Creating Safe and Vibrant Places to Socialize

July 18, 2018
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
Sociability is sharing an experience with other people that stimulates the senses, intellect or emotions.
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 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
AGENDA FOR ENTERTAINMENT MEASURE

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ENTERTAINMENT AND THE CREATIVE PROCESS
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[Image of various entertainment scenes and a diagram with stages: Compose, Create, Perform, Promote, Talent Resources, Skill Technique, Venue Payment, Audience Connect]
Entertainment
Definition
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The Creative Process

Entertainment Planning
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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.
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?
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, 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

Edmonton’s Late Night Entertainment Economy

The $9 Billion Economic Impact of the Nightlife Industry on New York City:
A Study of Spending by Bar/Lounges and Clubs, Music Venues and their Attendees
Prepared for the New York Nightlife Association by Audience Research & Analysis
January 2004

City and County of San Francisco
The Economic Impact of San Francisco’s Nightlife Businesses
Office of Economic Analysis
March 5, 2012

Creative Footprint Music
Measuring Live Music Space in Cities

Nightlife Industries in San Francisco: 2016 Update
Office of Economic Analysis
September 8th, 2016
## THE NIGHTTIME ECONOMY IS ALSO THE DAYTIME ECONOMY

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<td>Beverage Companies</td>
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<td>Equipment and Supplies</td>
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<td>Graphic Artists</td>
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<td>Printers</td>
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<td>Pest Control</td>
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<td>Services (Banking, Insurance, Legal)</td>
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<td>Waste Management</td>
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<td>Event and Party Planners</td>
<td>Security</td>
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The nighttime economy is also the daytime economy.
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

PUBLIC SPACE

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

ENTERTAINMENT

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