THE GLOBAL PROJECT | SOCIABLE CITY TORONTO THE FUTURE OF NIGHTLIFE

Creating Safe and Vibrant

Places to Socialize

July 18, 2018

SOCIABLE CITY rhi

THE BUILDING BLOCKS OF THE NIGHTTIME ECONOMY

FORM AN ALLIANCE

RESOURCES | ACTION TEAMS

PLAN FOR PEOPLE

QUALITY OF LIFE | MOBILITY

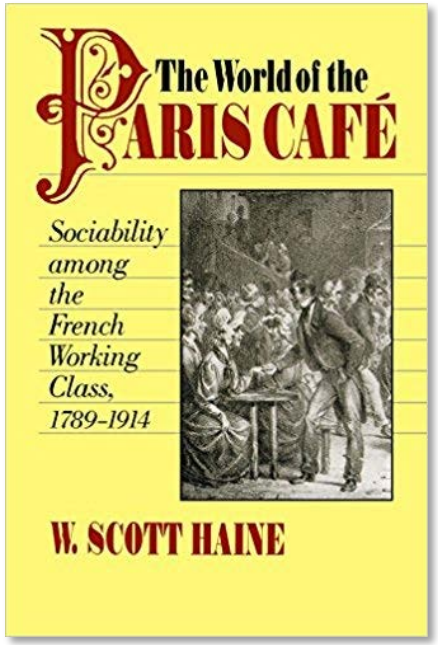
ASSURE SAFETY

PUBLIC SAFETY | VENUE SAFETY

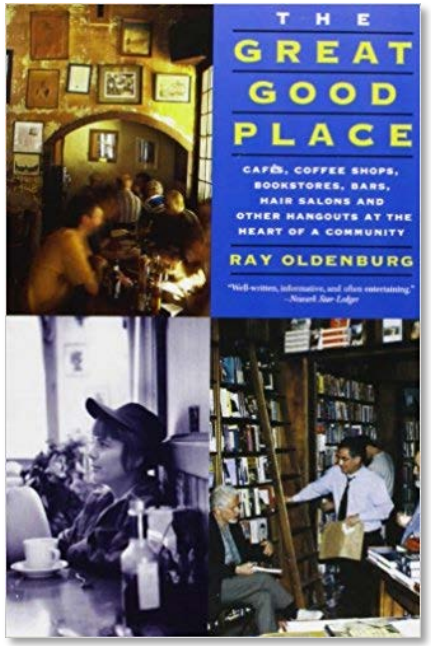
ENHANCE VIBRANCY

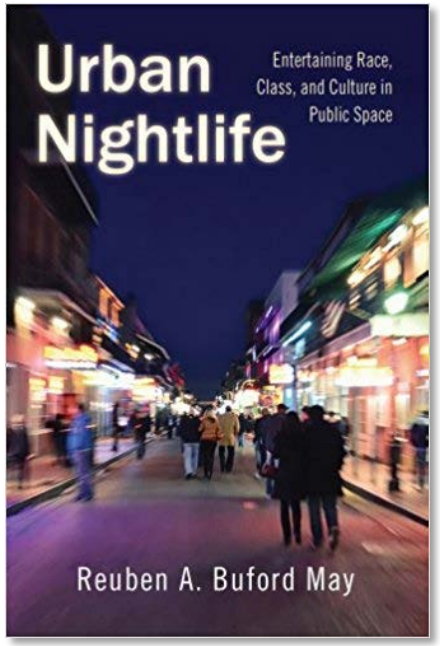
ENTERTAINMENT | PUBLIC SPACE

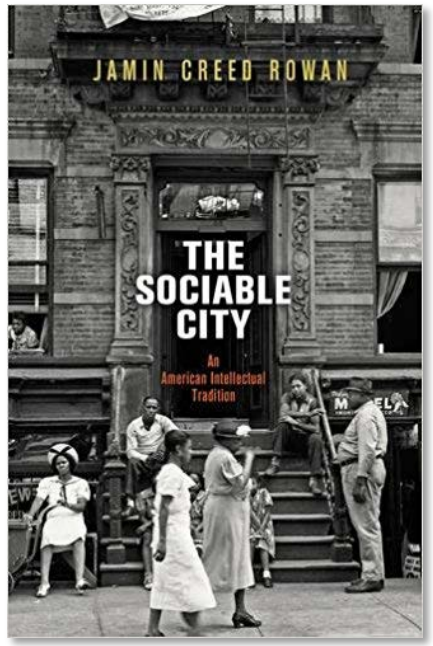
LIFE IS ABOUT RELATIONSHIPS



Sociability is sharing an experience with other people that stimulates the senses, intellect or emotions







THE BUILDING BLOCKS OF THE NIGHTTIME ECONOMY

VIBRANCY IN HOSPITALITY ZONES can be enhanced by creating a seamless flow of social experiences in public and private spaces—from sidewalk cafes and buskers to live entertainment in restaurants, bars and clubs.

