



**STAFF REPORT
ACTION REQUIRED**

Nuit Blanche Toronto - October 4-5, 2008: Information and Requests for a Non-Objection Letter for the Alcohol and Gaming Commission of Ontario

Date:	April 28, 2008
To:	Economic Development Committee
From:	Jaye Robinson, Director, Special Events Economic Development, Culture and Tourism
Wards:	All
Reference Number:	P:/2008/Cluster A/EDCT/ECON DEV/ed0805-018

SUMMARY

This report requests Council declare Nuit Blanche Toronto 2008 an event of municipal significance in order to apply for a Liquor Sales Licence Extension of Hours By Event Organizer for establishments partnered with the event to extend hours for the sales and service of alcohol for the duration of the event.

RECOMMENDATIONS

The Director of Special Events recommends that:

1. City Council indicate there is no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008;
2. The City Clerk provide a letter indicating Toronto City Council has no objection to the City of Toronto Special Events Section endorsing establishments – as selected as “Independent Projects” by an advisory board - when applying for a Liquor Sales Licence Extension of Hours for Nuit Blanche on October 4th through to October 5th, 2008; and

3. The City Clerk provide a letter indicating the establishment listed in Attachment 1 is officially endorsed by Nuit Blanche Toronto, and that Toronto City Council has no objection to including this establishment in the application for a sales licence extension of hours with the AGCO for the purpose of staging a commissioned artwork part of Nuit Blanche on October 4 through to October 5, 2008; and
4. The appropriate City Officials be authorized and directed to take the necessary action to give effect thereto.

Financial Impact

There are no financial implications for the City of Toronto arising out of the adoption of this report.

DECISION HISTORY

City Council at its meeting on May 23, 24, and 25, 2007 approved a non-objection letter for the Alcohol and Gaming Commission of Ontario for Nuit Blanche 2007.

ISSUE BACKGROUND

Nuit Blanche Toronto was modelled after an event developed by the City of Paris, France. Throughout the night on Saturday, September 29, 2007 and into the early pre-dawn hours, an estimated 800,000 revellers left behind the comfort of their beds for Scotiabank Nuit Blanche, a free all-night exploration of Toronto through contemporary art, and generated an estimated economic impact of \$1.0 million in tourist spending during the event.

Estimated attendance 2006 – 425,000
Estimated attendance 2007 – 800,000
Projected attendance 2008 – 1,000,000

Funding for Nuit Blanche in 2008 has been approved as part of the 2008 Operating Budget.

COMMENTS

To maintain consistency of the artistic and cultural experience of Nuit Blanche around the world, criteria have been developed in order to ensure that Nuit Blanche, wherever it takes place, maintains elements key to its integrity. As such, Nuit Blanche must:

- Take place at night and operate from 6:52 p.m. until 7:00 a.m.
- Be free
- Focus on contemporary art
- Take place in public spaces
- Encourage encounters between contemporary art and the public
- Discover isolated and unknown venues and rediscover sites that reflect the City's life and values

Nuit Blanche Toronto is a free all-night, city-wide celebration of contemporary art. From sunset on October 4th to sunrise on October 5th, 2008, Torontonians and tourists are invited to

encounter the city in a new way - to rediscover Toronto through the Nuit Blanche contemporary art exhibition and programming.

Nuit Blanche Programming Guidelines

All Nuit Blanche projects must critically engage with the Nuit Blanche mandate to bring forward contemporary art while addressing public space and its relationship to the city. From exhibitions to performances to video installations, Nuit Blanche programs are free to the public, accessible from 6:52 p.m. to 7:00 a.m. and located in the City of Toronto. The cost of programming is the responsibility of the institution, organization or artist.

The City of Toronto will be further animated during this event with the inclusion of a select number of restaurants and bars that will be invited to remain open within the three pre-determined zones to offer all-night dining and service. This all-night dining component is integral to the overall animation of Nuit Blanche and has been met with tremendous success in other international cities hosting Nuit Blanche.

CONTACT

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SIGNATURE

Jaye Robinson
Director of Special Events
Economic Development Culture and Tourism

ATTACHMENTS

Attachment No. 1 – Participating Establishment

Participating Establishment

Rock-It Productions
17 Rectory Road
Toronto, Ontario
M9N 1R1

Karen Cecy
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