wayne.buller@csc-scc.gc.ca | Telephone: 613-545-8311 / Fax: 613-545-8684

A/Administrateur Régional Communications et services à la haute direction | l'Ontario Service correctionnel Canada | Gouvernement du Canada |

wayne.buller@csc-scc.gc.ca | Tél.: 613-545-8311 / Télé: 613-545-8684

From: Bhavana Varma <br/>
<br/>
bvarma@unitedwaykfla.ca>

Sent: April 30, 2019 9:56 AM

Buller Wayne (ONT) < Wayne.Buller@csc-scc.gc.ca> To:

Cc: Harris Scott (ONT) < Scott. Harris@CSC-SCC.GC.CA>

Subject: Fwd: Poster and Ad mats

I realize Scott is away. Not sure if we have to wait or whether you can approve

Can you review this and let me know if you are ok with this poster?

Thanks

Sent from my iPhone

Begin forwarded message:

From:

To: "Bhavana Varma"

<bvarma@unitedwaykfla.ca>, "John DiPaolo"

<idipaolo@unitedwaykfla.ca>

Subject: Fwd: Poster and Ad mats

cam up with this as a poster and Ad mat - I love it!

Would love to know your thoughts.

Could be a cool event t-shirt as well?

Begin forwarded message:

From:

Subject: ke: Poster and Ad mats

**Date:** April 29, 2019 at 8:04:56 PM EDT

To:

I meant to send this on Friday but I don't think I did

The historings count is deligical. To the top bonder count counted or stated code to A history gains to be consult, and stated.		

Hello there! I'll be on them tomorrow morning and will send as soon as I can! Easter was swell, hope yours was as well (a)

Talk to ya tomorrow!

From:

Sent: Tuesday, April 23, 2019 6:55 PM

To:

Subject: Poster and Ad mats

Hey there Mr

We need to get on these...

Do you need anything else from me?

Hope you all had a lovely Easter!

From: Kyle Lawlor <

Sent:May 1, 2019 8:50 AMTo:Lawlor Kyle (ONT)Subject:Fwd: proposalAttachments:Proposal.pdf

From: Bhavana Varma

**Sent:** Wednesday, May 1, 2019 8:38:51 AM **To:** Buller Wayne (ONT); 'Kyle Lawlor'

Cc: Harris Scott (ONT)
Subject: RE: proposal

Here's the revised proposal. Thanks for the catch <sup>3</sup>

Bhavana

Bhavana Varma

Work: 613-542-2674 ext 1101

Direct: 613-542-4751 Cell: 613-929-4828

From: Buller Wayne (ONT) [mailto:Wayne.Buller@csc-scc.gc.ca]

Sent: May-01-19 8:26 AM

To: Bhavana Varma; 'Kyle Lawlor'

**Cc:** Harris Scott (ONT) **Subject:** RE: proposal

Bhavana,

I have read through just a couple of items the dates for KP should read (1835-2013) instead of (1845-2013)

Under the title LOGISTICS the event date should read Saturday the 14th instead of the 13th.

I would increase the key plan to a full page.

I would like to arrange a call with NHQ this afternoon and if possible would you be available to be on the call?

Regards

Wayne Buller

A/Regional Administrator Communications and Executive Services | Ontario |

Correctional Service of Canada | Government of Canada |

wayne.buller@csc-scc.gc.ca | Telephone: 613-545-8311 / Fax: 613-545-8684

A/Administrateur Régional Communications et services à la haute direction | l'Ontario

Service correctionnel Canada | Gouvernement du Canada |

wayne.buller@csc-scc.gc.ca | Tél.: 613-545-8311 / Télé: 613-545-8684

From: Buller Wayne (ONT) Sent: May 1, 2019 7:58 AM

To: 'Bhavana Varma' <bvarma@unitedwaykfla.ca>; Kyle Lawlor <

Cc: Harris Scott (ONT) < Scott. Harris@CSC-SCC.GC.CA>

Subject: RE: proposal

Bhavana,

I will have a look at it today and get back to you. Given the situation and I know Scott's support I will see what we can do

to move things along.

Regards

#### Wayne Buller

A/Regional Administrator Communications and Executive Services | Ontario |

Correctional Service of Canada | Government of Canada |

wayne.buller@csc-scc.gc.ca | Telephone: 613-545-8311 / Fax: 613-545-8684

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Service correctionnel Canada | Gouvernement du Canada |

wayne.buller@csc-scc.gc.ca | Tél.: 613-545-8311 / Télé: 613-545-8684

From: Bhavana Varma < bvarma@unitedwaykfla.ca >

**Sent:** April 30, 2019 10:27 PM

To: Buller Wayne (ONT) < <u>Wayne.Buller@csc-scc.gc.ca</u>>; Kyle Lawlor <

Cc: Harris Scott (ONT) < Scott. Harris@CSC-SCC.GC.CA>

**Subject:** proposal Hi Wayne, Kyle

It's been an exciting couple of days – here's a very quick update/background, followed by a request.

- -The Glorious Sons management seems intent on messing with our event. After they approached CSC they requested the City for market square and space, then went to St. Lawrence Parks Commission and requested the same date ie Sep 14th. Both of these partners are cognizant of the potential damage this could cause; the City doesn't rent market square and SLPC will not book them the same day. The manager has then gone ahead and booked the Leon Centre for the 13<sup>th</sup> and 14<sup>th</sup> nights. While the management of The Tragically Hip has been asking the GS manager to step down, they are recommending we be proactive with this.
- We will need to move our launch dates ahead we are hoping to announce the concert next week on May 8<sup>th</sup> and start ticket sales on the 11<sup>th</sup> of May.

I have attached a proposal as requested by Scott. I realize Scott is away this week and most of next – I am hoping both of you can go through this to let me know if there is anything else I need to include; and to let me know if you think this is good to go. What would be the next steps to help us get ready to announce on Wednesday next week (May 8<sup>th</sup>) Thanks. Apologies for the rush on this – just hoping that we can get things organized to avoid any major challenge! The rest of the event is coming together very nicely – we have most of our sponsorships sold in the space of a week and lots of interest from a lot of people/

Thanks for all your help with this! much appreciated

Bhavana

#### **Bhavana Varma**

President & CEO | United Way of Kingston, Frontenac, Lennox & Addington

417 Bagot Street | Kingston, ON | K7K 3C1 | www.unitedwaykfla.ca

T: 613-542-2674 Ext.1101 | C: 613-929-4828 | Direct: 613-542-4751 | bvarma@unitedwaykfla.ca

s.19(1)

From: Buller Wayne (ONT)
Sent: May 1, 2019 5:39 PM
To: 'Bhavana Varma'

**Cc:** Harris Scott (ONT); 'Kyle Lawlor'

**Subject:** RE: proposal

**Attachments:** United Way Music Event 2019 (Draft).docx

**Importance:** High

Bhavana,

I spoke with NHQ this afternoon and as previously discussed they suggested to put in place a signed licence agreement specifically for the music event with UWKFLA and the exclusive use from 12<sup>th</sup> September 2019 and 17<sup>th</sup> September 2019(inclusive).

Due to the time limitations I utilized the current agreement between CSC and the City of Kingston as a base for the agreement between CSC and UWKFLA.

I will also be providing the information in your proposal to NHQ and the Minister's Office for information purposes so you are aware.

I am hoping to have everything approved by Tuesday however due to the very short timelines I can not guarantee.

Can you let me know if you are OK with the agreement and at the same time I will send to CSC legal and Corporate Services for review.

Regards

# Wayne Buller

A/Regional Administrator Communications and Executive Services | Ontario | Correctional Service of Canada | Government of Canada | wayne.buller@csc-scc.gc.ca | Telephone: 613-545-8311 / Fax: 613-545-8684

A/Administrateur Régional Communications et services à la haute direction | l'Ontario Service correctionnel Canada | Gouvernement du Canada | wayne.buller@csc-scc.gc.ca | Tél.: 613-545-8311 / Télé: 613-545-8684

From: Bhavana Varma Sent: May 1, 2019 8:39 AM

To: Buller Wayne (ONT); 'Kyle Lawlor'

**Cc:** Harris Scott (ONT) **Subject:** RE: proposal

Here's the revised proposal. Thanks for the catch ©

Bhavana

Bhavana Varma

Work: 613-542-2674 ext 1101

Direct: 613-542-4751 Cell: 613-929-4828

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Sent: May-01-19 8:26 AM

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<br/>
bvarma@unitedwaykfla.ca>; 'Kyle Lawlor' |

Cc: Harris Scott (ONT) < Scott. Harris@CSC-SCC.GC.CA>

Subject: RE: proposal

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## Wayne Buller

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bvarma@unitedwaykfla.ca>; Kyle Lawlor

Cc: Harris Scott (ONT) < Scott. Harris@CSC-SCC.GC.CA>

Subject: RE: proposal

Bhavana,

I will have a look at it today and get back to you. Given the situation and I know Scott's support I will see what we can do to move things along.