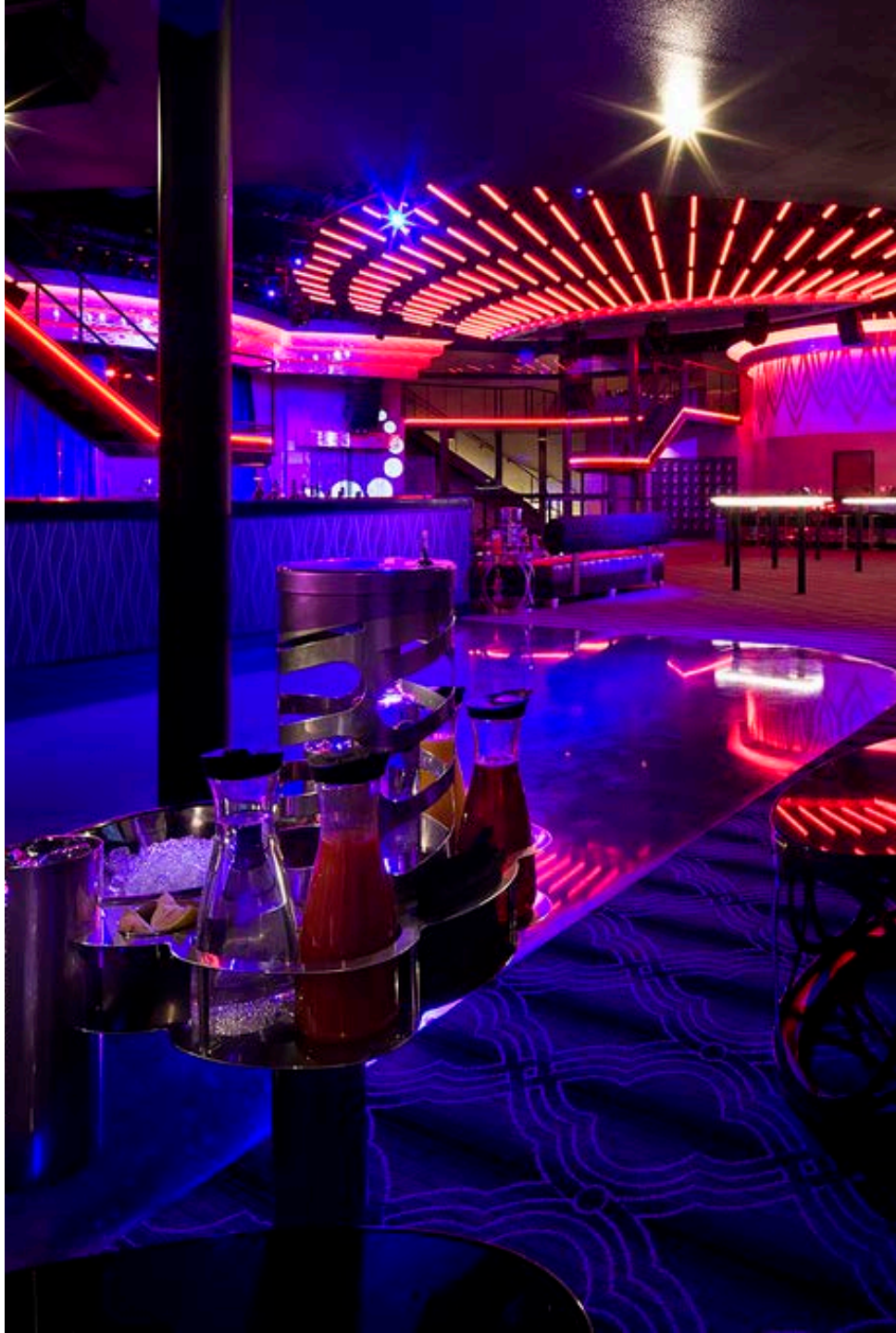
THE CORE MEASURES OF THE NIGHTTIME ECONOMY

ENTERTAINMENT

Performance Venue
Dining Venue
Social Venue
Marketing
Craft Culture
Demographics
Talent Retention
Economic Impact

PUBLIC SPACE

Outdoor Dining
Public Markets
Vendors/Kiosks
Pedestrian Safety
Street Performers
Accessibility
Festivals
Lighting



WHAT CREATES VIBRANCY?

QUESTIONS FOR DISCUSSION

- What is the **Sound of Toronto**?
- What is the **Taste of Toronto**?
- What have been the **"creative" social experiences** in Toronto over the past five years?
- Is the **mix and balance of attractions** complementary and sustainable?
- List the challenges of the **"creative entrepreneur"** opening a dining or entertainment venue (restaurant, café, craft beverage, music, dance, etc.)
- What are the gaps? What attractions/activities would **draw a broader audience**?
- Are there **things to do for those who don't drink** and who don't have a lot of money to spend on a night out?

AGENDA FOR ENTERTAINMENT MEASURE

Entertainment

