

City Council

Notice of Motion

MM20.3	ACTION			Ward: All
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Welcome to Toronto, Taylor Swift! - by Councillor Jennifer McKelvie, seconded by Deputy Mayor Ausma Malik

** Notice of this Motion has been given.
 * This Motion is subject to referral to the Economic and Community Development Committee. A two-thirds vote is required to waive referral.*

Recommendations

Councillor Jennifer McKelvie, seconded by Deputy Mayor Ausma Malik, recommends that:

1. City Council direct the General Manager, Transportation Services and the General Manager, Economic Development and Culture to install honorary sign toppers designating the route from the Rogers Centre to Nathan Phillips Square (along John Street and Queen Street West) as “Taylor Swift Way” for the month of November 2024.
2. City Council direct the General Manager, Transportation Services and the General Manager, Economic Development and Culture to install an honorary sign at the Rogers Centre designating it as “1 Taylor Swift Way” for the month of November 2024.
3. City Council direct the City Clerk to light the Toronto sign red on the dates of Taylor Swift’s concerts on November 14, 15, 16, 21, 22 and 23, 2024, and ensure other days of recognition during these dates are also accommodated.
4. City Council direct the General Manager, Transportation Services and the General Manager, Economic Development and Culture to donate the “Taylor Swift Way” signs to the Daily Bread Food Bank to be auctioned off in support of their organization.
5. City Council authorize the General Manager, Economic Development and Culture, to accept sponsorship funds to cover the cost of the signs, in Recommendations 1 and 2 above, from the event organizer.
6. City Council request the General Manager, Economic Development to provide a briefing note to Councillors on local “Swiftonomics” following the event, including the revenue generated to the municipal, provincial, and federal governments and include any lessons learned for events of this size.

Summary

It’s been a long time coming and we are ready for it.

As we know all too well, Taylor Swift is coming to Toronto for a fortnight for the Eras Tour.

Swifties will shake it off at six concerts this November and it is an opportunity for Toronto to show off our great reputation and our place in this world.

After Taylor Swift makes sparks fly and the whole place shimmer at the Rogers Centre in a concert that Swifties will remember forever and always, fans will need to calm down and walk along the honorary “Taylor Swift Way” to have their photos taken with the Toronto signs seven letters lit red in her honour.

It’s our way to show Taylor she’s the one we’ve been waiting for, that she has brought us much happiness and that we will love her evermore.

Background Information (City Council)

Member Motion MM20.3

<https://www.toronto.ca/legdocs/mmis/2024/mm/bgrd/backgroundfile-247774.pdf>