Regards

# Wayne Buller

A/Regional Administrator Communications and Executive Services | Ontario | Correctional Service of Canada | Government of Canada |

wayne.buller@csc-scc.gc.ca | Telephone: 613-545-8311 / Fax: 613-545-8684

A/Administrateur Régional Communications et services à la haute direction | l'Ontario Service correctionnel Canada | Gouvernement du Canada |

wayne.buller@csc-scc.gc.ca | Tél.: 613-545-8311 / Télé: 613-545-8684

Sent: April 30, 2019 10:27 PM

To: Buller Wayne (ONT) < Wayne.Buller@csc-scc.gc.ca>; Kyle Lawlor <

Cc: Harris Scott (ONT) <Scott.Harris@CSC-SCC.GC.CA>

Subject: proposal

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I have attached a proposal as requested by Scott. I realize Scott is away this week and most of next – I am hoping both of you can go through this to let me know if there is anything else I need to include; and to let me know if you think this is good to go. What would be the next steps to help us get ready to announce on Wednesday next week (May 8<sup>th</sup>)

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Thanks for all your help with this! much appreciated

#### Bhavana

#### Bhavana Varma

President & CEO | United Way of Kingston, Frontenac, Lennox & Addington

417 Bagot Street | Kingston, ON | K7K 3C1 | www.unitedwaykfla.ca

T: 613-542-2674 Ext.1101 | C: 613-929-4828 | Direct: 613-542-4751 | bvarma@unitedwaykfla.ca

From:

**Sent:** July 2, 2019 11:23 AM

To:

Patrick Murphy; Lawlor Kyle (ONT);

Kim (ONT)

Bhavana Varma;

Subject:
Attachments:

Rockin' the Big House - committee meeting Rockin' the Big House - committee meeting

Good Morning,

I hope everyone had a wonderful long weekend, and welcome back Bhavana.

This email is just a reminder that our next Rockin' the Big House committee meeting will be held on <u>Thursday</u>, <u>July 4<sup>th</sup></u> at 1pm in the United Way Boardroom.

I look forward to seeing you all then,

-----Original Appointment-----

From: John DiPaolo Sent: July-02-19 10:25 AM

To: John DiPaolo; Lawlor Kyle (ONT);

astephenson@cityofkingston.ca;

Bhavana Varma

Subject: Rockin' the Big House - committee meeting

When: July-04-19 1:00 PM-2:30 PM (UTC-05:00) Eastern Time (US & Canada).

Where: UW Boardroom - 417 Bagot Street

**Subject:** Rockin' the Big House - committee meeting

**Location:** UW Boardroom - 417 Bagot Street

 Start:
 Thu 2019-07-04 1:00 PM

 End:
 Thu 2019-07-04 2:30 PM

**Recurrence:** (none)

Organizer: John DiPaolo

From: Lawlor Kyle (ONT)

Sent: June 26, 2019 10:42 AM

To: Buller Wayne (ONT)

**Subject:** FW: Rockin' the Big House - logistics meeting

Will you put this in your calendar, can you put this in your calendar in case I can't make it?

From: John DiPaolo

**Sent:** June 26, 2019 9:22 AM **To:** Geoff Waycik; Vinnie Rebelo **Cc:** Lawlor Kyle (ONT); Bhavana Varma

Subject: RE: Rockin' the Big House - logistics meeting

Sounds great! Thanks everyone.

I have just sent out an Outlook calendar invite for 12:00 PM on the 23rd.

Thanks, John

3000 3000

John DiPaolo

613-542-2674 ext. 1102

From: Geoff Waycik
Sent: June-26-19 8:47 AM
To: Vinnie Rebelo ; John DiPaolo
Cc: Lawlor Kyle (ONT) ; Bhavana Varma

Subject: RE: Rockin' the Big House - logistics meeting

Same here.

Geoff Waycik Director, Historic Sites St. Lawrence Parks Commission Tel: 613-543-3704 ext. 2235 Cell: 613-362-8054

geoff.waycik@parks.on.ca



## Parks of the St. Lawrence

THE ST. LAWRENCE PARKS COMMISSION AN AGENCY OF THE GOVERNMENT OF ONTARIO

## Les Parcs du Saint-Laurent

LA COMMISSION DES PARCS DU SAINT-LAURENT UN ORGANISME DU GOUVERNEMENT DE L'ONTARIO

From: Vinnie Rebelo

Sent: Tuesday, June 25, 2019 3:41 PM

To: John DiPaolo < idipaolo@unitedwaykfla.ca>

**Cc:** Geoff Waycik < Geoff. Waycik@parks.on.ca >; Lawlor Kyle (ONT) < Kyle.Lawlor@csc-scc.gc.ca >; Bhavana Varma <br/>
<br/>
bvarma@unitedwaykfla.ca >

Subject: Re: Rockin' the Big House - logistics meeting

I am available for all dates/times.

Have a fantastic day!

Venicio (Vinnie) Rebelo Manager, Kingston Pen Tours St Lawrence Parks Commission Cell 613-329-7659 Vinnie.rebelo@parks.on.ca

On Jun 25, 2019, at 3:34 PM, John DiPaolo < jdipaolo@unitedwaykfla.ca > wrote:

Geoff/Vinnie.

Sorry for the delay in getting back to you about this meeting. Just trying to juggle around a couple of vacation schedules between myself and Bhavana.

Would any of the following dates/times work for the both of you?

Tuesday July 23 at 12:00 PM Tuesday July 23 at 4:00 PM Wednesday July 24 anytime after 12:00 PM

Thanks, John

200.00

John DiPaolo

613-542-2674 ext. 1102

From: Geoff Waycik <Geoff.Waycik@parks.on.ca>

Sent: June-21-19 4:19 PM

To: Lawlor Kyle (ONT) < <a href="mailto:Kyle.Lawlor@CSC-SCC.GC.CA">Kyle.Lawlor@CSC-SCC.GC.CA</a>; Vinnie Rebelo < <a href="mailto:Vinnie.Rebelo@parks.on.ca">Vinnie.Rebelo@parks.on.ca</a>;

John DiPaolo < jdipaolo@unitedwaykfla.ca>

**Cc:** Bhavana Varma < <u>bvarma@unitedwaykfla.ca</u> > **Subject:** RE: Rockin' the Big House - logistics meeting

Hi Everyone,

I am completely unavailable on July 11. Is there any chance of doing this next week or the week after? If so, my availability:

- ? Jun 24 after 12:00 pm
- ? Jun 27 after 12:00 pm
- ? July 2 before 3:00 pm
- ? July 4 between 11:00 am and 1:30 pm, after 3:00 pm
- ? July 5 anytime

Thank you,

Geoff Waycik Director, Historic Sites St. Lawrence Parks Commission Tel: 613-543-3704 ext. 2235

Cell: 613-362-8054 geoff.waycik@parks.on.ca

From: Lawlor Kyle (ONT) [mailto:Kyle.Lawlor@CSC-SCC.GC.CA]

**Sent:** Friday, June 21, 2019 3:51 PM

To: Vinnie Rebelo < Vinnie.Rebelo@parks.on.ca >; John DiPaolo < jdipaolo@unitedwaykfla.ca >; Geoff

Waycik < Geoff. Waycik@parks.on.ca>

**Cc:** Bhavana Varma < <u>bvarma@unitedwaykfla.ca</u>> **Subject:** RE: Rockin' the Big House - logistics meeting

July 11 in the morning is the only time that works for me. Apologies.

Kyle

From: Vinnie Rebelo < Vinnie.Rebelo@parks.on.ca>

**Sent:** June 21, 2019 1:55 PM

To: John DiPaolo < jdipaolo@unitedwaykfla.ca >; Geoff Waycik < Geoff. Waycik@parks.on.ca >

Cc: Bhavana Varma < bvarma@unitedwaykfla.ca >; Lawlor Kyle (ONT) < Kyle.Lawlor@CSC-SCC.GC.CA >

Subject: RE: Rockin' the Big House - logistics meeting

Hi John, all those dates work for me... would be best to meet here at KP in case we need to look at something.

I have copied Geoff as I believe it is important that he attend this meeting as well.

Geoff, I would like to have attend as well to ensure we have everything covered.

I will wait to hear back from Geoff to confirm the time and date..

Have a Fantastic Day!