- Definition
- Entertainment and Sociability
- The Creative Process

Entertainment Planning

- Invest in Talent Development
- Develop and Incubate Entertainment as an Economic Engine
- Establish a Marketing Campaign

ENTERTAINMENT

Entertainment is an amusement or emotional diversion intended to hold the attention of the audience or participants

ENTERTAINMENT AND SOCIABILITY

- What factors create a "sociable" environment?
- How do they differ for men and woman?
- How do the factors differ for age?
- What is the community's role in facilitating entertainment and sociability?

WOMEN WANT

Clean, equipped rest rooms

Well-lit parking and entrance

Identifiable staff

Crowd control

Seating

Dancing

Music

WOMEN WANT

Places to talk

Drink menu

Light food

Choices

Shopping

Potty Equity

Temperature

MEN WANT

Beer

Sports

Women (Men)

More Beer

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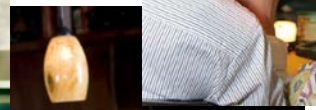
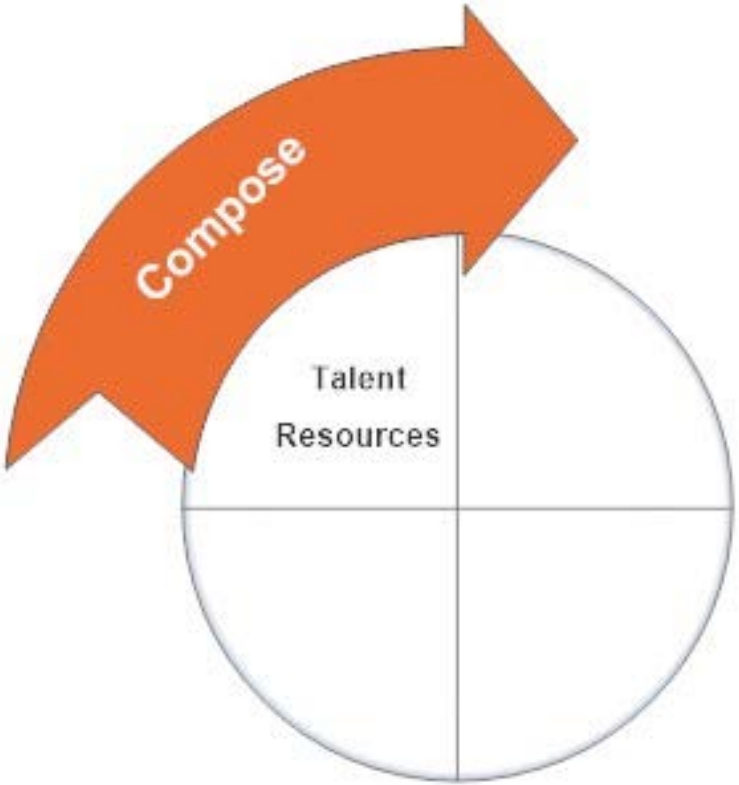
ENTERTAINMENT AND THE CREATIVE PROCESS





