

Committee of the Whole (2) Report

DATE: Tuesday, May 10, 2022

WARD(S): ALL

TITLE: LUMINATO FESTIVAL 2022 – VAUGHAN-BASED ACTIVATIONS

FROM:

Nick Spensieri, City Manager

ACTION: DECISION

Purpose

The Economic Development department and Tourism Vaughan are seeking Council approval to support the Luminato Festival 2022's Vaughan-based activations from June 9-19, 2022.

Report Highlights

- The Vaughan Destination Master Plan and 2022 Action Plan include undertaking tourism development and marketing and communications to build recognition for Vaughan as a premier family-friendly destination of choice for visitors and tourists.
- Luminato Festival is an international arts festival dedicated to performance, media and visual arts, and programming that cuts across traditional artform boundaries. It is an opportunity to profile communities across the Greater Toronto Area, offering different exhibits.
- Through this year's festival, two distinct activations will occur in June in Vaughan, including on the GO train line that passes through Maple and Rutherford stations and the Marita Payne Park.
- The Tourism Vaughan Board received a presentation from Luminato at its March 23, 2022, meeting. At that meeting, the Tourism Vaughan Board directed staff to forward a report to Council that would secure communications assistance for the festival activations in Vaughan, and support the local events as tourism drivers.

Recommendations

1. THAT staff continue to work with the Luminato Festival and other associated stakeholders to undertake tourism development activations; and
2. THAT the Office of Communications and Economic Development utilizes corporate communications resources and channels to promote the two activations in Vaughan.

Background

The Tourism Vaughan Corporation (TVC) is mandated by the voting member (Vaughan Council) to implement the approved Vaughan Destination Master Plan (VDMP). The VDMP guides the strategic focus of the TVC's 2022 action plan.

The VDMP and 2022 Action Plan is rooted in tourism development advisory services and focuses on marketing and communications to build recognition for Vaughan as a premier family-friendly destination of choice for visitors and tourists.

Attracting and supporting large pan-regional festivals and events like Luminato address key areas in the VDMP: Destination Development; Destination Marketing.

Since 2007, Luminato Festival has garnered participation from millions of people with performances and events involving over 15,000 artists from more than 40 countries

Large events, festivals, and activations draw audiences from within Vaughan, *and* visitors from outside of Vaughan. Such events are key to raising Vaughan's profile with the visitor and tourist markets.

Promoting the festival's planned activations in the City of Vaughan showcases and highlights Vaughan as a destination for visitors and tourists that are already engaging with the broader festival programming and who will largely be visiting from outside of Vaughan.

By raising Vaughan's profile, the TVC will provide local businesses with content and a calendar to work on developing and adapting their product and offering to leverage the added visitor flow that will result from these activations.

In addition, Luminato and other events are destination products for visitors and residents to enjoy. They add to the inventory of activities and attractions in the City.

Luminato Festival 2022 – Vaughan-based Activations

At the March 23, 2022, meeting of the TVC Board of Directors, the Board received a presentation from Luminato Festival 2022 regarding the festival's planned activations in Vaughan. A recommendation was approved that Tourism Vaughan staff forward a report to Council on behalf of the TVC requesting communications support from the City's Office of Communications and Economic Development.

From June 9-19, 2022, Luminato Festival is taking place in the GTA, offering experiences that bring together audiences and artists through entertainment and discovery with an aim toward community building. The festival includes activations within communities across the GTA. Luminato 2022 draws the attention of local, national, and international audiences showcasing the GTA and the importance of culture.

Luminato collaborates with local and global artists, creators, and curators, prioritizing equity, accessibility, and sustainability across projects. The festival will present and produce, commission, and curate project activations in Toronto and across the GTA.

Two distinct activations are planned to occur in the City of Vaughan:

1. Luminato on the GO!
2. All in Good Time

Luminato on the GO!

From June 9 to 17, Luminato will animate a different GO line within-station and on-train performances and activities from stations located in diverse, high-commuter neighbourhoods across the GTA, including Vaughan's Maple and Rutherford stations.

Performances will build along the route, emphasizing themes of "spontaneity and joy" and creating a community for the engaged audiences. Finally, the experiences will culminate each day at Union Station, taking over train platforms and moving onto the street.

All in Good Time – Honouring where we are in this moment

Conceived and led by contemporary dance artist Andrea Nann, All In Good Time will take place throughout the festival at four distinct sites across the GTA that could include sites such as Loafers Lake, Ashbridges Bay, and Trillium Park. The **Marita Payne Park** in Vaughan has been selected as one of the sites for this activation planned for June 11/12, 2022.