Venicio (Vinnie) Rebelo Manager, Kingston Pen Tours **St Lawrence Parks Commission** 

Cell: 613-329-7659

Vinnie.rebelo@parks.on.ca

From: John DiPaolo [mailto:jdipaolo@unitedwaykfla.ca]

**Sent:** June 21, 2019 1:51 PM

To: Vinnie Rebelo < Vinnie.Rebelo@parks.on.ca>

**Cc:** Bhavana Varma < <u>bvarma@unitedwaykfla.ca</u>>; Kyle Lawlor < <u>kyle.lawlor@csc-scc.gc.ca</u>> **Subject:** Rockin' the Big House - logistics meeting

Vinnie.

I was wondering if we could set up a meeting to discuss some logistical items for our concert event and also explore the possibility of using some of the existing amenities that SLPC has in place at KP. Also, at this meeting we are hoping to share with you our current site plan for the concert so that you can get a sense of what the venue will look like during the show and after (with our intention to have it back in you hands in the same condition it was turned over to us).

Do any of the following dates/times work for you? We would be happy to come see you at KP or we can host the meeting in our offices as well.

Tuesday July 9 at 2:30 Thursday July 11 (anytime between 9:00 AM and 11:00 AM) Thursday July 11 at 3:00 PM

Thanks, John

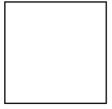
#### John DiPaolo

Vice President, Operations | United Way of Kingston, Frontenac, Lennox & Addington

417 Bagot Street | Kingston, ON | K7K 3C1 | www.unitedwaykfla.ca
T: 613-542-2674 Ext.1102 | Cell: 613-329-9171 | jdipaolo@unitedwaykfla.ca

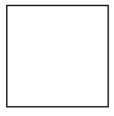
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From: Lawlor Kyle (ONT)

Sent: June 25, 2019 4:07 PM

To: 'John DiPaolo'

**Subject:** RE: Rockin' the Big House - logistics meeting

I am tentatively available for this one, but I know you know what's needed and if I can't make it and we need someone, Wayne Buller said he would step in for me.

From: John DiPaolo

Sent: June 25, 2019 3:34 PM

To: Geoff Waycik; Lawlor Kyle (ONT); Vinnie Rebelo

Cc: Bhavana Varma

Subject: RE: Rockin' the Big House - logistics meeting

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613-542-2674 ext. 1102

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## Thank you,

Geoff Waycik
Director, Historic Sites
St. Lawrence Parks Commission
Tel: 613-543-3704 ext. 2235

Cell: 613-362-8054 geoff.waycik@parks.on.ca



# Parks of the St. Lawrence

Les Parcs du Saint-Laurent

THE ST. LAWRENCE PARKS COMMISSION AN AGENCY OF THE GOVERNMENT OF ONTARIO LA COMMISSION DES PARCS DU SAINT-LAURENT UN ORGANISME DU GOUVERNEMENT DE L'ONTARIO

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To: Vinnie Rebelo < Vinnie.Rebelo@parks.on.ca>; John DiPaolo < jdipaolo@unitedwaykfla.ca>; Geoff Waycik

<Geoff.Waycik@parks.on.ca>

Cc: Bhavana Varma < bvarma@unitedwaykfla.ca > Subject: RE: Rockin' the Big House - logistics meeting

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Kyle

From: Vinnie Rebelo < Vinnie.Rebelo@parks.on.ca>

Sent: June 21, 2019 1:55 PM

To: John DiPaolo <idipaolo@unitedwaykfla.ca>; Geoff Waycik <Geoff.Waycik@parks.on.ca>

Subject: RE: Rockin' the Big House - logistics meeting

Hi John, all those dates work for me... would be best to meet here at KP in case we need to look at something.

I have copied Geoff as I believe it is important that he attend this meeting as well.

Geoff, I would like to have \_\_\_\_\_attend as well to ensure we have everything covered.

I will wait to hear back from Geoff to confirm the time and date..

Have a Fantastic Day!

Venicio (Vinnie) Rebelo Manager, Kingston Pen Tours St Lawrence Parks Commission

Cell: 613-329-7659

Vinnie.rebelo@parks.on.ca

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## Parks of the St. Lawrence

THE ST. LAWRENCE PARKS COMMISSION AN AGENCY OF THE GOVERNMENT OF ONTARIO

## Les Parcs du Saint-Laurent

LA COMMISSION DES PARCS DU SAINT-LAURENT UN ORGANISME DU GOUVERNEMENT DE L'ONTARIO

From: John DiPaolo [mailto:jdipaolo@unitedwaykfla.ca]

**Sent:** June 21, 2019 1:51 PM

To: Vinnie Rebelo < Vinnie. Rebelo@parks.on.ca>

Subject: Rockin' the Big House - logistics meeting

Vinnie,

I was wondering if we could set up a meeting to discuss some logistical items for our concert event and also explore the possibility of using some of the existing amenities that SLPC has in place at KP. Also, at this meeting we are hoping to share with you our current site plan for the concert so that you can get a sense of what the venue will look like during the show and after (with our intention to have it back in you hands in the same condition it was turned over to us).

Do any of the following dates/times work for you? We would be happy to come see you at KP or we can host the meeting in our offices as well.

Tuesday July 9 at 2:30 Thursday July 11 (anytime between 9:00 AM and 11:00 AM) Thursday July 11 at 3:00 PM

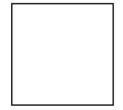
Thanks, John

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## John DiPaolo

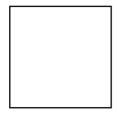
Vice President, Operations | United Way of Kingston, Frontenac, Lennox & Addington

417 Bagot Street | Kingston, ON | K7K 3C1 | <a href="www.unitedwaykfla.ca">www.unitedwaykfla.ca</a> T: 613-542-2674 Ext.1102 | Cell: 613-329-9171 | <a href="mailto:jdipaolo@unitedwaykfla.ca">jdipaolo@unitedwaykfla.ca</a>



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## ROCKIN' THE BIG HOUSE DEBRIEF REPORT September 23, 2019

#### Initial feedback:

Based on feedback (emails, social media, phone calls, notes) during and after the event, Rockin' The Big House has been rated as extremely successful. The success appears to be:

- Venue
- Quality and calibre of bands; and that they donated their time
- Customer service, volunteers/staff
- Smooth and efficient running
- Food and beverage

Feedback from bands, audience, volunteers, sponsors is overwhelmingly positive. See appendix for a sample of direct quotes.

#### **DESIGNING THE EVENT**

United Way Fare For Friends was run for 25 years and it was felt it would be best to wrap it up while it was still a success. To replace it, we started looking at this event last August – finding a unique venue that would showcase and celebrate the music scene in Kingston. The Kingston Pen seemed to fit the vision and the group visited it to determine how best to design this.

Timing: it was agreed that it was best held the same weekend as Fare For Friends was traditionally held (second or third Sunday in September).

 The timing, if the event were to run again, may need to be reviewed. It is just after the campaign launch, and workplace campaigns are in full swing at this time. However, the benefit of this time is that sponsored employees are with us to supplement staff.

Location of concert within venue: The Kingston Penitentiary is a unique and historic site. There was much debate about using the yard or the front area. The yard would have made it a contained event (similar to an earlier Police Equestrian event) but would not capture the architectural structure or uniqueness of the venue. Based on many discussions, it was felt the front courtyard is the best location for a concert. Logistically it posed some challenges that were worked through. All agree the front courtyard made the event special.

A lot of careful thought went into the design – location of stage, audience, food and beverage. The planning and layout was well done.

Services of a site coordinator were retained – Michael Schipper, who has worked on many concerts. Michael retained the services of an autocad designer to help with the placement of various pieces, which was again, very helpful.

An event coordinator was hired through a federal summer placement grant, to provide administrative support.

- It will be important, if an event like this is considered again, that a site coordinator/ project manager be local and on site. A lot of the day to day, short and long term project management fell to UW management (Bhavana & John).
- We need to continue with an additional resource for admin support, as Grace's work was critical to the planning of this event

- John and Bhavana were the primary staff working with the co-chairs and committee. Having run the first year, it will be easier to bring in other senior staff leaders to manage specific aspects.
- Plan the load in of items (stage, portable washrooms, generators, tents, water trucks, refrigeration trucks, and fencing over a longer period of time. Too much was loaded in on Thursday/Friday. Suggest starting the load in on the Monday/Tuesday prior to the Saturday event.

One of the biggest challenges of the venue is the lack of running water and electricity. This caused significant challenges when planning and required contracting with generators and water sources.

- A local firm, Battlefield Equipment, was hired to provide lighting, generators
- · Utilities Kingston provided 2 water trucks for drinking water
- A water truck was brought in to fill water jugs for tents placed on concrete
- Over 40 porta potties and 3 'royal flushers' were brought in

The City of Kingston generously donated the use of their stage, as well as picnic benches, some barricades (saw horses) and low bleachers.

