, will make all the difference to our growth potential, our ability to develop and retain staff, and our ability to continue investing in the community. In short, we believe it will be a true game-changer for downtown restaurants and other hospitality businesses.

I encourage you to throw your support behind this all-important city-building initiative.

Sincerely,

A handwritten signature in black ink, appearing to read 'TP' with a stylized flourish.

Tim Pater
President
Black Dog Hospitality
69 Brock Street
Kingston, ON
K7L 1R8

Conference Centre Case for Support

SPEAKingston

Social. Political. Economic. Action. Kingston.

November 10, 2022

To whom it may concern,

SPEAKingston represents 410 members from Kingston who support smart growth as a strategic direction for our city. SPEAKingston has the following four tenets:

- Strengthen infrastructure – physical, technological, and cultural
- Grow economic base with expanding employment and housing options and competitive taxes
- Foster attractive, vibrant, walkable, and safe urban core and neighbourhoods
- Protect historical assets and natural environment in responsible ways

SPEAKingston is excited at the prospects of a conference centre within the City of Kingston and we urge the City to strongly consider the benefits of building this facility.

As Kingstonians we are lucky to have such a beautiful downtown core with spectacular restaurants, a great mix of local shops and national stores, access to the water and a walkable core that would allow a more intimate event experience compared to bigger cities. Speak believes that the development of an event centre would line up with our four tenets:

1. It will enhance and strengthen our civic infrastructure. The physical and technological perspectives are self-evident, and from a cultural perspective the conference centre development will become a “great public meeting place” that fosters innovation and brings the community together.
2. It will have direct economic benefit – Kingston has a great tourism base but we aren’t capturing our share of business related travel. According to a Destination Canada report, business travellers contribute seven times more to the economy than do leisure travellers. The conference centre will be the catalyst that enables Kingston to expand its offering. It will provide meaningful training and employment opportunities for the hospitality industry, and it will generate substantial tax revenue on an on-going basis.
3. Conference centre activity will increase overall pedestrian traffic downtown, supporting local business, enhancing the area’s vibrancy in much the same way the Leon’s Centre has over the last 15 years. All of this serves to make the downtown core safer and more alive throughout the day and night.
4. With the construction of the conference centre brings a great opportunity for Kingston to create a space for our rich history to be told and celebrated among the residents and tourists. To date, there have been a few good ideas that could be incorporated including a gallery and/or a museum.

We encourage you to support the development of a conference centre and look forward to bringing it to life in the coming years.

Sincerely,

DocuSigned by:

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Peter Kingston – Chair of SPEAKingston
www.speakingston.ca

Conference Centre Case for Support

November 15, 2022



To whom it may concern,

It is my pleasure to write this letter on behalf of St. Lawrence College (SLC) in support of the City of Kingston developing a downtown conference facility.

At SLC, we pride ourselves on providing our students innovative, real-world learning experiences where they develop the skills and knowledge to confidently enter the workforce. We are also committed to helping our shared communities to thrive and grow, and to engaging with partners to collaborate on solutions.

The development of a downtown conference facility could provide SLC students with access to training facilities and work placements, both of which are integral to the practical education SLC provides. In addition, with the majority of SLC graduates choosing to stay, work, and live in the Eastern Ontario region area after graduation, I am confident that students from our Hospitality, Tourism, Culinary Management, Advertising, Office Administration, and Marketing programs, and many others, could support the ongoing operational success of a downtown conference facility once they join the workforce.

As a resident of Kingston, I am proud of the collective efforts I see being made to advance local strategic priorities, including the ongoing development of adequate housing, the continued commitment to sustainable business practices, and the importance in attracting business travelers and tourists to support our local businesses. With so much to be proud of including quality dining, shopping, attractions, and our picturesque waterfront downtown core, the addition of a downtown conference facility in Kingston could not only augment our students' educational journeys, but it would bolster local business, create more employment opportunities for Kingston citizens, and help bring more people to Kingston all year round.