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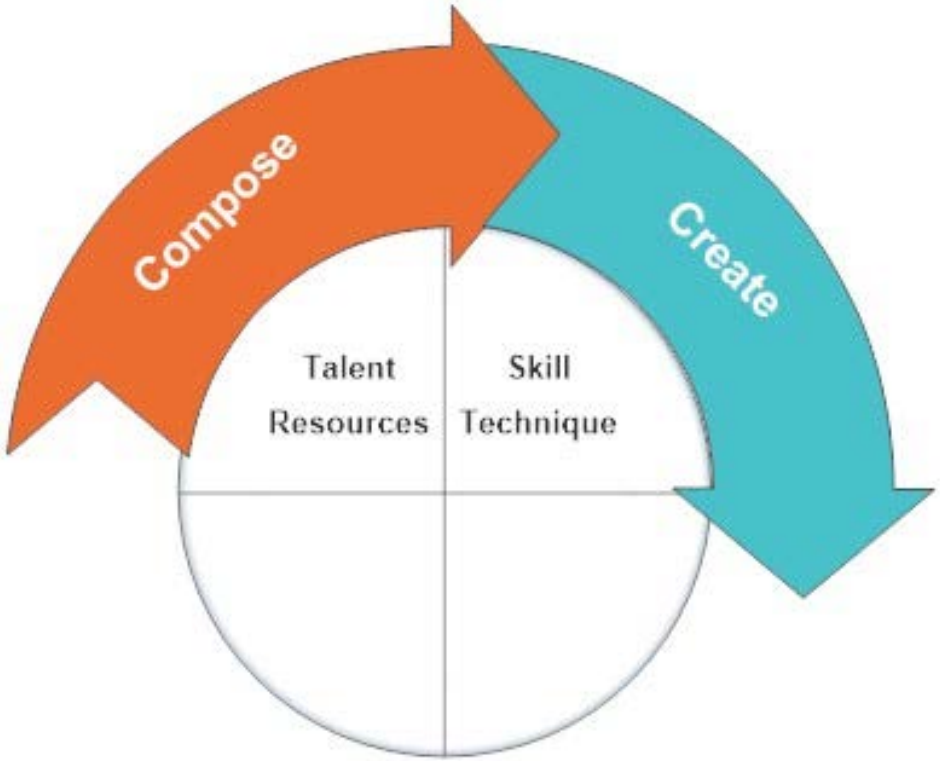

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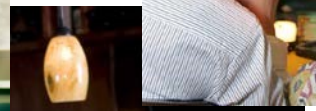