Kyle Brown was hired to provide lighting, sound for production. This worked exceptionally well. Tree lighting and building illumination was good, added nice ambience and provided bonus of some site lighting and safety during the show.

#### Recommendation:

 Breakout sections as we did towards the end; have team leads (volunteer & staff paired up) to work on this between meetings rather than everyone working on everything

#### TICKET SALES

Due to an unplanned competitive band, the launch was moved up a month, which resulted in some rushed presentations and decisions regarding sponsorships, ticket sales, etc.

Ticketmaster did not charge a service fee. Leon's Centre provided the box office service with no additional fees, just the cost of staff to assist with ticket sales and scanning.

500 tickets were pre-sold with a code to United Way supporters and were sold out within half an hour. The remaining tickets were sold a couple of weeks later, with all transactions completed within 20 minutes.

Analysis of the ticket sales indicated that most people who bought tickets were local, and this was demonstrated at the event itself, which ended up having a local community spirit.

About 50,000 people tried to secure 2,500 tickets; this resulted in many social media posts criticizing the use of Ticketmaster and claiming robots bought tickets. However, the facts indicate that this was not true ie real people purchased these tickets, many of them local.

There were only a few 'scalped' tickets sold for high prices (as high as USD 400), an indication that real people purchased these tickets and that they intended to attend.

Kingston Fire & Rescue provided some guidance on how many could attend in the area as per our design; they estimated approximately 2,500 - 3,000 was safe. While the space could hold a lot more, it was felt that there were two main exits (north and south sally ports); based on this we maxed out ticket sales at 3,000.

#### Total sold:

200 Gold tickets (\$200 each)
2370 General Admission (\$75 each)
130 comps/promotion tickets
100 band/family tickets
200 platinum tickets (\$500 each)
100 sponsor tickets

Total: 3,100; taxes came out of ticket price

Net revenue from ticket sales: \$250,000.

An alternative might be to charge a flat \$85/100+taxes for GA and have a few platinum tickets at \$200-250+taxes. This would raise even more revenue without the added resources expended revolunteers/staff/time spent securing caterers, additional tents, bars, etc

2,600 x 100=\$260,000 (exclusive of tax)

200x200=\$40.000

300 comps (including band/family/sponsors/media promo)

Total: 3,100=\$280,000

## Ticket categories and sponsorships

In the rush for an early launch, the sponsorship and ticket packages were developed in a hurry. As a result of the rush, the sponsorship and media packages were created and circulated before final review and approval by United Way/committee, causing confusion and miscommunication.

In hindsight, if this event were to be held again, only one level of ticketing is recommended

- Feedback from staff/volunteers was that it was very confusing as to which ticket had access to what
- With limited resources, the numerous levels of service cost us in volunteer and staff effort, ticketing complexity and energy. These resources could have been better invested in supporting the staff and committee with the complex logistical support required for this huge undertaking.
- Pass sheet there were a lot of passes and wristbands. Worth a revisit for future to see if system can be simplified

#### Recommendations:

- In future, if this event were to happen again, the sponsorship packages need to be carefully reviewed for consistency; and the proposal documented.
- As is practice with other events and sponsorship processes, a letter confirming commitment to go to the sponsors and be a reference in case of future confusion.
- All ticketholders should have scannable tickets (platinum, sponsors did not)
- A suggestion has been made to include parking as a donation or as a ticket add-on

## Supplementary events

There were a number of events (8 mini-events/areas, in addition to the main event). Friday: For sponsors and band families

- pre-reception at the museum
- tour
- reception at the Mattress Factory
- dinner at the Mattress Factory

#### Saturday:

- sponsor/platinum pre reception at the Mattress Factory, for platinum and sponsors
- a sponsor area food and open bar for sponsors
- platinum area open bar for sponsors and platinum
- gold area for gold ticketholders (some confusion because Platinums told security they were allowed access and entered the area)
- backstage for bands, families, crew
- main event

Staff and volunteers who worked the event all felt this was too much to coordinate.

- There was general consensus there was too much provided for sponsors and platinum area patrons.
- AGCO inspectors spotted a large number of people who had too much to drink in the platinum area (which included sponsors who moved from the sponsor area to the platinum 'viewing' area.

## The following are recommendations that will determine if the event can be supported in future,

- no open bar (could possibly have one hour pre-event for platinum/sponsors)
- fewer events: keep the dinner the night before, an earlier entrance for platinum participants; eliminate all other events/receptions
- Have only one platinum/special section. It is better to have the bulk of tickets sold at \$100 (if not \$75), and only one section for platinum (which could be less of a premium price) which would include sponsors, higher ticket levels, band families
- For platinum ticketholders receiptable amount was high, considering the value received (\$1,000: with \$200 for two, with \$800 receipted). This contradicts CRA rules since the value received was greater than the non-receipted amount.

## **Partnerships**

- The City of Kingston was on board and supported this event with the stage, barricades, bleachers, OSKAR (recycling truck)
- Community Police Volunteers provided road closure and parking services
- Kingston Police provided two police on-duty at no cost to us
- Kingston Fire & Rescue provided two on-duty firefighters at no cost to us
- St. Lawrence Parks Commission was initially not happy with missing a few days on tour but we agreed to permit tours that were already booked (2 days); however it ended up that they continued to sell tours and ran them four of the five days (the only exclusion was Saturday)
- Utilities Kingston provided refill water stations

Correctional Service Canada staff and management went above and beyond to support this event. They were always ready to provide guidance, advice, cautions and support.

If the event were to run, the City of Kingston coming on as an 'official' partner would be very helpful as they have the resources and expertise to organize large events.

#### Recommendation:

- Work ahead of time regarding contracts and agreements with photographers, videographers
- Would recommend a dedicated week for UW without SLPC present
- No SLPC tours before or during setup. While there was agreement that there would be no tours
  during the week, they still had some commitments and also forgot to take down the week
  schedule online. As a result there was disruption to them and us.

- There was not a lot of Kingston Pen Tours merchandise sold; would recommend they not be open (and save 5 passes!)
- Opportunity to connect with the City to arrange for City staff to volunteer to assist with OSKAR loading and sorting during the event. Also need large recycling bins for cans for clean up the following day
- Valet Bicycle parking was a late add-on. There is value to having this there reflects well on both the United Way and Bicycle Valet Kingston, as showing eco-conscious and to promote the concept of valet bicycle parking. If it is done again, better promotion of this option in advance and more space/barricades will be included in the initial planning stage.

#### Traffic control

For safety reasons, anticipating crowds arriving early, a road closure was requested from 3pm to midnight. There did not appear to be any issue with this.

Use of Kingston Transit was promoted and they provided routes and extra buses for that night. After the event, Kingston Transit advised us they had 5 very full buses – 3 headed west and 2 downtown.

• If this event were repeated they suggest the ticket include a bus pass as a few people were surprised that they had to pay.

## **Environmental sustainability**

In an attempt to reduce the carbon footprint:

- Everyone received a mug at the entrance and used this for drinks
- No one-time use plastic was permitted (water, straws); refillable water bottles (empty) were allowed to be brought in
- All food vendors had to use sustainable containers and cutlery (they were provided with sources to purchase these)
- Refillable water stations were provided
- People were encouraged to use Kingston Transit;
- valet bicycle parking was offered

#### Noise

United Way tried to get a bylaw exemption but, being federal property, the City has no jurisdiction. We wrote to every resident in the area to advise them of the event. No feedback was received at the time.

Two noise complaints were received, one of which was retracted.

- a day after the event one email was received complaining about the sound check the day prior to the event (which was a last minute schedule change for one of the bands and was 4pm to 5pm); however the person retracted on Monday, saying it wasn't bad.
- One complainant referred to the noise on Saturday

#### **ENTRANCES**

Front gate flowed quite well and had a good flow of patrons into the venue with 4 x guards and wands, 2 rows of bag checks. Staff from Leon's Centre were present at both gates which helped tremendously. They suggested to taper the lines to receive mug which worked well.

Smoking section worked fairly well; most people patient at the times we had to hold flow-out because flow-in prioritized

Egress – flowed and worked well. King Street seemed to empty by about 11:40pm. Was easily able to break down and move the Smoking 4' fence in at that time

#### **Volunteers**

Over 130 volunteers were present; these included 25 firefighters who volunteered their time, 20 community police volunteers. The rest were made up of volunteers from workplaces or those who had volunteered before. While there was an outpouring of offers to volunteer after tickets were sold out, volunteers were only selected from a pool of existing volunteers.

3 mandatory training and orientation sessions were held.

