





Councillor Paul Ainslie
Toronto City Council
Scarborough East - Ward 43

Chair, Government Management Committee

 Councillor Paul Ainslie

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Date: March 23, 2016

To: Economic Development Committee

Re: Nuit Blanche

Nuit Blanche has had a positive effect on the City of Toronto and visitors who attended the spectacular event. The City of Toronto reported last fall that through an Ipsos Reid survey Nuit Blanche 2015 "generated an economic impact of about \$41.5 million for Toronto...with an estimated attendance of over one million people, including 205,000 out-of-town visitors."

As the planning for the Nuit Blanche 2016 is underway, I would like to take this opportunity to expand the experience into Scarborough for the 2017 season, specifically in the Guild Park and Gardens. The gardens would accommodate the event perfectly. Within its 88 acres stands a Greek amphitheater, several monuments and artifacts from great buildings across Ontario including a historical monument walk installed last year by our City Cultural division. The Guild Park and Gardens would be the perfect setting to expand the Nuit Blanche experience east of the City and is supported by the Guildwood Village Community Association.

The site would be suitable for artistic installations and support visitors for the 2017 season to coincide with the revitalization for the Guild Park and Gardens and Guild Inn (Bickford Residence). The Nuit Blanche theme works well with the objectives of the Guild Park and Gardens which hosts, historical walks, an annual artist's festival, annual outdoor theatre performances. The revitalization will also bring art programs offered by the City of Toronto Cultural division.

Recommendation:

1. City Council direct the General Manager, Economic Development and Culture to explore including Guild Park and Gardens as a venue for Nuit Blanche 2017.

Sincerely,

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43