Designed for small groups and/or individuals of all abilities, this activation uses self-guided audio and visual prompts to reconnect people with themselves, the natural environment, and others. The cycle of simple guided prompts is accessible for all bodies to participate in and can be practiced alone or in groups. Participants will be using their mobile phones, printed PDFs, or participating with the artists on site. Activities could include singing, drumming, and movement meditation.

Previous Reports/Authority

[Committee of the Whole \(2\) Report – Tourism Vaughan Action Plan 2022 \(March 8, 2022\)](#)

[Committee of the Whole \(2\) Report – Vaughan Destination Master Plan \(October 13, 2021\)](#)

Analysis and Options

The VDMP and 2022 Action Plan include undertaking Marketing and Communications to build recognition for Vaughan as a premier family-friendly destination of choice for visitors and tourists.

Vaughan's critical mass of activities and events allow the TVC to undertake tourism development initiatives to attract visitors and tourists as identified in the VDMP: family-oriented visitors. Staff in Tourism Vaughan and Economic Development are focused on destination development activities *and* business advisory services to tourism and attraction operators.

As TVC continues to develop Vaughan as a destination, regional festivals like Luminato will be critical additions to the inventory of things to do in Vaughan: Events provide ongoing opportunities for visitors to round out their itineraries while visiting Vaughan.

Since 2007, Luminato Festival has garnered participation from millions of people with performances and events involving over 15,000 artists from more than 40 countries. The festival showcases Canadian artists to the world. The festival has commissioned close to 100 new works covering all art forms.

Promoting Luminato's planned activations in the City of Vaughan showcases and highlights Vaughan as a destination for visitors and tourists that are already engaging with the Festival's programming. TVC will leverage this event to further develop Vaughan as a destination by continuing to work with local accommodations and

attractions to provide both overnight stay opportunities and additional activations for visitors. In addition, events like this are an opportunity to encourage overnight stays in Vaughan in alignment with the Province of Ontario's Staycation tax rebate.

Luminato organizers have engaged TVC staff for business advisory services.

City staff assisted with site selection in Vaughan, showing organizers a series of options, and working to explore messaging appropriate for the local audience. As part of these efforts, staff are working to assist the Luminato Festival to navigate any necessary permit requirements for the proposed All in Good Time activation at Marita Payne Park on June 11/12, 2022.

Staff will help broker introductions between Luminato Festival and relevant City collaborators like Vaughan Public Libraries and other associated stakeholders to help facilitate exploration of relevant collaboration opportunities with the festival.

Financial Impact

N/A

Broader Regional Impacts/Considerations

Luminato Festival activations are based primarily in Toronto but selected activations are scheduled to occur in areas outside of the Toronto municipal boundaries in the GTA.

The festival production team has selected Vaughan as one of the communities outside of Toronto's municipal boundaries to host two activations: Luminato on the GO! and All in Good Time. Luminato on the GO! will activate seven GO Train lines including the communities that each line passes through. One of the lines transits through Maple and Rutherford stations in Vaughan. The All in Good Time activation is more destination-specific and planned to activate four sites across the GTA including Marita Payne Park (Vaughan) and could also include: Loafers Lake (Brampton), and Ashbridges Bay (Toronto), and Trillium Park (Toronto).

Large events, festivals and activations that draw audiences not only from within Vaughan but more importantly that have the scope and scale to draw visitors from outside of Vaughan are key to raising Vaughan's profile among the broader visitor and tourist markets. Promoting the festival's planned activations in the City of Vaughan, particularly the destination-specific activation of All in Good Time at Marita Payne Park, demonstrate the City of Vaughan's reputation as a key cultural, visitor and tourist

destination within the broader GTA.

Conclusion

Through the Council-approved Vaughan Destination Master Plan and 2022 Action Plan, the City continues to support the growth of the local tourism industry. Staff are committed to undertaking tourism development and marketing and communications to build recognition for Vaughan as a premier family-friendly destination of choice for visitors and tourists.

Support and promotion of Luminato Festival's Vaughan-based activations will add to the list of activities and events taking place in Vaughan. In addition, because of the Luminato Festival's broad reach in Toronto and internationally, promotion of the festival's Vaughan-based activations will raise awareness of Vaughan as a destination to visitors and tourists who are already engaging with the broader festival programming. Further, this will allow the TVC to undertake tourism development initiatives to attract visitors and tourists as identified in the VDMP. Events provide ongoing opportunities for visitors to round out their itineraries while visiting Vaughan. Where feasible, the activations will be promoted through the City's corporate communications channels.

For more information, please contact: Don De Los Santos, Manager, Economic Services, don.delossantos@vaughan.ca

Attachments

1. Luminato Presentation, Economic Development, March 2022

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