- One of the biggest challenges was that the majority of volunteers who were not placed right inside the event space backed out – we lost close to 15 volunteers who were to set up, tear down, assist with the event before or after.
- The numerous areas and events (platinum, gold, sponsors) ate into our pool of reliable volunteers, leaving fewer to help out.
- There were too many people providing counter-instructions the day of the event. In spite of finely choreographing who was going to do what, volunteers were co-opted, often to do tasks that had not been requested by the committee earlier
- It was hard to recruit volunteers for teardown and some core UW staff did an amazing job filing the gap. Recommendation to pay external people to set up and tear down; schedule more staff and sponsored employees to help with set up and teardown.
- A lot of time and effort was spent in sorting and stacking tables, chairs which should not be our role; it would be better to clarify expectations before the contract is signed.

#### **SAFETY & SECURITY**

Fire & Evacuation

A fire and evacuation plan was developed by CSC and United Way staff, with input from Kingston fire & Rescue and CSC Fire staff. Various emergency planning evacuation routes and plans were posted and radio communication between KFD/Event Security/KPD and Volunteer organizers were established.

Fire inspectors provided guidance on designing the event to allow 20 foot clearance for emergency vehicles at all times.

#### Security:

Northwest Security was hired, and a plan was developed in consultation with Kingston Police. Additionally, Ricky Wellington was brought in. North West (NW) was chosen because they are one of only 2 (and somewhat interchangeable) security companies who handle security at the vast majority of all major music venues, events, festivals and professional sporting events in the province. They provide security to the Leon's Centre, thus have local guards, thus keeping travel costs down). In hindsight, NW had several local events that weekend, and had to bus in over 80% of the event's call. So negating some of the potential budgeted savings and the perceived competitive advantage they had over their competition for this event.

The Guard call of 10 guards was pretty good to handle the event. Could have used access to a couple more once in the thick of the night.

A security plan was developed and shared with Kingston Police. The Chief of Police reviewed with her senior staff and provided input, agreed to provide two duty police for the event. Once this was done, the security plan for the event was distributed from UW.

UW did not have any direct connection with the head of security and were under the impression
it was Northwest they were dealing with. Clarity around this would have provided speedier
connection and communication with Ricky Wellington.

- EMS (St. John's Ambulance) was good and present. I saw them moving throughout the crowd much of the day/night. They moved as their unit of 4. Worth knowing if that is their common practice or if we could split to 2 groups of 2, so doubling coverage of the grounds
- There was confusion about the role of security. AGCO inspectors lodged a complaint about the number of inebriated people they saw and the lack of security intervention. Security people said they were trying to de-escalate situations rather than try to evict people from the premises
- There was also confusion around placement of firefighters who were volunteering. The assignments were pre-circulated; however on the day these were changed by Ricky, causing some confusion around breaks and scheduling. Nothing major, however better coordination and communication is key.
- The security briefing at 11am instead of 2pm caused stress in the setup as all committee members and leaders were in this briefing, leaving the few staff outside to fend for themselves. Again, better coordination and more staff/volunteers for setup would resolve this.
- For any event moving forward, have United Way liaise through call/meeting with event head of security (Ricky), lead for the security company (Wayne, Tom) to review expectations and practices for handling crowd situations like inebriation, etc...what the security's version of best practices are, what the event organizer's expectations are and what the plan and execution will be for the event
- Include this information in orientation for staff and volunteers so everyone is on the same page ie what to do in specific situations (inebriation, violence, etc)
- Include additional paid security that is roving the facility and looking for clear signs of people who have been drinking too much and when necessary escort them out of the building

## The Mattress Factory

The Mattress Factory is an extraordinary space. It was used for a reception for musicians and sponsors the night prior to the event.

It was a beautiful event. All those in attendance and the caterers and restauranteurs there agreed it would make a unique and beautiful restaurant.

- However it currently has no running water which can prove a challenge in prep, cleanup and
  trying to comply with public health standards. While we were able to overcome the issues, it
  could convert into a beautiful restaurant or cafeteria if there were access to water and a
  commercial kitchen. There is ample space to create this.
- It was also a significant challenge for staff to clean up between the dinner and the reception the following day, in the middle of all the other setup tasks

#### **MEDIA**

All media after the event has been positive. Most of the media ahead of time was positive as well.

Two weeks before the event, there was some criticism of the use of this space for a concert as well as the tours. The group felt that former inmates needed to have been included. There have been articles and a CBC interview to this effect. There was an organized open forum discussion at Queens University two days before the event to discuss the use of Kingston Pen making reference to "dark tourism". There have been counter articles in support of the use of space, since the prison has been decommissioned and the funds used for positive good. I suspect it would be very controversial if the proceeds were for a private company

Following the interview it was clear there was tremendous support for the use of space for the 'greater good', whether it be tours or concert. This is largely because the tours and the concert were for United

Way programs and their investment in preventative programs for youth. This has ended up being a very positive aspect.

- Post-event there have been positive feedback and reviews. Everyone is talking about the amazing event and want to know whether there is another iteration
- Consistency in media packages (developed and approved ahead of time) and confirmation in writing of what is agreed to

#### Media accreditation

Experienced and national media were comfortable with the 'rules' of media entry/re-entry. Local media and smaller media outlets did not understand and were challenging at times.

• Clearly clarify and outline media rules ahead of time and re-confirm before the event

#### **FOOD & BEVERAGE**

Vendors could either pay an entrance fee or donate to the United Way. In future, it would be better to be consistent.

There were 8 food vendors (including 4 trucks and a gelato cart), 3,840 food tickets (\$5 each) were used.

There were 10 beverage vendors (3 wineries, 6 breweries, 1 mixed drink vendor).8,000 beverage tickets (\$8 each) were used (1650 wine, 790 mixed drinks, 5500 beer). Additionally, platinum and sponsor areas, and backstage had access to donated beer/wine.

BEVERAGE		FOOD	
Rosehall Run Winery	733	Curry Original	126
Chateau Des Charmes	457	Pita Pit	167
Three Dog Winery	459	Mio Gelato	140
Top Shelf Distillers	793	Fryway 33	664
Riverhead Brewing Co	777	Smokin' Carnivore	1100
Daft Brewing	350	Otter Creek Farms	631
Skeleton Park Brewery	578	Chef Al Pub Fare	722
MacKinnon Brothers	830	Bubba's Original	290
Kingston Brewing Co (1of 2)	1,003		3840
Kingston Brewing Co (2 of 2)	553		
Spearhead Brewing Co (1 of 2)	580		
Spearhead Brewing Co (2 of 2)	875		
	7,988	<u> </u>	

There was confusion around expectations of sponsors who were also providing inkind food & beverage. After the event, in a couple of instances we ended up with lower financial support than had been originally discussed/understood

- Clarity around financial and a cheque in advance (similar to all other sponsors)
- With inkind and cost paid services separated from their financial sponsorship

The AGCO inspector arrived around 10pm. The UW had liquor licenses; however it appears that the inspector may not have done their homework, and neglected to arrive prior to the event. 3 people arrived and provided some feedback about some areas where security could have acted differently. Upon follow up with security there is a difference of opinion. We will wait to hear from AGCO with their recommendations.

- Have AGCO inspector do a site inspection before the event (had offered this but they were unable to do so, due to scheduling conflicts)
- Make sure all gate volunteers/staff are aware of what to do in the event of AGCO inspection who is to meet and greet them

#### **KFL&A Public Health**

UW had been told all these years they did not need public health inspectors because it was on federal property. Additionally a letter had gone to Public Health with no request or response. However, ten days before the event we were advised we needed to have an inspection and all vendors needed to apply for a permit for this event (including alcohol and food). Fortunately it all worked out and only one vendor needed some assistance to be compliant.

• Plan for permits ahead of time and schedule; lots of handwashing stations

#### Recommendations:

- Stricter vendor rules around check in and leaving, stopping service, tickets (one vendor was taking cash); capture this in an official contract back to them
- Have staff do initial set up and information and then deploy volunteers
- The platinum/gold line people were very aggressive and expected faster service; recommend no platinum line as it did not work well.

#### Merch tent

There was amazing demand as people entered the site. Seemed many patrons stopped at it on the way in, was lined up much of the early going. Overall merch sales were \$13 per person; which appears to be high. Demand for online merch sales. People appreciated concierge service (\$5). Approximately \$34,000 was spent on merchandise at the event.

Following the event, an online store for a limited time period (3 weeks) was set up to meet the demand for merchandise requests.

#### REVENUE

The event revenue is over \$365,000. Expenses against this are estimated to be between \$160-175,000. This is net revenue of approximately \$205,000.

