



**STAFF REPORT
ACTION REQUIRED**

**Nuit Blanche Toronto September 29 - 30, 2007 --
Information and Requests for a Non-Objection Letter for
the Alcohol and Gaming Commission of Ontario**

Date:	April 6, 2007
To:	Economic Development Committee
From:	Donald G. Eastwood, General Manager Economic Development, Culture and Tourism
Wards:	All
Reference Number:	P:\2007\Cluster A\EDCT\ECON DEV\ed0705-013

SUMMARY

This report requests Council declare Nuit Blanche Toronto 2007 an event of municipal significance in order to apply for a Liquor Sales Licence Extension of Hours By Event Organizer for establishments partnered with the event to extend hours for the sales and service of alcohol for the duration of the event.

RECOMMENDATIONS

The General Manager of Economic Development, Culture and Tourism recommends that:

1. Nuit Blanche Toronto be declared an event of municipal significance, for Liquor Licence Board of Ontario (LLBO) and Alcohol and Gaming Commission of Ontario (AGCO) purposes and indicate that there is no objection to the City of Toronto Special Events Section applying for a Liquor Sales Licence Extension of Hours as the Event Organizer for Nuit Blanche on September 29 through to September 30, 2007;
2. a letter from the City Clerk indicating that the establishments listed in Attachment 1 are officially endorsed by Nuit Blanche Toronto and Toronto City Council has no objection to these establishments being included in the application for a sales licence extension of hours with the AGCO for the purpose of Nuit Blanche on September 29 through to September 30, 2007; and

3. The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

FINANCIAL IMPACT

There are no financial implications for the City of Toronto arising out of the adoption of this report.

DECISION HISTORY

City Council at its meeting on June 27, 28, 29, 2006 approved a non-objection letter for the Alcohol and Gaming Commission of Ontario for Nuit Blanche 2006.

ISSUE BACKGROUND

Nuit Blanche Toronto was modelled after an event developed by the City of Paris, France. In 2006, Nuit Blanche Toronto attracted an estimated audience of 425,000 people, involved the participation of 87 cultural institutions and galleries, and generated an estimated economic impact of \$1.0 million in tourist spending during the event.

Funding for Nuit Blanche in 2007 has been approved as part of the 2007 Operating Budget.

COMMENTS

To maintain consistency of the artistic and cultural experience of Nuit Blanche around the world, criteria have been developed in order to ensure that Nuit Blanche, wherever it takes place, maintains elements key to its integrity. As such, Nuit Blanche must:

- Take place at night and operate from 7pm until 7am
- Be free
- Focus on contemporary art
- Take place in public spaces
- Encourage encounters between contemporary art and the public
- Include walking trails in the City, close to one another
- Discover isolated and unknown venues and rediscover sites that reflect the City's life and values

Nuit Blanche Toronto is a free all-night, city-wide celebration of contemporary art. From sunset on September 29 to sunrise on September 30, 2007, Torontonians and tourists are invited to encounter the city in a new way - to rediscover Toronto through the Nuit Blanche contemporary art exhibition and programming.

Nuit Blanche Programming Guidelines

All Nuit Blanche projects must critically engage with the Nuit Blanche mandate to bring forward contemporary art while addressing public space and its relationship to the city. From exhibitions to performances to video installations, Nuit Blanche programs are free

to the public, accessible from 7:01 p.m. to 7:15 a.m. and located in the city of Toronto. The cost of programming is the responsibility of the institution, organization or artist.

The city of Toronto will be further animated during this event with the inclusion of a select number of restaurants and bars that will be invited to remain open within the three pre-determined zones to offer all-night dining and service. This all-night dining component is integral to the overall animation of Nuit Blanche and has been met with tremendous success in other international cities hosting Nuit Blanche.

CONTACT

Jaye Robinson, Director of Events

Tel: 416 395-7310

Fax: 416 395-0278

Email: jrobinso@toronto.ca

SIGNATURE

Donald G. Eastwood, General Manager
Economic Development Culture and Tourism

ATTACHMENT

Participating Establishments

Participating Establishments

360 Restaurant/CN Tower
Neil Jones, Director of Operations
301 Front St West, Toronto M5V 2T6

Drake Hotel
Bill Simpson, General Manager
1150 Queen St West, Toronto M6J 1J3

Gladstone House Ltd
Rick Knapp, Bar & Banquet Manager
1214 Queen St West, Toronto M6J 1J6

Hart House
Margaret Hancock, Warden
7 Hart House Circle, Toronto M5S 3H3

It's not a deli
Eduardo Dellaforesta, President
986 Queen St West, Toronto M6J 1H1

Jamie Kennedy at the Gardiner
Dan Donovan, Vice President of Operations
111 Queens Park, Toronto M5S 2C7

ROM Food Studio
Colin MacPherson, Hospitality Services Manager
100 Queens Park, Toronto M5S 2C6

Sammy's Student Exchange
Sabrina Salhia, Director
7 Hart House Circle, Toronto M5S 3H3

The Boiler House Restaurant
Peter Trajkovski, General Manager
55 Mill St, Building 46, Toronto M5A 3C4