

# MOONGLADE

A one-night-only contemporary art festival downtown Burlington

CCS-5-16 July 11, 2016

File no. 170-01

## Impact On The City

- This event increases art appreciation in Burlington.
- Events like these improve happiness and residents enjoyment of living in Burlington.
- This event is innovative, revitalizes culture, and creates a more vibrant and interesting city.
- These events encourage walkability and foster community interaction and engagement.
- We provide opportunities for artists in Burlington + invite successful artists to exhibit here.
- Our events are good for tourism and local business.

## By The Numbers

**Years in Operation:** 4

**Number of Events Held to date:** 8

**Attendance:** 3-5K people

**Artists from:** Burlington, Hamilton, Montreal, Halifax and Toronto.

**Installation Artists:** 16

**Pop-Up Market Artists:** 20

## Supporting The Strategic Plan

AN ENGAGED CITY: Community members are engaged, empowered, welcomed and well-served by their city. Culture and community activities thrive, creating a positive sense of place, inclusivity and community.

MoonGlade Helps Build An Engaged City!

## To Date No Vacancy Has:

- Sold Thousands of Dollars of Local Burlington-based art
- Attracted renowned artists from all over Canada
- Improved culture in the City of Burlington
- 2013: Took over a floor at The Waterfront Hotel
- 2014: Animated Village Square bringing it to life with culture
- 2015: Activated Old Lakeshore Road with art, music and community engagement.