

MEMBER'S RESOLUTION

Committee of the Whole (2)

DATE: Tuesday, May 09, 2023

**TITLE: VAUGHAN INTERNATIONAL MUSIC FESTIVAL – SUPPORT
FOR 2023 EVENT**

FROM:

Councillor Chris Ainsworth

Whereas, the Vaughan Metropolitan Centre (VMC) is emerging as one of the most desirable economic, innovation and cultural destinations in the Greater Toronto Area;

Whereas, the VMC is being developed as the new downtown for the City of Vaughan in a phased manner, with residential, commercial and office components, where partial redevelopment of blocks of lands are underway;

Whereas, there is an opportunity to activate these partially developed blocks which will provide the citizens of Vaughan with unique arts and cultural experiences;

Whereas, SmartCentres uses the VMC to host the SmartVMC Artwalk program, an approved temporary active event space, which includes a food market, night market, drive-in movie theatre, Christmas Tree lighting and art mural within Transit Square;

Whereas, in June 2022, the VMC Sub-committee endorsed the pursuit of a hub-and-spoke model for developing a cultural arts district in the VMC and the launch of a VMC Arts and Creative Industries Advisory Group that will lead coordinated efforts to develop, support and build on cultural arts activity in the VMC;

Whereas, the City's Economic Development Department supports the development of the VMC as an Arts and Creative Industry Hub as part of its Strategic Economic Initiatives and Economic Asset Development program;

Whereas, the Vaughan International Music Festival (VIMF) hosted successful events in both 2021 and 2022, which fit the mandate of the SmartVMC Artwalk program, and the 2021 event won the Ontario Culture Days Spotlight Award (People's Choice Category), which celebrates the creativity and ingenuity of event programming as part of the Ontario Culture Days Festival;

Whereas, the VIMF's mission is to help promote the VMC as a tourism destination, attracting visitors from York Region, the Greater Toronto Area and other Regions to Vaughan; and

Whereas, in January 2022, Council endorsed the support of the continuation of the VIMF as an annual, free community event for the next three years through to 2024 and continuing to support the VIMF conforms to the City's mandate to help deliver culturally diverse events in a safe, inclusive and accessible manner.

It is therefore recommended:

1. THAT the City of Vaughan approve the Vaughan International Music Festival as a charitable event for 2023, with this year's VIMF event taking place on August 18 – 19, 2023;
2. THAT the event be a community-led event, held in coordination with SmartVMC Artwalk, as part of their activation and programming;
3. THAT the event be held in the VMC Transit Square;
4. THAT the City's Economic Development Department support the VIMF as a VMC cultural arts amenity and promote it as part of their placemaking and tourism strategic initiatives;
5. THAT a special event permit be applied for and obtained through SmartVMC Artwalk Special Event umbrella, subject to approved conditions;
6. THAT services-in-kind in the form of chairs, tables, waste receptacles, risers, set up and cleanup be provided at no cost for the event; and
7. That the Corporate and Strategic Communications department be directed to assist with public information efforts for the VIMF utilizing digital signs and corporate communications channels.

Attachments

None