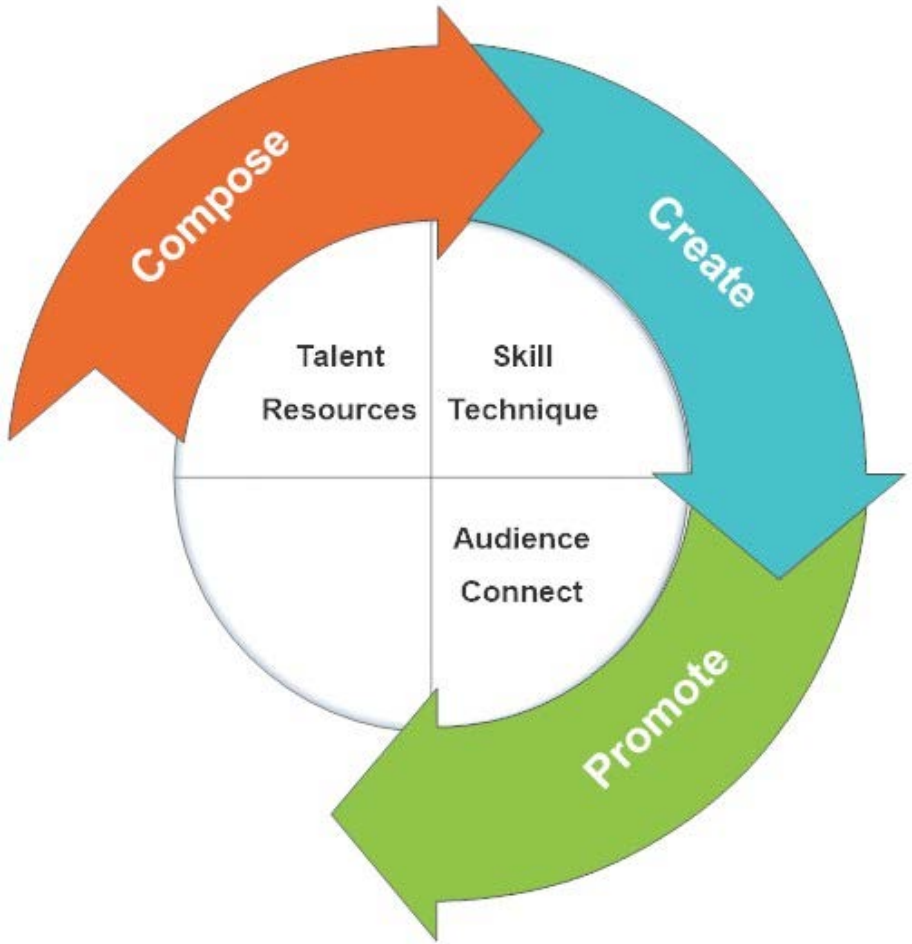

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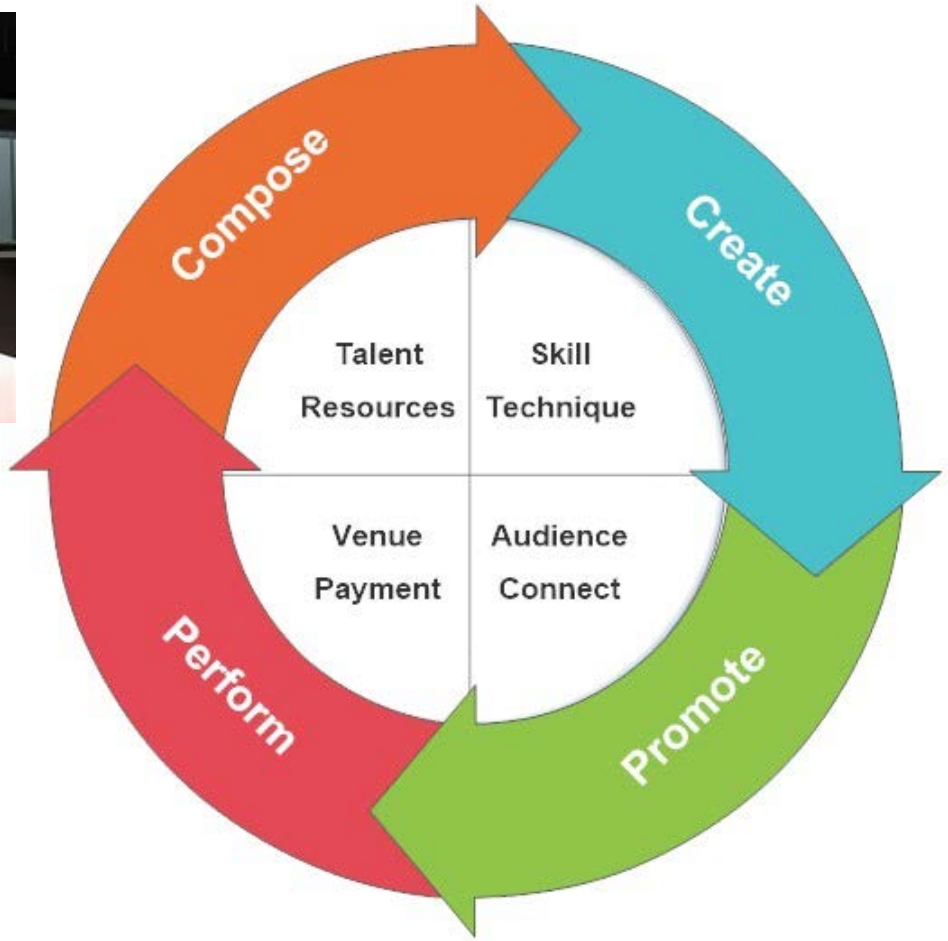

