

Presentation on the Night-time Economy Report

**Toronto Music Industry Advisory Council (TMAC)
Meeting on April 23, 2018**

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Report Background

Economic Development Committee direction in 2016 to:

- 1) Explore a Night Mayor Ambassador Program and
- 2) Make a Case for the Night-time Economy, including
 - Extension of licensing hours
 - Licensing type
 - Late-night transportation
 - Community safety
 - Special events



A photograph of the 'TORONTO' fountain at night. The fountain features large, illuminated letters spelling 'TORONTO' in the background, with numerous water jets in the foreground. A person's silhouette is visible in the center, looking towards the fountain. The scene is lit with blue and white lights, with city buildings visible in the background.

*What is the City of Toronto doing to
advance the other 9 to 5?*

What is the Night-time Economy?



Report Information Gathering Process

- Jurisdictional Review
- Academic Literature Review
- Stakeholder Consultations
- Night-of-Ideas, Art Museum at the University of Toronto
- Ride-Along
- Responsible Hospitality Institute 2018 Sociable Cities Summit



What Other Cities Are Doing?

- 1. City Leads:**
 - Not-For-Profit Organization elected Night Mayor (Amsterdam)
 - Deputy Mayor (Paris)
 - Mayor-Appointed Industry Lead (London)
 - Entertainment Commission Executive Director (San Francisco)
 - City Office Executive Director (New York City)
 - City Unit Manager (Pittsburgh) (San Francisco)
- 2. Industry Networks:** Clubcommission (Berlin), Hospitality Alliance (NYC), Nightlife Council (Paris), Entertainment Commission (London)
- 3. Entertainment Districts:** Cincinnati, Montreal, London and Tokyo
- 4. Event Safety Summits:** Seattle and Denver
- 5. Rescue Plan for Music Venues:** London
- 6. Night-time Strategic Plans:** Sydney and London



Key Findings

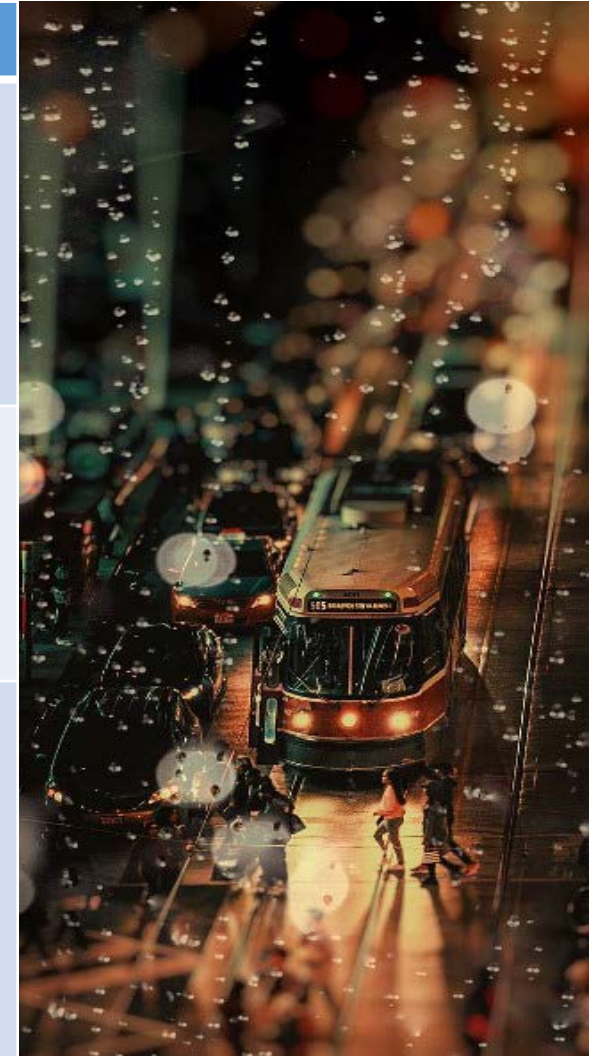
- Term Night “Mayor” is an impediment
- Start with a conversation
- Do not underestimate the resources required
- Toronto already has established supports for music

- Night-time is the new competitive edge for post-industrial cities
- Interest across all stakeholders to start planning for the night
- Toronto perceived to be a safe place to visit
- Need for late-night transportation
- Need for better street lighting and public toilets
- Legislative barriers for introducing 24-hour liquor licences
- 4 am temporary extended liquor licensing process unclear
- No business licence for live music venues and most (51%) operate with a restaurant licence
- About 1/3 decrease in the number of establishments with a nightclub licence in the past 7 years (nightclubs are not the same as live music venues)
- Lack of data about the night-time economy in Toronto



Stakeholder Results: Areas of Future Work

City Services	Ideas for New Activities
Planning, Policy and Research Services	<ul style="list-style-type: none">• Changing mindsets about the night• Developing a strategic plan for the night• Recognizing the night-time economy in relevant strategic plans• Gathering data on the city's night-time economy• Developing regulations and zoning by-laws• Exploring options for nightlife outside the downtown core
Infrastructure Services	<ul style="list-style-type: none">• Planning and implementing late-night transportation improvements• Public health and safety improvements such as public toilets• Public realm improvements such as late-night public street lighting
Business and Culture Services	<ul style="list-style-type: none">• City staff working nights (and days)• Promoting the city's nightlife to residents and tourists• Supporting nightlife business retention needs• Being a connection hub for 24-hour City Services and "daytime" City services• Increasing the variety of activities that happen at night• Developing new special events that take place at night



Stakeholder Results: Areas of Future Work (continued)

City Services	Ideas for New Activities
Residents and Patron Services	<ul style="list-style-type: none">• Coordinating governance of the nightlife industry with all stakeholders• Working with residents• Enhancing public awareness about safety at night• Addressing behaviour around drinking alcohol
International Network Services	<ul style="list-style-type: none">• Participating in an international network of nightlife ambassadors from cities around the world



Direction from Economic Development Committee April 2018

1. Designate the General Manager, Economic Development and Culture, or a designate, to be the City of Toronto's **point of contact** for the development of the night-time economy.
2. **Develop a vision and action plan** to advance the night-time economy in Toronto.
3. Undertake a study to **measure** the economic contribution of the night-time economy.
4. **Clarify** the current municipal approval protocol to temporarily extend the service of alcohol from 2:00 am to 4:00 am.



Thank you