# APPENDIX: QUOTES & FEEDBACK: STAFF, VOLUNTEERS, SPONSORED EMPLOYEES **Audience experience**

- The tin mugs where awesome. The concert attendees where very happy to receive them and they acted as a nice souvenir as well as being environmental friendly.
- Words used frequently have been 'magical', best ever, amazing, can't wait for next year, spectacular...
- Attendees seemed happy and good spirited about the event. Any blips were seamless to the event goers.
- Good amount of space for attendees to sit on the lawn or walk around and it was clean.
- The music sounded amazing- even on video the sound quality came through!
- Volunteers and committee were quick to remedy issues and dive in where needed
- Amazing welcoming volunteers! The volunteers and Sponsored employees at the front personally welcomed everyone with a huge smile. I saw happy concert goers leave and shake the hands of volunteers to say thank you!
- Security at the stage was great and well versed with the rules and was helpful in reinforcing the "3 song rule" if needed.
- Vendors were great and very friendly
- Royal Flushers where great!
- Staff and Committee are amazing and planned a night to remember! Congratulations on an amazing event. ©
- Amazing welcoming volunteers! The volunteers and Sponsored employees at the front personally welcomed everyone with a huge smile. I saw happy concert goers leave and shake the hands of volunteers to say thank you!
- Security at the stage was great and well versed with the rules and was helpful in reinforcing the "3 song rule" if needed.
- Stage Location was perfect. Sound was great. The music could be heard from far away, but was not to loud
- Staff and Committee are amazing and planned a night to remember! Congratulations on an amazing event. ©

## Sampling of public comments/social media and emails

Last night was absolutely incredible. The details and organizing that went into this were unbelievable, and the results were incredible. I knew you guys were busy all summer but had no idea what a complicated and complex project you'd undertaken. You were very very bold, and you pulled it off. What struck us was how happy everyone was. Big smiles everywhere. Like they could hardly believe they were in the midst of this wonderful evening and really appreciating it. Surprised and grateful in this uniquely Kingston venue. I just want to weep it was so great. You gave everyone there a special special gift. Thank you.

"The #RockinTheBigHouse event at Kingston Penitentiary was surreal. Kingston is a great town to start off add more utter musical brilliance and it was, as someone who has had the great privilege of enjoying the every best shows over 25 plus years, par none. As our social media referenced it was without a doubt one of the very best we have seen. It was magical and our friend Gord was there with us all. We could all feel it. The extended encore was a total dedication to The Hip with the Headstones, Trews, Tom Cochrane, Pursuit of Happiness, and Kasador all on stage together singing with Rob, Gord and Paul. Wheat Kings was profound with

the backdrop and knowing the songs whole story. The venue, bands and the hospitality were all donating to the United Way. All local and amazing food and beverage triangulation that was all ticket based that made the donation integration and F/B processing incredibly efficient. The operation was seamless from front of house and everyone had so much fun. It was amazing. As professionals like you and I we have enjoyed the very best events and we know the difference. Word to the wise get your property to associate and sponsor the event next year. It is replacing the annual Kingston Fare Festival and I was beyond well impressed on a musical, operational, and customer service basis. The only thing that could of made the event better was if Gord physically materialized to take the stage. He was there and we all knew it, felt it and celebrated it with joyful tears in our eyes and through our shaky movements. The hometown crew did not miss a beat, a word or the opportunity to send the love. It was simply #ThatNightInKingston Part Two......Enjoy tomorrows show and the art that inspires, brings us together, and reaffirms what is all so quintessentially important".

Thanks for putting on such a great event. Everything from the ease of entering to end of event and exiting was amazingly well run and organized. Well Done!!

Wow, did you ever rock the Big House!! Congratulations to you and your team on an outstanding event. The setting, the weather, the attention to detail, talk about a well-oiled machine. You must be relieved and exhausted, and feel very proud. The crowd was clearly enjoying every minute, delighted and surprised by the extra touches, and the warmth of the space.

As a volunteer the experience was tremendous. We were well taken care of, provided with all the tools to be informed and helpful to attendees, and had plenty of time to enjoy the festivities. At the end of the night, I was thinking, what else could I volunteer for with United Way. Thanks to you and your team for a wonderful experience.

I sure hope you have paved the way for more excited events in the Pen!

Everyone involved did an amazing job. History was made. Hats off to the artists that donated they're time and talent and volunteers. Well done. CSC and Parks Canada thanks for opening your doors.

"Very well organized. That was my biggest concern going into this event. But it was GREAT. I was impressed. Well done!"

"Wow. Every aspect of the event was so well organized. What a wonderful experience."

"Thank you to all of the organizers who put together this amazing show. It was a **wonderful time**. Well done Kingston!! I hope this is the first of many events of its kind."

"Hats off to all the organizers and volunteers of last nights' amazing show! Had more fun than being at The Stones in Cuba -- better run too!"

"This was such a memory making evening thank you to everyone who made it possible . i like others hope this is not the last and only time something awesome like this happens .. considering most of tickets sold were locals .. ::) thank you for the experience and memories i will carry on with now .. and also i made alot of friends jealous hahahaha "

."Oh my!!!! What a fabulous day of music. Loved every band and all the special groupings. Order of line up was perfect. Thanks for your hard work, excellent organization, plenty of merch, easy access to all facilities and to the venue which in itself was grand. Best concert of the year. Staff so welcoming and friendly.

"What a cool experience. I hope this won't be the last concert."

"Thank you all so much for making this night so special. This was an incredibly well run event! You are all amazing!"

"United way did an amazing job !! Well done !"

"Everyone involved did an amazing job. History was made. Hats off to the artists that donated they're time and talent and volunteers. Well done. CSC and Parks Canada thanks for opening your doors."

"It was the smoothest run event I've ever attended. Well done United Way of KFLA! Your volunteers were so kind and their customer service made me feel like I mattered. Thank you thank you and a thousand more thank you's for giving us the opportunity to be part of this historic event """"

Bernard Clark "I loved covering this event, one of the best concerts in Kingston.Great to see KP being used in a positive way that gives back to the community."

"Unbelievable night! The event went off without a hitch, so much fun, amazing music and well organized! Thank you for the great pictures!"

"What an Amazing night! Awesome Concert and Perfect venue to host it!

To All the Bands that gave of their time and talent, Thank You so much!!!!

And to you Amazing Volunteers You ALL Rock as well! Job well Done by ALL! 

And lastly Thank you to Joanne, Paul's wife for putting it all together!!!

Can we do it Again?! 

Thank You Everyone, what a night to remember.

Thank You Everyone, what a night to remember And Thanks to my son for the ticket. ② You Rock too!"

"This was an amazing night. All the people that put it on and volunteered did a great job!!! Hope it was a big success. And hope there will be more concerts. Just need some seating though. Hard to stand that long. Thanks"

"i will never forget this evening it was perfect beyond words and it was so well planned and went smooth and just a fantastic vibe in the air .. everyone was there to have fun enjoy awesome music and take in some history . thank you to all the bands and everyone else thank you"

#### Volunteer section

- The briefing session for the SEs and Volunteers on Mon. Sept. 9<sup>th</sup> at the site; really appreciated the walk-through and orientation to the site and expectations of us at the event along with the written description provided
- I appreciated the Event Huddles in the boardroom for both this event and the UW Kick-off Breakfast. I thought these were helpful for us to get a sense of the 'big picture' and review all our responsibilities which really emphasized the 'team effort' required, setting the tone as well as better understand the overall logistics, as a new comer to the event.
- Volunteer centre was really well stocked with snacks and drinks, great place to get off your feet for a few minutes
- Having a volunteer and staff lead each section worked well; should be done earlier on so volunteer/staff take on all the responsibility for each section (F&B, backstage, platinum area, pre-event dinner) rather than the full committee weighing in on everything

#### Entry

- The entrance processing at the VIP section worked really well with having 3 people doing the wrist bands but understanding/clarifying whether they were gold/platinum or sponsors, I heard was challenging to read off their tickets.
- The morale at entry was fun and exciting with Joanne welcoming almost all the VIP ticket holders as they came into the venue when the doors opened.
- North sally port entry seemed to be very smooth

## Design, set up

- Friday night dinner was a really nice celebration and pre-event party
- AutoCAD drawings were very helpful to get things placed (was pretty accurate)
- Stage location was perfect...natural elevation of the ground made for large viewing areas of the stage.
- Porta Potties right amount ordered. Never saw any line ups.
- Venue stage location was perfect for viewing from lots of areas of the venue, porta-potties were well away from the action, vendors were well placed
- South entrance for crew/volunteers/vendors worked well, didn't get backed up
- Stage Location was perfect. Sound was great. The music could be heard from far away, but was not to loud
- The tin mugs where awesome. The concert attendees where very happy to receive them and they acted as a nice souvenir as well as being environmental friendly.
- 2 way radios were very helpful on the day of the event

## Merchandise

- Merchandise tent was very popular (just the right amount was ordered...better to sell out than to have a lot of inventory left over)
- Merch tent was great (while I was there) lots of staff to help out, people seemed very pleased with the products

#### F&B

- Number of food and beverage vendors seemed appropriate for size of crowd and venue, even when I went for food there weren't that many lineups
- # of vendors for both food and beverage was good...didn't see huge line ups. Talked to a few people and they said they never had to wait for a drink
- F&B ticket system seemed to work well.