Sincerely,

A handwritten signature in black ink, appearing to read "Glenn Vollebregt".

Glenn Vollebregt
President & CEO
613-544-5400 ex 1591
gvollebregt@sl.on.ca

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Brockville, ON K6V 5X3
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www.stlawrencecollege.ca

Conference Centre Case for Support

KINGSTON

— *Economic Development* —

November 14, 2022

Megan Knott
Executive Director
Tourism Kingston
460-366 King Street East
Kingston, On, K7K 6Y3

Re: Convention Centre Project Letter of Support

To whom it may concern,

On behalf of the Airport Advisory Committee please accept this letter in support of the Kingston Convention Centre Project.

An economic impact study of the effect of the K-Rock Centre (now the Leon's Centre) in 2009 and 2010 commissioned by Downtown Kingston showed that the centre generated \$7-8 million a year in either repatriated or attracted revenue for the community in each of its first two-full years of operation.

In addition to the revenue generated, the Leon's Centre has stemmed a significant employment impact for the community. The same report indicated 486 fulltime employee opportunities created on average for the period reported and one could expect similar results for the proposed Convention Centre Project.

Meetings, conferences, and exhibitions are an important component of the tourism economy. In Kingston, leisure tourism is highly concentrated in the summer months, but business tourism events happen year-round. Non-spectator events at the Leon's Centre (conventions, banquets, meetings, and tradeshow) generated between 20,685 – 21,511 in attendance, even while sharing the use of the facility with OHL Hockey and spectator events. A dedicated convention space would help supply a steady stream of business events to a community throughout the year helps to stabilize the local economy, particularly for businesses like accommodations, restaurants, and small businesses.

We believe the development of a Conference Centre is a key component of the City's Integrated Destination Strategy and supports the City of Kingston and Economic Development's Integrated Economic Development Strategic Plan. Both documents aim to develop Kingston as a destination for development activities and to further establish Kingston as a vibrant and dynamic community for residents, tourists, and business.

Kingston Economic Development Corporation's Airport Advisory Committee is pleased to support Tourism Kingston with the Conference Centre Initiative. Having a conference centre facility in Kingston will generate more air traffic throughout slower seasons of the year and increase passenger counts resulting in a more sustainable air service.

366 King Street East, Suite 420, Kingston, Ontario, K7K 6Y3
www.investkingston.ca | Tel: 613.544.2725 | Email: communications@investkingston.ca

KINGSTON

Conference Centre Case for Support

KINGSTON

— *Economic Development* —

Sincerely,

Bill Leggett, Bonnie Ruddock, Craig Desjardins, Donna Gillespie, John Andrew,
Kathy O'Brien, Megan Knott, Robert Lavigne, Shelley Hirtstwood, Walter Fenton
The Airport Advisory Committee

366 King Street East, Suite 420, Kingston, Ontario, K7K 6Y3
www.investkingston.ca | Tel: 613.544.2725 | Email: communications@investkingston.ca

kingston

Conference Centre Case for Support



c/o Ted Robinson, Business Events Specialist
Tourism Kingston
366 King St E, Suite 460 | Kingston, ON K7K 6Y3
(613) 532-3495 | VisitKingston.ca

