



Councillor Paul Ainslie
 Toronto City Council
 Scarborough East - Ward 43

Chair, Government Management Committee

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Date: April 26, 2016

To: Chair, Councillor Michael Thompson and Economic Development Committee Members

Re: Night Mayor Ambassador for the City of Toronto

Recommendations:

1. The Economic Development Committee request the City Manager, the General Manager of Economic Development and Culture, together with appropriate parties to explore the creation of a Night Mayor Ambassador Program for the City of Toronto.

The City of Toronto is always striving to boost its entertainment economy through tourism. A Night Mayor Ambassador Program will support the entertainment sector, while creating a suitable environment for both the music and film industry to increase business in Toronto.

The purpose of a Night Mayor Ambassador is to enhance the relationship between the entertainment industry and our municipal government by promoting Toronto as a tourism destination. Part of this work includes exploring existing bylaws which may cause issues between residents and owners of entertainment establishments in a local community. A mutual understanding is required to have them co-exist, ensuring the community remains economically prosperous while respecting the needs of local residents.

The City of Toronto has a vibrant night life. Introducing a system to help positively cultivate it will benefit the entire community. Currently a number of cities across Europe have embraced the installation of Night Mayor Ambassadors.

A 2015 London, England report speaks to why music venues are closing in that city.

"The boom in Night Mayors is tied to the changing nature of cities and the growing economic and civic importance of cultural life in urban areas. The London report noted that the nighttime economy generates £66 billion (\$100 billion) in the UK per year and that live gigs and festivals in London attracted 6.6 million people last year, about half of which were tourists. The report, called a "Rescue Plan," also pointed out that between 2007 and 2015, London lost 35% of its "grassroots" music venues, falling from 136 to 88." <http://fortune.com/2015/11/23/london-night-mayor/>

Encouraging all parties to work together to ensure bylaws are respected allows for a cohesive successful environment.

The Night Mayor Ambassador role began in Amsterdam, with the concept growing to include Paris, London, the Netherlands, and several cities in Belgium.

Sincerely,

Councillor Paul Ainslie
City of Toronto
Scarborough East Ward 43

Reading material:

Night Mayor Conference – April 22 – 23, 2016

<http://nachtburgemeester.amsterdam/program-announcement-night-mayor-summit-2016/>

London Night Mayor Report October 2015 rescue plan

https://www.london.gov.uk/sites/default/files/londons_grassroots_music_venues_-_rescue_plan_-_october_2015.pdf

Got a Noise Complain? Call Your Night Mayor

<http://fortune.com/2015/11/23/london-night-mayor/>

Why Every Music City Should have a Night Mayor

http://schedule.sxsw.com/2016/events/event_PP92704

Sydney's lockout laws: Kings Cross "resets as community calls for self-regulations

<http://www.theguardian.com/music/2014/dec/10/sydneys-lockout-laws-kings-cross-resets-as-community-calls-for-self-regulation>

A 'Night Mayor' Is Transforming Amsterdam After Dark

<http://www.citylab.com/cityfixer/2016/01/night-mayor-amsterdam-mirik-milan/433893/>

The Stuff of night mayors: Amsterdam Pioneers new way to run cities after dark

<http://www.theguardian.com/cities/2016/mar/21/night-mayor-amsterdam-holland-mirik-milan-night-time-commission>