

Nuit Blanche Event 2018 – Update

Recommendation

That the February 21, 2018, Citizen Services report CR_5639, be received for information.

Previous Council/Committee Action

At the January 31, 2018, Community and Public Services Committee meeting, the following motion was passed:

That Administration prepare a report for the February 21, 2018, Community and Public Service Committee meeting on the status of the Nuit Blanche event, including the service package that was prepared for the 2017 budget, and any necessary updates to allow for the consideration of allocating the remaining needed funding for the anticipated September 2018 Nuit Blanche event.

Executive Summary

This report provides information regarding plans for a 2018 Nuit Blanche Edmonton event and the financial support requested of the City of Edmonton.

Report

Edmonton hosted its first Nuit Blanche arts festival in 2015, featuring over 30 artworks in an all-night contemporary art showcase throughout downtown. Building on the success of event, the Nuit Blanche Edmonton Society plans to return with another edition of the festival in 2018. Organizers estimate attendance will grow by 50 percent over the 2015 event to an overall attendance of 75,000. As a result, Nuit Blanche anticipates that the economic benefits to downtown businesses will increase by approximately 12 to 15 percent.

Nuit Blanche events have the capacity to enhance a city's reputation and profile, support the local arts scene, attract regional tourists and bring communities together to foster citizen engagement. To accomplish this, Nuit Blanche events are free for the public and engage with underutilized civic and public spaces. The event requires sufficient financial resources to produce high calibre artworks and attract exciting and high profile artists.

A business case was submitted for the 2017 Nuit Blanche Edmonton event (Attachment 1) and reviewed by Administration and by business partners at Edmonton Tourism and the Edmonton Arts Council. Nuit Blanche Edmonton is scheduled for September 2018.

Budget/Financial Implications

The financial request from the Nuit Blanche Society Edmonton for the 2018 event is \$335,000 and was discussed as part of the 2017 Spring Supplemental Operating Budget Adjustment. During deliberations, City Council approved \$150,000 for planning of the event. Nuit Blanche Edmonton still requires \$185,000 from the original ask in order to deliver the event.

Nuit Blanche Edmonton’s total 2018 event budget is estimated at \$950,000. The funding request put forward to the City is approximately 35 percent of the overall budget. Arts and cultural festivals and events are typically funded through the Edmonton Arts Council, however, their current budget is not sufficient to respond to Nuit Blanche Edmonton’s request. Administration does not have funding available in existing budgets for the remainder of Nuit Blanche Edmonton’s financial request.

Corporate Outcomes and Performance Management

Corporate Outcome: Edmontonians are connected to the city in which they live, work and play.			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Events attract large, diverse crowds of Edmontonians and visitors to downtown Edmonton	Attendance	2015: 50,000	2018: 75,000
Edmonton’s downtown at night is a safe and vibrant place for citizens	Percent of those that come to the event report having enjoyed their nighttime experience of downtown through the Insight Community survey	N/A (not measured in 2015)	2018: 75%

Corporate Outcome: Edmonton region is a catalyst for industry and business growth			
Outcome(s)	Measure(s)	Result(s)	Target(s)
Positive economic impact for the city	Economic Impact to Edmonton	N/A (not measured in 2015)	2018: \$1.6 million
Downtown business growth stemming from activated spaces	Percent increase of ID scans recorded	2015: 7-8%	2018: 10%

	at participating downtown businesses when compared to other Saturday nights in September		
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Risk Assessment

Risk Element	Risk Description	Likelihood	Impact	Risk Score (with current mitigations)	Current Mitigations	Potential Future Mitigations
Financial	The event will reduce its current program if unfunded; In the long term, the viability of the event may be impacted.	4 Likely	2 Moderate	8 Medium	Continue to work with the event to find innovative ways to reduce civic service costs, identify other sources of funds, and amplify event messaging to increase exposure.	Continue to work with event organizers to find innovative ways to reduce costs.
Public Perception	Event brand is impacted if unfunded (inability to deliver at the same level of the 2015 event).	4 Likely	2 Moderate	8 Medium	Continue to work with the event to support as required with civic services, build capacity, identify other sources of funds, and increase media recognition.	Corporate Communications to assist with amplification of the event through social channels.
Public Perception	Perception of inequity from other festivals funded through the Edmonton Arts Council.	4 Likely	2 Moderate	8 Medium	Continue work on the Event Policy and Festival & Community Events Strategy to align with the Edmonton Arts Council “Art of Living” refresh to address overall funding concerns.	Standardized approach to how events are supported by the City of Edmonton.

Attachment

1. Business Case Template - Nuit Blanche

Others Reviewing this Report

- T. Burge, Chief Financial Officer and Deputy City Manager, Financial and Corporate Services
- C. Campbell, Deputy City Manager, Communications and Engagement

