



MEMO / NOTE DE SERVICE

To / Destinataire Mayor and Members of Council File/N° de fichier: _____

From / Expéditeur Sheilagh Doherty, Interim Director,
Economic Development Services _____

Subject / Objet Nightlife Commissioner Announcement Date: June 11, 2024 _____

The purpose of this memo is to notify Council that the City of Ottawa's first Nightlife Commissioner was announced by Mayor Sutcliffe at a media event this morning.

Background

In May 2023, Council approved the [Nightlife Economy Action Plan](#). The Plan addresses the economic opportunities and challenges of Ottawa's nightlife through a series of ten recommended actions that support the development and delivery of nightlife infrastructure, amenities, and experiences. The Plan is based on an analysis of Ottawa's current nightlife economy, best practice research, and input from internal and external stakeholders. It also builds on the Ottawa Music Strategy (2018-2020), a cross-departmental collaboration aimed at supporting the growth of the local music industry and establishing Ottawa as a global music city.

Recommendation 1 of the Nightlife Economy Action Plan is to establish the framework for a Nightlife Commissioner Office for implementation in 2024. The creation of a Nightlife Commissioner role is a best practice in nightlife development around the world.

Working with key nightlife sectors and stakeholders, the Nightlife Commissioner will lead the implementation of the Nightlife Economy Action Plan and deliver the City's vision of a more vibrant, diverse, inclusive, viable, safe, and well managed nightlife.

New Nightlife Commissioner

After an extensive recruitment process, the City has selected Mathieu Grondin for the position of Nightlife Commissioner effective June 10, 2024. Born and raised in Montreal, Mathieu is widely recognized as a global leader in nightlife advocacy with more than 10 years of experience focusing on issues and opportunities related to nighttime governance and the nightlife economy. Since 2017, he has worked as the founder and director general of MTL 24/24, a non-profit organization that advocates for improved nightlife in Montreal. Mathieu is fluently bilingual and has recently relocated from Montreal to the National Capital Region. A brief biography of Mathieu is available at the end of this memo.

Next Steps

Mathieu's first few weeks will be spent completing his City of Ottawa employee onboarding and meeting key partners and stakeholders within the community. He will work closely with the Economic Development Services team responsible for delivering the Nightlife Economy Action Plan to prioritize the Plan's recommendations and develop a detailed work plan to advance implementation.

The Nightlife Commissioner will report to Council by the end of 2024 and advise on the status of the City of Ottawa's Nightlife Economy Action Plan implementation and 2025 priority activities.

Any questions related to the announcement of the Nightlife Commissioner can be directed to Cindy VanBuskirk, Program Manager, Economic Development Services at Cindy.VanBuskirk@ottawa.ca.

Sincerely,

Sheilagh Doherty

Interim Director, Economic Development Services, Strategic Initiatives Department

cc. Senior Leadership Team
Ryan Perrault, Interim General Manager, Strategic Initiatives Department
Strategic Initiatives Departmental Leadership Team
Andrea Lanthier-Seymour, Chief Communications Officer, Public Information and Media Relations

Mathieu Grondin, Nightlife Commissioner Biography

Born and raised in Montreal, Mathieu Grondin has enjoyed a varied career in creative industries and economic development. At the age of five, Mathieu began a 20-year acting career in television, film and theatre with roles including programs such as *ZAP!* (1993), *Une Grenade avec ça?* (2002) and *October 1970* (2006).

Mathieu completed a Bachelor of Fine Arts from Concordia University in 2004, specializing in film production. He worked for 15 years as a director and editor of music videos for artists including Céline Dion, Mes Aïeux, and Radio Radio and for commercial clients including Ford, McDonald's, and Bell. He also directed a short film which won the critics' prize at the Rendez-vous du Cinéma québécois in 2006.

In 2017, Mathieu founded MTL 24/24, an organization that supports nightlife development in Montreal. The organization's main objectives are to destigmatize nightlife activities, enable a dialogue between nightlife stakeholders, the community, municipal authorities and elected officials, and enhance economic prosperity by promoting nightlife culture, experiences and attractions.

In 2020, MTL 24/24 established the Night Council, a consultation table for Montreal night owls. Mathieu led the publication of two significant studies that informed the ongoing development of the City of Montreal's nightlife policy: *Montreal, 24-hour City* (2021), an economic impact study, and *Creative Footprint Montreal* (2022), an international analysis of the cultural impact of local venues. In 2021, Mathieu launched *MTL au Sommet de la nuit*, a global forum dedicated to nighttime governance. Between 2021 and 2023, the annual event attracted more than 600 people, including speakers from more than 30 cities worldwide. The objective of the summit is to identify best practices for managing urban nighttime activities and propose solutions to challenging issues.

Mathieu has been a featured presenter at several international conferences for prestigious organizations such as UN-Habitat (World Urban Forum Katowice, 2022), the German Center for Research and Innovation (SXSW, 2023), and the Government of New South Wales (Sydney OPEN Forum, 2023). He is widely recognized as a global leader in nightlife advocacy.

Music has always been a passion for Mathieu. Like his late father, Denis Grondin (1950-2017), pioneer and host of Montreal FM radio, Mathieu is also a deejay. He began deejaying electronic music at sixteen and still performs today in his free time under the name Grondini. He is also the brother of well-known Quebec actor Marc-André Grondin.



Mathieu Grondin, Nightlife Commissioner, City of Ottawa