RE: Letter of Support — Downtown Conference Centre, Kingston, ON

To whom it may concern,

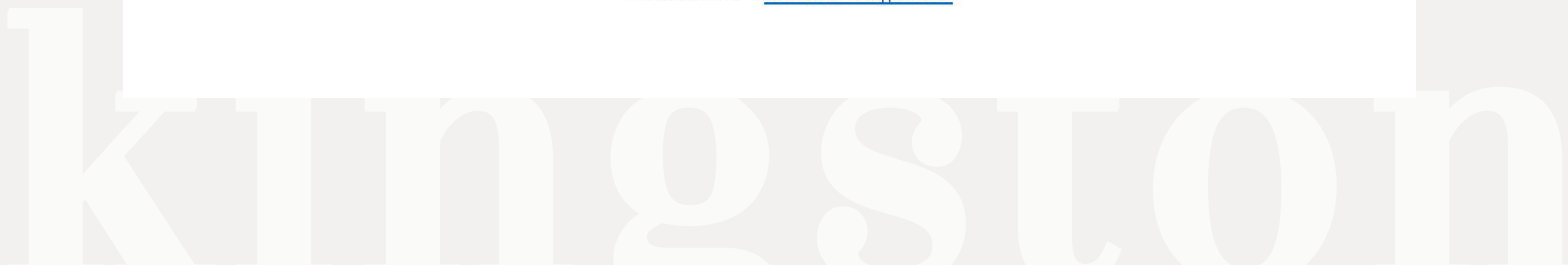
Downtown Kingston Business Improvement Area (BIA) is pleased to provide support for the proposal of a downtown conference centre. The proposed plan has broad support in the downtown business community and has the support of our Board of Directors.

Downtown Kingston BIA believes that a conference centre located in the downtown core will contribute to building year-round tourism and drive growth for local businesses. A conference centre is essentially “weather-proof” and will be utilized most often during the shoulder and winter seasons – times when businesses would welcome the traffic – and have the capacity to do so.

We also believe that Kingston provides a desirable destination for meeting planners and companies. Kingston’s historic downtown is situated where Lake Ontario meets the St. Lawrence and Cataraqui rivers and provides a wealth of activities and possible itineraries for conference delegates. As one of the oldest & fastest growing cities in Ontario, we are a top culinary, entertainment and arts destination.

The Downtown Kingston BIA has a long history of conceptualizing, organizing, and executing programming, festivals and events that attract thousands of visitors each year, such as the internationally renowned Kingston Buskers Rendezvous and the Limestone City Blues Festival which celebrated its 25th anniversary in 2022. Accustomed to partnering with large events teams using Downtown Kingston as the venue, the team at the BIA and our 700 businesses would welcome high impact conferences and events and would look forward to collaborating with meeting planners to deliver a top-drawer experience for their delegates, organizing teams and guests.

Downtown Kingston is a large supporter and partner of Tourism Kingston, Kingston Accommodation Partners and the City of Kingston. We have absolute confidence in the abilities of these partners to fully



Conference Centre Case for Support



support and help steward this proposed, exciting initiative. Downtown Kingston will pledge to work with these partners, wholeheartedly, bring it to fruition.

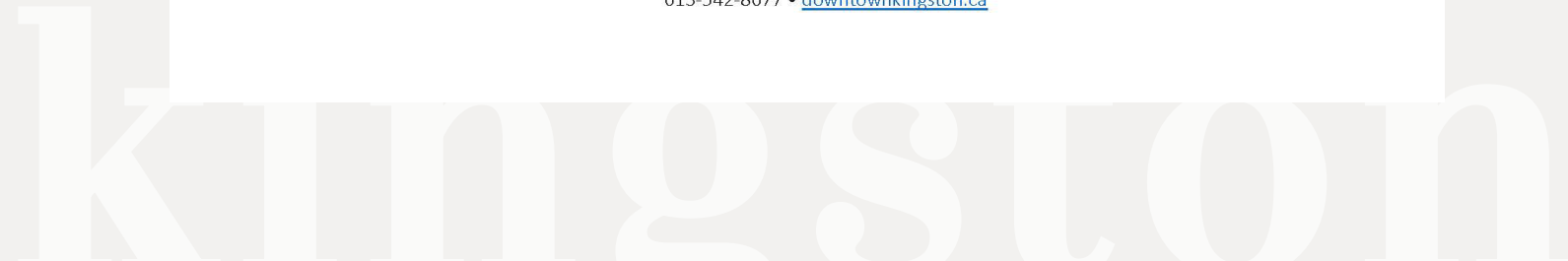
Downtown Kingston BIA and our 700 members would welcome the opportunity to show off to meetings and conferences in one of Ontario's historic downtown gems.

