

MEMBER'S RESOLUTION

Committee of the Whole (1) Report

DATE: Tuesday, September 14, 2021

TITLE: VAUGHAN INTERNATIONAL MUSIC FESTIVAL EVENT APPROVALS

FROM:

Councillor Sandra Yeung Racco

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

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

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

Whereas, SmartCentres is currently providing SmartVMC Artwalk, an approved temporary active event space, including a food market, night market, drive-in movie theatre and art mural within the former Walmart parking lot as well as Transit Square, through to September 30; and

Whereas, the City of Vaughan's Economic and Cultural Development Department also participates in an annual Culture Days program with promotion on a local, regional and national level; and

Whereas, the launch of a Vaughan International Music Festival would fit the mandate and objective of both the SmartVMC Artwalk program and the City's Culture Days program, showcasing multicultural performances and music genres through partnerships with both community organizations and international performers; and

Whereas, a Vaughan International Music Festival would help promote the VMC as a tourism destination, attracting visitors from York Region, the Greater Toronto Area and other Regions to Vaughan; and

Whereas, a Vaughan International Music Festival would conform to the City's mandate to deliver culturally diverse events in a safe, inclusive and accessible manner.

It is therefore recommended:

1. That the City of Vaughan approve the launch of the Vaughan International Music Festival as an annual charitable event for the next two years; and
2. That a soft launch of the event be held on September 24, 2021 and the event showcase be held during Fall of 2022, with a date to be determined; and
3. That both events be held in the VMC Transit Square Artwalk area; and
4. That both events be held in coordination with SmartVMC Artwalk as part of their activation and programming; and
5. That both events be held in partnership with the City's Economic and Cultural Development Department as part of the annual Culture Days program; and
6. That a special event permit be applied for and obtained for both events through the SmartVMC Artwalk Special Event umbrella, subject to any other approvals granted by City Council and any and all conditions prescribed in the corresponding permits; and
7. That services-in-kind in the form of mobile outdoor stage, chairs, tables, waste receptacles, audio visual equipment (if required), set up and clean up be provided at no cost for both events; and
8. That the Corporate and Strategic Communications department and Access Vaughan be directed to assist with public information efforts for the Vaughan International Music Festival utilizing corporate communications channels.

Attachments

None