

Shermine Sawalha is a visual and performance artist, producer, curator of arts and culture, and entrepreneur. Her extensive study of the arts and entertainment industry has helped her cater to the drives and needs of artists and audiences worldwide, creating communities and building playgrounds for underground culture to thrive in while educating the public through entertainment.

Her projects include the production, booking, and management company, [Malahi Entertainment](#), the women-focused experimental label [Malakat Records](#), [Ctrlab](#), Montreal phygital gallery, event space, and broadcast station that aims to disseminate the work of emerging and established artists, as well as the newest project [Esc](#), an avant-garde phygital space, that serves as a transformative hub in the Montreal's entertainment district, cherishing the values of arts, culture, and entertainment, while breaking traditional boundaries and elevating the influence of artists, promoters, creatives, and their audiences.

Shermine is a researcher for [Vibelab](#), and was the local lead and researcher for [Creative Footprint Montreal](#), an international research project that studies creative spaces and communities to examine the cultural value and impact of music and nightlife in the city. Shermine is also part of Montreal's [Night Council](#) advocating to democratize, promote and legitimize the city's nightlife and the future of Montreal's Nightlife economy.

According to Montreal's Creative Footprint report, which was released earlier last year, the city boasts one of the world's most creative and vibrant local cultures. However, it also faces a significant challenge concerning accessibility to spaces for exhibitions and performances.

To address this issue, it is crucial to enhance communication and collaboration among the nightlife industry, public safety entities, and municipal decision-makers. By fostering better relationships and dialogue, we can work towards finding solutions that accommodate both the city's thriving nightlife and its public safety concerns.

Additionally, exploring opportunities that involve extending operating hours for nightlife establishments and gaining access to new and suitable venues can further contribute to alleviating the problem of limited spaces for creative events in Montreal.

The primary goal is to enrich Montreal's entertainment tourism and vibrant nightlife, offering both visitors and locals as well as online browsers an inclusive and immersive unforgettable experience and a glimpse into Montreal's vital position as one of the world's most creative and diverse cultural scenes and a leader in the Nightlife Industry.

SUGGESTIONS

- Create a position for a Night Mayor - someone who represents and helps develop a city's nightlife economy
- Creating specific nighttime governance organizations to liaise between private and public stakeholders (government, small businesses, creative sectors, cultural organizations, etc.) is critical to ensuring there is follow-through on nightlife initiatives.

- Setting up a night office & night council in different boroughs - that helps the public as well as cultural and commercial businesses working in the nightlife sector to get easier access to policies and laws regarding nightlife as well as
- Simplify regulatory frameworks in order to boost the nightlife economy and culture by creation and distribution of a step by step bilingual guide for the public and businesses involved in nightlife to understand their rights and responsibilities as well as the offices and parties that might affect them.
- Gatekeeping - offer opportunities to partners in the commercial and cultural aspects of the night-time economy - make sure that these opportunities are offered to younger, emerging underground entities as well as the usual suspects
- The government would need to create a clear and consistent regulatory framework for the nightlife industry. This would help to create a more level playing field for businesses and attract investment.
- The government could provide incentives for businesses to open new bars and clubs. This could include tax breaks, subsidies, or other forms of financial assistance to international businesses that want to open up
- Improve quality of life by strengthening relationships between venues and communities through programs and policies to manage sound, and mediate conflicts.
- Elevate nightlife culture by preserving and protecting venues that foster connection, creativity, and personal expression through programs to support cultural spaces
- Providing 24-hour public and private transportation services that are more efficient
- Inclusion or even representation and protection of people vulnerable and marginalized that are involved in nightlife industry
- Offer grants and subsidies around the issue of soundproofing that do not have long strict guidelines that do not allow newer venues and spaces to take advantage of them. Many will be threatened with closure as they wait to qualify eg. noise complaints and issues that will arise by the time they qualify will be the cause of the closing of their business.

QUESTIONS/ CLARIFICATIONS

- What are the suggested Zones, how will they be chosen and what factors can affect these zones?