- Not so many events too spread out; food at mattress factory caterers to look after everything; shouldn't be staff
- No sections
- All pay for f&b; one line
- Platinum drinking was too much; bad for image
- Pulled it off but it was way too much for staff, volunteers
- Too many events; took away from focus
- Different areas
- No open bar
- Include sponsored employees and fronline associates earlier

## Setup, logistics

- So much positive feedback from concert-goers, mostly about how well organized the event was.
   People were so impressed with everything from the venue to the merch to the layout of the event, and were particularly enthusiastic about the mugs (which I also loved such a great way to cut down on single-use plastics)
- Entry area worked well, volunteers were fantastic at moving people through quickly
- Everything was very well organized in terms of volunteers, setup, execution
- AutoCAD drawings were very helpful to get things placed (was pretty accurate)
- Stage location was perfect...natural elevation of the ground made for large viewing areas of the stage. erfect for viewing from lots of areas of the venue, porta-potties were well away from the action, vendors were well placed. Sound was great. The music could be heard from far away, but was not too loud
- Porta Potties right amount ordered. Never saw any line ups.
- South entrance for crew/volunteers/vendors worked well, didn't get backed up
- Stage Location was perfect.
- 2 way radios were very helpful on the day of the event
- Clean up need more people;
- · Contract with a group to pay people for setup and teardown
- Sustainable bracelet ends were all over the front entrance
- Rental people to tear down and two days after
- Better scheduling of delivery
- Timing of security meeting at 11am left staff scrambling
- Too many hands and people making decisions
- More people for set up and clean up
- Ticketing platinum pick ups and payment was a problem; tickets for platinum and sponsors should be issued; fewer ticket/bracelet types
- Do not use existing drone or timelapse company
- Local food vendors worked well; guests liked local
- More splitting up logistics; John & Jana had all the info/connections but sometimes others needed to be brought in
- More golf carts

#### Main gate food/drink ticket sales tent

- on a few occasions the line swelled up, and into the flow of patrons entering the site.
  - ~ crowd was easy to manage and responded well to requests to shift the line-up

• Can use 4' fence to shape the line up, away from the crowds entering the site and/or move the tent a bit further into the venue

## Stage and front bowl

- Seemed to work really well.
- Very few, if any, fan issues in the main bowl
- Got crowded but never uncomfortable
- Used fluorescent marking paint to identify walking hazards like the sewer grate and raised curbs.
- ~ electrician put cap over birdhouse slot, worked great.
- For stage banners, the #rtbh was below the barricade height. So needs to be at least 10' off from the ground. Was a missed branding opportunity for the event.
- Kyle Brown and his crew were really good. No issues on prep days and kept the show flowing. Was level-headed and easy to work with, both when going well and when resolving issues.
- \*\*Crowd flowed through the paved road that crossed through the bowl. Got thick but never impenetrable. Not as bad as I thought it would get.

#### Platinum Area

- Changing the entrance to the east side was good move
- Add 2<sup>nd</sup> bleacher
- Folding chairs (in platinum section) worked better than I thought. Was orderly and enough space in the space that were not in people's way, even though they were moved from the back of the site to towards the front part of the space
- Blowing open 2 panels of the south fencing helped with egress

#### FOH/Info Tent and Wheelchair area

- The area worked and flowed well.
- The UW tent seemed good and provided a meeting and central point for your team. And did not appear to be encroached by ticket holders
- Wheelchair area was used at times during the day. I saw about 4 wheelchair patrons, most seemed to find spots that suited themselves, rather than using the designated space, but its good to have for optics. Would create signage for it in the future, posted on 7-10' post.
- Make sure tent company leaves front wall for the foh tent; had to take side wall from another tent to protect foh with rain overnight
- The GA crowd, at peak from approx. 8-10pm, was thick (but not impenetrable) from stage to approx. wheelchair area.~ beyond that was relaxed. Patrons on the grass, using the picnic benches, etc...
- Booze Alley
- Was bottle-necked, quite significantly, at the narrows, where it tapered with Otter Creek on one side and front edge of booze alley on the other side
- ~ was a good adjustment to have the ticket sales flow parallel with the conjugal fence line
- ~ in future I think that row should be no more than eight 10'x10' tents
- Individual sellers/tents worked really well~ far better than I thought initially. I was pleased to be wrong- any feedback from patrons re: booze alley and the sellers?
- most consistently long line all night was the distilled spirits line. Ideal it was at the end of the row, against the fence line of the storage area.
- ~ good to try to predict the busier tents and have them towards the end of the line, where there is the widest section to hold the line-ups

- Fry truck had 2 vehicles on the site. Kept a car behind the truck as storage.
- ~ not sure if this was advanced or not. But made the truck be inside the paved path, so narrowing walking space
- there was an open space just east of fry truck, so could put a vendor or 2 there
- The guards near the western wall needed to be reminded to be at point of entry, not standing 50' away from that. I asked once, not much result. Asked 2<sup>nd</sup> time and they were on it.
- Ask Ricky for feedback
- AGCO
- Can provide bullet-point of our interaction with them, as required.
- · Need to do better job of receiving them onsite
- ~ insure that the name on the permit be contacted on radio, as soon as agents arrive at front gates, and confirm name on permit is traveling to entrance to meet them
- ~ if required, invite agents to one site visit, with police, security, bar head(s) and Tracey (volunteer inside security). This will make them feel involved.
- Event heads, me included, need to discuss with head of security, EMS and volunteer roamers what is expected regarding dealing with crowd issues, from pass-outs to instigators. So no surprises night of. (see below for expanded thoughts)

#### **Event Staff and Volunteers**

- It seemed like the staffing and volunteers worked well.
- Having at least three (3) site staff is integral to keeping the flow of site work and site set-up. In
  the future, if no volunteers are available, it will be necessary to fill these positions with salaried
  personnel. The core 3 volunteers were great and so helpful; Andrew at the front gate the entire
  Saturday from gates opening to gates closing; ~ they were helpful, enthusiastic, dedicated and
  selfless in their dedication to the event
- The UW staff were all great and helpful. This flowed from the top down. They were informed, organized, communicative and well prepared.

#### Social Media and Event Marketing

- #RTBH could have used some more presence throughout the venue
- ~ in hindsight, make sure the presence of the hashtag will be visible on the stage banners
- ~ could have used a designated photo-sharing installation, be it a 'picture frame' that was set up with a recognizable background, or a venue-themed set.
- Have hashtag signage throughout venue so patrons know what the primary hashtag is and can be shared and used easily on the day of event and leading up to it.
- The poster and lead marketing image seemed to connect with attendees.



An historical concert on the grounds of Kingston Penitentiary Featuring: Headstones The Pursuit of Happiness The Trews Kasador with Special guests: Tom Cochrane Paul Langlois (of the Tragically Hip)

## PROPOSAL TO CORRECTIONAL SERVICE CANADA

On September 14, 2019, the United Way of KFL&A will welcome music lovers, history buffs and curiosity seekers through the gates of The Kingston Penitentiary to experience **ROCKIN' THE BIG HOUSE**, a charity show, in support of The United Way. Within the walls of the Kingston Penitentiary, the music festival will combine some of Canada's finest musicians with the history of North America's oldest penitentiary (1835-2013), with all net proceeds to the United Way.



#### **LOGISTICS**

The event will be held on Saturday, September 14th, 5pm start

## Dates and timing:

- > Set up: Thursday, September 12<sup>th</sup> through Saturday September 14<sup>th</sup>
- > Pre-event for lead sponsors: Friday, September 13<sup>th</sup>, 6pm to 10pm
- > Event: Saturday, September 14, 2019, between 5pm and 11pm
- > Teardown: Sunday, September 15<sup>th</sup> through Tuesday, September 17<sup>th</sup>

#### Location:

The site coordinator and production management team have visited the site and have recommended the event be held in the main courtyard, off the front entrance. General entry will be through the North sally port off King Street, with a VIP entrance for sponsors and platinum ticket holders from the main prison entrance.

We will have barricades along King Street with volunteers and security, to ensure the safety of all waiting in line. The site coordinator anticipates a trickle crowd to enter as people will enter at different times through the evening, with a large crowd exiting at the end of the show.

