

MEMBER'S RESOLUTION

Committee of the Whole (1) Report

DATE: Tuesday, January 18, 2022

TITLE: Vaughan International Music Festival – 2022 Event

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 has used the VMC to host SmartVMC Artwalk, an approved temporary active event space, including a food market, night market, drive-in movie theatre and art mural within Transit Square and the former Walmart parking lot; and

Whereas, the City of Vaughan's Economic Development Department provides business advisory services to organizations participating in the annual Culture Days program across the City with promotion on a local, regional and national level; and

Whereas, in 2021, the City of Vaughan hosted a soft launch of the Vaughan International Music Festival (VIMF), which 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, the VIMF soft launch won the 2021 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; and

Whereas, continuing to host the VIMF as a free community event 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, an annual VIMF 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 first official VIMF event for 2022 to be held on the weekend of June 10-12, 2022; and
2. That the event be held in the VMC Transit Square, the YMCA – VMC location and the Vaughan Studios and Event Space; and
3. That the event be a community led event, held in coordination with SmartVMC Artwalk as part of their activation and programming; and
4. That the City's Recreation Services Department Events Team support the organization of the event as part of their cultural events mandate; and
5. That the City's Economic Development Department support event organizers with appropriate business advisory services; and
6. That a facility permit be provided for the Vaughan Studios and Event Space for the weekend at no cost (space to be determined in collaboration with staff); and
7. That the Deputy City Manager of Community Services/Director & Chief Licensing Officer be authorized at his sole discretion to set aside any regulations of the City's Special Events By-law to support the event; and
8. That services-in-kind in the form of chairs, tables, waste receptacles, risers, set up and clean up be provided by the Public Works Department at no cost for the event; and
9. That the Corporate and Strategic Communications department and Access Vaughan be directed to assist with public information efforts for the VIMF utilizing corporate communications channels; and
10. That staff be directed to support in their capacity the continuation of the VIMF event as an annual, free community event for the next 3 years through to 2024.

Attachments

None