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INVESTMENT IN TALENT

Availability of education and training for youth and adults in music, art, drama, dance, culinary, mixology and other forms of entertainment.

Scholarships for students displaying exceptional talent to pursue education and training

Practice and recording studios for local performers to rehearse and record their music

Showcase opportunities, including formal theatres and concert halls, festivals, commercial venues of differing sizes and organized street performances

Annual Awards to recognize exceptional ability in multiple categories

ECONOMIC ENGINE

Business and marketing training for venues, performers and other creative talent to assure proper income for performance (i.e. contracts, intellectual property, promotion, pricing, etc.)

Subsidized housing supports creative talent

Specialized vocational skill development to enhance income earning potential and a larger pool of talent for the local economy

Clear and effective codes, fees, regulations, and a smooth permitting and licensing process. Artists and venue owners should be included in the process. This step works to encourage businesses of all types to include live entertainment and discourage talent drain to other entertainment cities.

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MARKETING CAMPAIGN

Document organizations dedicated to improving, supporting and recognizing the talent and availability of dining, social and entertainment

Recognize local celebrities such as chefs, artists, musicians and other creative talent through local showcase activities, i.e. art walks, music walks, festivals, public display, public broadcast, etc.

Define the "street as a venue" concept and conduct collaborative marketing and promotion to establish a brand with unique qualities for socializing, dining and entertainment

Identify a Host Organization to centralize communication and promotion of activity, and streamline schedules to avoid duplication or conflicting activity

WHAT ANIMATES THE PUBLIC SPACE?

THE CORE MEASURES OF VIBRANCY AND SOCIABILITY

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Dining Venue
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PUBLIC SPACE

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Accessibility
Festivals
Lighting

EVALUATE THE PUBLIC SPACE

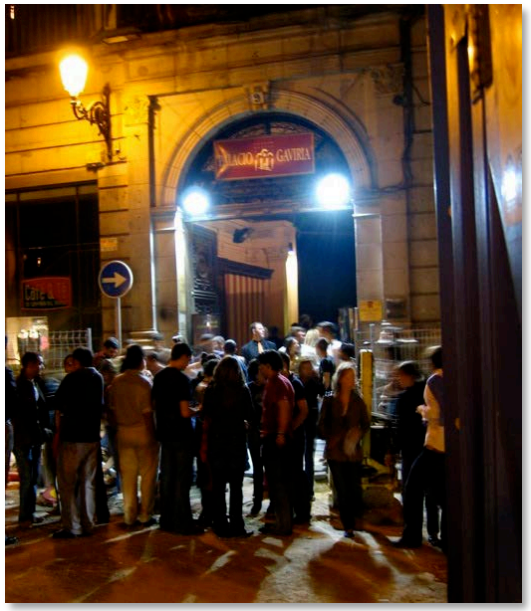
- Sidewalk Capacity for Pedestrians and Crowds
- A Continuum of Auditory and Visual Experiences
- Outdoor Seating
- Business Incubators