We are looking into the option to slow traffic down at Portsmouth and Sir John A MacDonald with volunteers/community police or requesting a street closure for the evening.

## **Entry, Security, Local regulations:**

- General admission will be through a single entry point, with a separate VIP entrance for a small group of people
- We will contract with a professional security firm, working closely with Kingston Police to ensure a safe, secure event. The security firm will provide training and will determine where we need professional security and where trained volunteers can provide service. Volunteers from St. Lawrence College Police Foundation Course, Community Police volunteers, volunteer fire fighters will be recruited.
- There will be security and bag checks for everyone entering the premises
- There will be fire exits in compliance with all Fire Code regulations. We are working closely with Kingston Fire & Rescue to ensure we comply with their regulations.
- We have applied for and received a Special Occasions Permit through the AGCO
- As per the rules of our Special Occasions Permit, we have advised the City Clerk, Public Health, Kingston Police and the Fire Chief.
- Insurance has been purchased by United Way, indemnifying Correctional Service Canada up to \$5 million

## Noise bylaw:

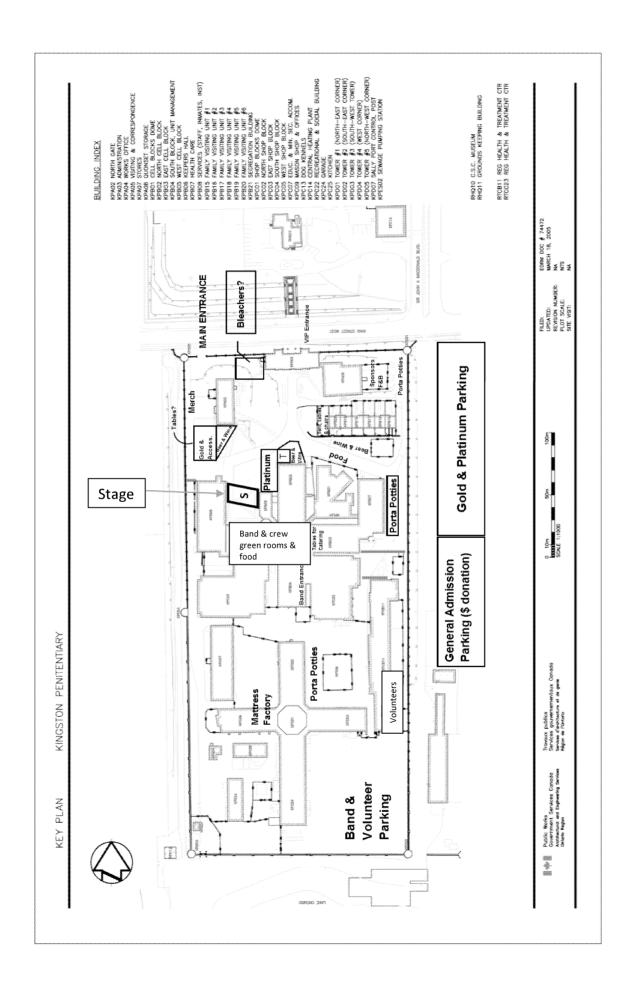
The City Clerk has advised us that, being federal property, there is no requirement for the noise bylaw exception to be requested. However, a letter will be sent to all residents in the area to advise them of the event and potential noise till 11pm.

#### Logistics

- Utilities Kingston will provide a 1400 litre water truck; people can fill re-usable bottles/cups (available for sale)
- Additionally water jugs will be brought in for vendors
- 35+ porta potties have been ordered
- Generators will be rented to cover the stage, lighting, etc.
- The City of Kingston has agreed to provide their stage at no charge. A professional production company may need to set up a second stage (donations, with only hard costs covered by us)
- Barriers from the City and Utilities Kingston will be set up; additionally barricades and snow fencing will be rented to cordon off areas not in use
- Corrections Canada will ensure all buildings not in use are securely locked; and volunteers will be positioned at key points to avoid people straying in areas not being used.

#### Location and site plan:

A professional site coordinator has recommended the event be held in the front courtyard of the Pen.



## Parking:

- 400 parking spots in the Kingston Pen lot; these will be used for premium ticket holders and sponsors
- Doornekamp Construction has allowed us to park on the grounds of the old Prison for Women
- Kingston Transit will work with us on bus schedules and routes from specific parking spaces in the city
- Kingston Trollies have agreed to assist with shuttles to and from downtown

#### **Vendors**

- Food, wine and beer will be available for sale, with proceeds to the vendors, and tickets sold through the United Way. All servers will be smart serve and there will be extra volunteers and security to ensure a safe and fun event
- Spearhead brewery is donating all the beer, which will be sold with proceeds to United Way
- 6 food vendors will be invited to participate, along with 3-4 wineries
- Locations for these vendors can be seen on the proposed site plan.

#### **Volunteers**

To support 2,500 ticket holders and vendors, United Way will recruit volunteers to ensure the event runs smoothly and safely. Volunteers will be identifiable by t-shirts and will be trained and supported through the event.

#### **Media and promotion**

A media release will be issued on May 8<sup>th</sup>, after which tickets will go on sale. There will be an early bird opportunity for key workplaces, volunteers and partners, with the public launch the 11<sup>th</sup> of May. Sponsors and priority ticket holder packages will be distributed in advance of this.

United Way's local media partners will assist with promotion.

There is interest by CBC in filming a documentary about the Kingston Pen and this unique event. Details are to be finalized.

#### **Partners**

The City of Kingston, St. Lawrence Parks Commission are working closely with the United Way and Corrections Canada. SLPC and the City will hold off on tours from September 13 through September 15<sup>th</sup>. They do not run tours on Mondays and Tuesdays at this time, so September 16<sup>th</sup> and 17<sup>th</sup> can be used for cleanup.

## **Sponsorships**

To date there has been significant interest in sponsorships: Kingston Accommodation Partners as presenting sponsor Otter Creek Farms and Spearhead Breweries as lead sponsors Bergeron Clifford, J.E. Agnew Food Services as platinum sponsors.

Sponsorship dinner on Friday September 13th.

Lead sponsorships are close to \$100,000. To recognize this contribution, there will be a special dinner held the night before, following a special tour. Sponsors and band members and dignitaries will be invited, along with key Corrections Canada leaders. The dinner will be at the Mattress Shop, with all food donated. Otter Creek Farms are bringing their food truck, with all beef donated; local restaurants will be donating appetizers and dessert, beer and wine is also donated

This can be an opportunity to feature the history of Kingston Pen and to profile the museum in front of an important group of influencers.

A reception will be held pre-event between 4pm and 5pm on Saturday. This will be open to VIP ticketholders and sponsors.

#### Committee

The committee is made up of:

- ❖ John DiPaolo
- Bhavana Varma
- Kyle Lawlor
- Paul Langlois
- \* \* \*

## **ROCKIN' THE BIG HOUSE Lineup:**

#### Headliner: Headstones

Founded in Kingston over 25 years ago, this will be somewhat of a homecoming for the iconic Canadian rock band led by enigmatic singer (and actor: Durham County, Flash Point) Hugh Dillon. Headstones have had a long and established career in the Canadian music scene with hits such as "Cemetary" and "When Something Stands for Nothing". Headstones just came off a successful cross-country tour in 2018 and have recently been recording their next record in Bath, Ontario

# Special Guests: Tom Cochrane and Paul Langlois (joined by Gord Sinclair, Rob Baker of The Tragically Hip) and more

#### The Trews

Canadian rock music darlings formed in Antigonish, Nova Scotia in 1997 have five albums to their name including their latest 2018 release, Civillianaires. With songs such as "Not Ready to Go", "Hope and Ruin" and "Highway of Heroes" they quickly mad inroads in to the hearts of Canadian music fans.

#### The Pursuit of Happiness

Toronto's Pursuit of Happiness\_serves as a vehicle for the wry romantic ponderings of singer/guitarist/songwriter Moe Berg and plays a brand of power-pop influenced by Todd Rundgren, who produced their first two albums. They have just come off the road from a sold out tour celebrating 30 years since their debut record LOVE JUNK, featuring their hit single "I'm An Adult Now"

#### Kasador

Kingston-based alt-rock outfit Kasador spent their first 3 years cutting their teeth on the road, garnering attention from their engaging and high-energy live performances. Duelling vocals and dynamic guitars provide a strong base for the band, rooted in rock and funk. Kasador wrote and self-produced their debut 2016 EP 'KASADOR', which they toured extensively through Canada and the USA. Since, the band released a follow up 2-track single titled 'Come Get Yer Money' in 2017. Both tracks are featured on their upcoming full length, titled 'Brood & Bloom' produced by The Tragically Hip's Gord Sinclair and Rob Baker - an album written through tough times.



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