

Margaret Sexton

From: Erin Michel <EMichel@Luminato.com> on behalf of Anthony Sargent <ASargent@Luminato.com>
Sent: Tuesday, May 31, 2016 2:15 PM
To: Clerk
Subject: My comments for 2016.EX15.7 on June 7, 2016 City Council

To the City Clerk:

Please add my comments to the agenda for the June 7, 2016 City Council meeting on item 2016.EX15.7, Implementation of the Mayor's Advisory Panel Recommendations for Future "Mega" International Event Bidding and Hosting in the Toronto Region

I understand that my comments and the personal information in this email will form part of the public record and that my name will be listed as a correspondent on agendas and minutes of City Council or its committees. Also, I understand that agendas and minutes are posted online and my name may be indexed by search engines like Google.

Comments:

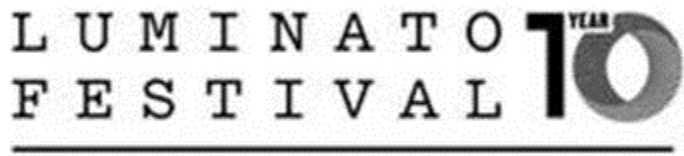
1. WORLD EXPOs are the biggest of these Mega Events, by far. They're many orders of magnitude bigger than other Mega Events like Olympics, sporting World Cups &c, so offer correspondingly greater city-building benefits;
2. The most successful of these kinds of Mega Events are almost always driven by cities. They usually enjoy support from their nations & regions, but the driving energy of the most successful ones almost always comes from ambitious strategic alliances of business, cultural and political leaders within the cities;
3. Smart cities align these Mega Events with their own development priorities and trajectories, so the Mega Events accelerate and add energy to the city's existing development objectives, not competing with them or sapping resources from them;
4. EXPOs offer cities the longest-term ROI payback, from the many different kinds of benefits that accrue continually throughout the run-up period to the long-term infrastructural gains from which the city benefits in perpetuity after the event;
5. Toronto has a (very rare) combination in the Port Lands of a site that's both (a) big and (b) central. Mostly cities can only offer one or the other, a large site on the outskirts or a more compressed and compromised space nearer the centre. The Port Lands therefore represent a very strong competitive asset in any Toronto bid for an EXPO, especially when coupled with other positive features of Toronto like its current development energy; the exemplary way the city has mainstreamed diversity, and the city's constantly high international liveability scores.

My own 'mega events' experience includes having been involved with the London 2012 Olympics and the 1996 and 2008 European Capital of Culture programmes, plus work in the management of the BBC's UK-wide Millennium Music Live festival (2000); the UK City of Music programme (throughout 1992), and the Festival of the North East (of England, in 2015).

Best Regards,

Anthony

Anthony Sargent CBE
CEO, Luminato Festival



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t. +1 (416) 368-3102

c. +1 (416) 671-8737

f. +1 (416) 368-4010

e. asargent@luminato.com | luminatofestival.com

180 Shaw Street, Suite 307, Toronto, ON, M6J 2W5, Canada