



**STAFF REPORT
ACTION REQUIRED**

Nuit Blanche Toronto October 3rd, 2009 – Information and Requests for a Non-Objection Letter for the Alcohol and Gaming Commission of Ontario

Date:	May 19, 2009
To:	Economic Development Committee
From:	General Manager, Economic Development, Culture and Tourism
Wards:	All
Reference Number:	P:/2009/Cluster A/EDCT/ECON DEV/June/ed0906-020

SUMMARY

This report requests Council declare Nuit Blanche Toronto 2009 an event of municipal significance, in order that official “Independent Projects” of Nuit Blanche, in consultation with the Ward Councillor, may apply for a Liquor Sales Licence Extension of Hours by Event Organizer. This permit would enable official “Independent Projects” to extend hours for the sales and service of alcohol for the night of the event.

RECOMMENDATIONS

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

1. Nuit Blanche Toronto be declared an event of municipal significance for the Liquor License Board of Ontario (LLBO) and Alcohol and Gaming Commission of Ontario (AGCO) purposes, and in consultation with the Ward Councillor, indicate there is no objection to only official “Independent Projects”, as selected by a public advisory board, applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 3rd through to October 4th, 2009;
2. In consultation with the Ward Councillor, the City Clerk provide a letter indicating Toronto City Council has no objection to only official “Independent Projects”, as selected by a public advisory board, applying for a Liquor Sales

Licence Extension of Hours for Nuit Blanche on October 3rd through to October 4th, 2009; 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 May 26 and 27, 2008 approved a non-objection letter for the Alcohol and Commission of Ontario for Nuit Blanche 2008.

ISSUE BACKGROUND

Nuit Blanche Toronto was modelled after an event developed by the City of Paris, France. Throughout the night on Saturday, October 4, 2008 and into the early pre-dawn hours, an estimated 950,000+ revellers left behind the comfort of their beds for Scotiabank Nuit Blanche, a free all-night exploration of Toronto through contemporary art.

Projected attendance 2009 – 1,000,000

COMMENTS

The City of Toronto will be further animated during this event with the inclusion of a select number of venues with food service that will be participating in the exhibition as an “Independent Project” and will remain open within the three pre-determined zones to offer all-night dining and beverage 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.

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 6:52pm until 7:00am
- Be free to the general public
- Focus on contemporary art
- Take place in public spaces
- Encourage encounters between contemporary art and the public
- Discover isolated and unknown venues and rediscover sites that reflect the City’s life and values

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. Nuit Blanche Toronto is a free all-night, city-wide celebration of contemporary art. From

sunset on October 3rd to sunrise on October 4th, 2009, 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.

Scotiabank Nuit Blanche Toronto is among a growing number of international cities that host the one night only event: including Paris (originating city), Brussels, Rome, Madrid, Tokyo and Montreal. In only two year (1st year was 2006), the economic impact of Toronto's event increased from \$1 million to \$4.9 million. Toronto's 2008 event brought 136,000 tourists to the city, generated \$16.7 million in local economic impact (direct, indirect and induced), \$18.3 million direct spending (visitor and operational spending), and 244 jobs for the community, while adding \$7.6 million to the Federal and Provincial tax coffers.

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SIGNATURE

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