Sincerely

A handwritten signature in black ink, appearing to be 'M. Cuerrier', written in a cursive style.

Marijo Cuerrier, Executive Director of the Downtown Kingston BIA

On behalf of the Board of Management of the Downtown Kingston BIA



Conference Centre Case for Support

Wanda M. Costen, PhD
Dean

The Stephen J.R. Smith School of Business
Queen's University
143 Union Street West
Goodes Hall, Suite 320
Kingston, Ontario
Canada K7L 3N6
613.533.2305
wanda.costen@queensu.ca



November 1, 2022

To whom it may concern,

I am writing to endorse the development of a downtown Kingston conference facility. For a city of Kingston's size and economic profile, the lack of a significant downtown conference site is a key missing element.

From my seat on the board of Kingston Economic Development Corporation, I see the exciting ambitions to attract business and support local economic sustainability. Having a central conference site will bring many business leaders and decision-makers into the Kingston environment where they will be able to see its attraction for investment, and generate significant incremental spending with local businesses.

Filling the gap of a conference facility will allow Kingston to host important events and discussions that will advance business, engage the community, and support Kingston's position as unique mid-sized city with an impressive entrepreneurship and innovation capacity.

Sincerely,

Wanda M. Costen, PhD
Dean



Kingston

Conference Centre Case for Support



To: Mayor and Members of Council
From: Karen Cross, CEO, Greater Kingston Chamber of Commerce
Subject: Proposed conference centre

On behalf of the members of the Greater Kingston Chamber of Commerce, I am pleased to announce our support for the creation of a downtown conference centre and the resulting benefits it would provide Kingston's economy.

Given the increasing interest in Kingston as a potential conference destination, we are faced with a significant opportunity to increase the size and frequency of conferences hosted in Kingston, thereby attracting additional outside dollars to Kingston and opening up new markets and customers to Kingston businesses.

We understand the desired outcome for this development would include a high-end hotel as well as some additional residential units. It would further create learning opportunities for St. Lawrence College students in relevant disciplines and provide an economic boon to local firms and businesses through local construction activity.

As we consider the planned location for this centre, we wish to highlight the support of businesses and hotels in the area and the fact they have no immediate concerns that this would harm their businesses or draw existing business away. Rather, many are excited at the idea of drawing in new business outside of the peak season to help sustain them through quieter periods.

Past Councils have received several delegations and presentations on this topic, and we are approaching 10 years since the idea of a downtown conference centre was first studied and proposed. In that time, a prime plot of land downtown has sat largely idle, construction costs have increased, and opportunities have passed Kingston by while new rounds of study were commissioned.

We urge council not to allow this opportunity to pass by yet again and to instead begin the process towards creating this important community resource that will ultimately strengthen our local economy and businesses.

Sincerely,

A handwritten signature in black ink, appearing to read "K. Cross".

Karen Cross
Chief Executive Officer

Greater Kingston Chamber of Commerce

Influence

Connect

Support

Kingston

Conference Centre Case for Support

KINGSTON

— *Economic Development* —

November 17, 2022

Megan Knott
Executive Director
Tourism Kingston
460-366 King Street East
Kingston, On, K7K 6Y3

Re: Convention Centre Project Letter of Support

To whom it may concern,

On behalf of the Kingston Economic Development Board of Directors please accept this letter in support of the Kingston Convention Centre Project.

Meetings, conferences, and exhibitions are an important component of the tourism economy. In Kingston, leisure tourism is highly concentrated in the summer months, but business tourism events happen year-round. Non-spectator events at the Leon's Centre (conventions, banquets, meetings, and tradeshow) generated between 20,685 – 21,511 in attendance, even while sharing the use of the facility with OHL Hockey and spectator events.