SIDEWALK CAPACITY

Measure sidewalk width throughout the hospitality zone and identify congestion points or potential areas for added activity

Establish standards for venues to identify where people will line-up while waiting to enter the venue, and if there is a smoking ban, where people can gather outside of the venue

Determine impact of large occupancy (seating) venues in close proximity at closing time or during peak periods



SOCIABILITY AND PUBLIC SPACE

- Mix of experiences, diversions and businesses that appeal to multiple cultures and generations.
- Seamless visual experience, lighting, vitality connectivity and pedestrian orientation.
- Manage transition points between day, evening and late-night activity.
- Participatory activities in public space that facilitate social interaction.

BUSKERS AND STREET PERFORMERS

CONTINUUM OF EXPERIENCE

Document current street performers by day of week and time of day

Define criteria for auditions to ensure quality of acts and to avoid repetition

Evaluate current or potential licensing/permitting system to facilitate performance while distinguishing activity from panhandling

Identify and designate specific locations, times and sound amplification restrictions for performances

OUTDOOR SEATING

Evaluate room to maneuver with ease throughout the hospitality zone. Pedestrian traffic during peak activity periods, use by wheelchairs or strollers for children

Determine areas for outdoor seating, current pedestrian congestion points, porous areas that could be stained, r be difficult to maintain

Identify areas with potential for expanded use, either for commercial purpose or as a shared space (take-out food, “flex-zones”

Determine current standards for design, materials and maintenance including railings, tables, chairs, ashtrays, trash containers, tree wells, benches, A-frame signs

VENDORS AND KIOSK

BUSINESS INCUBATORS: ECONOMIC VALUE TO SOCIAL VALUE

- Cart, Trailer or Stall
  - First time entrepreneurship
- Fully equipped Truck or Kiosk
  - Growth and success of food or products
  - Many operations are limited by space
- Brick and Mortar Business
  - Stability and security for all business operations

BUSINESS INCUBATORS

Document current markets (i.e. farmers market, sidewalk sales) with frequency, time, estimate of participation and pre and post shopping, dining and socializing.

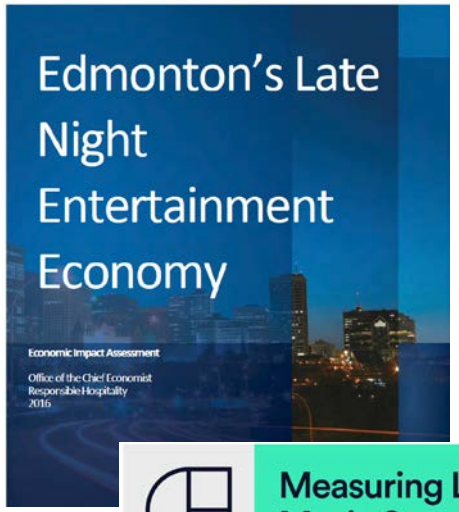
Evaluate the current permit process for markets and sidewalk sales and opportunities for streamlining and enhancing opportunities for expansion of activity.

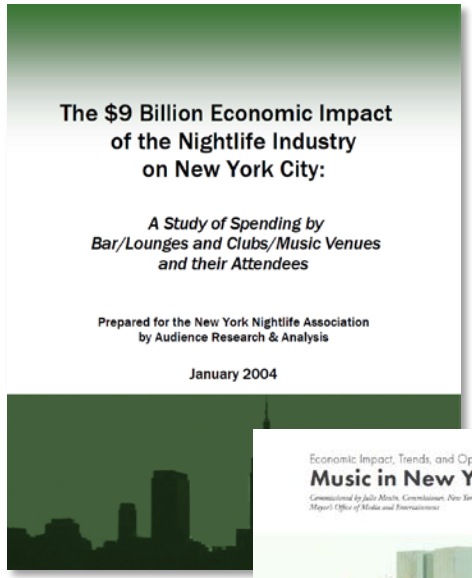
Document current vendors including products offered, days and times.