We believed that a dedicated convention space would help supply a steady stream of business events to a community throughout the year helps to stabilize the local economy, particularly for businesses like accommodations, restaurants, and small businesses.

An economic impact study of the effect of the K-Rock Centre (now the Leon's Centre) in 2009 and 2010 commissioned by Downtown Kingston showed that the centre generated \$7-8 million a year in either repatriated or attracted revenue for the community in each of its first two-full years of operation. In addition to the economic impact, the Leon's Centre has stemmed significant employment impact for the community. The same report indicated 486 full-time employee opportunities created on average for the period, and one could expect similar results for the proposed Convention Centre Project.

Having a conference centre facility in Kingston will generate economic benefits and more tourism to the City of Kingston throughout slower seasons of the year, and we believe the development of a Conference Centre is a key component of the City's Integrated Destination Strategy and supports the City of Kingston and Economic Development's Integrated Economic Development Strategic Plan.

Sincerely,

Kingston Economic Development Board of Directors

366 King Street East, Suite 420, Kingston, Ontario, K7K 6Y3
www.investkingston.ca | Tel: 613.544.2725 | Email: communications@investkingston.ca

kingston

Conference Centre Case for Support



1575 John Counter Blvd., Kingston, ON K7M 3L5
Phone: (613) 542-9431 | Fax: (613) 542-2417

Tourism Kingston
460-366 King Street East,
Kingston, Ont. K7K 6Y3

November 30, 2022

Re: Proposed Downtown Convention Centre

Dear Megan and Tourism Kingston Team,

On behalf of the Board of Directors of the Kingston Construction Association (KCA), please consider this letter as support for the proposed Kingston Downtown Convention Centre. The KCA Board was impressed with a convincing presentation outlining the rationale and need for a Convention Centre to expand year-round tourism, support local businesses and provide residents in the Greater Kingston area a venue to host and enjoy a myriad of community centric events. It would also provide an opportunity to acquire more "share of wallet" through the ability to attract corporate, social and recreational events from across North America and beyond. The KCA has experienced firsthand lost opportunities to host provincial and national industry trade association conferences for lack of a large, centrally located convention centre.

As a local Association involved in all aspects of construction and construction services, a project of this scale and scope would undoubtedly have a positive impact on our local labour market and community partners. Many of our over 400 member firms are well known and well-regarded residents, community supporters and employers and would welcome the opportunity to help turn this vision into reality.

A Convention Centre would also fit well within the City's Integrated Economic Development Strategy and would compliment already committed initiatives being pursued with respect to a deep-water cruise dock and expanding air and rail service to this wonderful City.

Sincerely, -

A handwritten signature in black ink, appearing to read "Harry Sullivan". The signature is stylized with a large initial "H" and a series of vertical strokes for the rest of the name.

Harry Sullivan,
Executive Director, KCA
On behalf of the Board of Directors

Conference Centre Case for Support

KINGSTON

◀ Accommodation Partners ▶

November 17, 2022

Support Letter: Kingston Conference Centre

To whom it may concern:

On behalf of Kingston Accommodation Partners (KAP), I would like to express my full support for development of a purpose-built conference centre in downtown Kingston.

Kingston's hotel, motel, and short-term rental community supports building a conference centre downtown as it will help Kingston grow economically, will promote greater and more consistent activity throughout the year, and will allow us to expand our tourism outreach with a compelling pitch to bring large gatherings of all kinds to Kingston. A purpose-built conference centre will bring more activity to Kingston, increase visitation in less-busy times of year, and spread out where guests stay while in the city. We work closely with Tourism Kingston on a daily basis and have complete confidence in the TK team's ability to create a truly unique and exciting experience.

Please feel free to contact me if you require further information or have any questions about KAP's commitment to this endeavour.

Sincerely,



Krista LeClair
Executive Director
Kingston Accommodation Partners
151 Wellington St., Suite 2
Kingston, ON

kingston