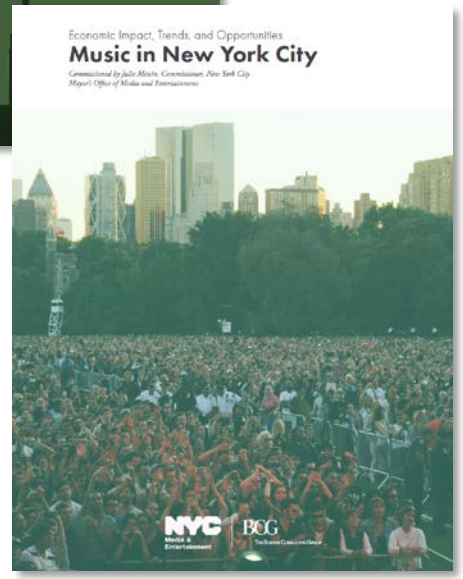
Identify and designate specific locations, times and restrictions for introduction of markets, vendors and permanent kiosks.

Review current rules, regulations and compliance monitoring for using public space for commercial purposes and areas required to improve efficiency, compliance and community relations.

ECONOMIC ASSESSMENT: A GROWING TREND







THE ECONOMICS OF LIFE AT NIGHT

THE NIGHTTIME ECONOMY IS ALSO THE DAYTIME ECONOMY

Daytime	Nighttime
• Food Companies • Beverage Companies • Equipment and Supplies • Graphic Artists • Printers • Weekly Papers and Magazines • Pest Control • Services (Banking, Insurance, Legal) • Government (Licensing, Tax) • Waste Management • Fashion • Spas • Event and Party Planners	• Restaurants • Cafes • Take-out • Vendors • Nightclubs • Cinema • Theater • Markets • Arenas • Stadiums • Transportation • Parking • Security

ECONOMIC ASSESSMENT DATA POINTS

CURRENT TRENDS IN STUDIES

- Defined boundaries of designated hospitality zones
- Determine and inventory number and mix of venues
- Research occupancy (seating) of individual venues and total within the designated hospitality zone
- Document operating hours and changes in operations
- Aggregated employment – FTE's, total payroll
- Sales differentiated by time
- Property taxes and licensing fees paid per year
- Independent, regional, national mix
- Business history (years in business, ownership)

FUTURE STUDIES

- Indirect & induced impacts
- Cost/benefit analyses of revenues
- Policing and compliance costs
- Cost of not allocating resources
- Transit and transportation costs/benefits
- Effects of licensing decisions on security management and district 'tipping points'
- Property value changes – residential, office, retail
- Allocation of public realm management budgets

HOMEWORK ASSIGNMENT

- **Talent Development:** Prepare a directory of schools or private providers that offer training for careers in hospitality and entertainment (i.e. Music and music production; Culinary; Mixology, Craft Beverages and bartending
- List **award programs** that recognize people associated with hospitality and nightlife. e.g. Local chef awards, music awards.
- Interview 10 people of different ages about **the "sound" and "taste"** of Toronto. What makes Toronto vibrant?
- Identify **trade and professional associations** that represent the diverse sectors of the hospitality and entertainment industry (i.e. restaurants, musicians, chefs, food trucks, buskers, bartenders, event planners, festival organizations, etc.) and resources offered to their members
- Determine a process to **monitor opening and closing** of dining and entertainment businesses by district
- Interview 10 people who recently opened a venue, organized an event or festival, or obtained a permit for outdoor seating, street vendor, street performer about the process for licensing and suggestions for improvement.

THE ROUNDTABLES

Thursday September 27
10:00 am – 12:00 pm

Thursday September 27
2:00 pm – 4:00 pm