

Introduction/Business Problem

Background:

Toronto can be considered a home for many theatres and performing arts enthusiasts. According to Wikipedia, Toronto is the world's third largest centre for English-language theatre, home to venues like the Royal Alexandra Theatre, the oldest continuously operating theatre in North America. Besides that, Toronto is Canada's largest media market, so any kind of interesting and unique art places can get exposure easily. Toronto is also a friendly city for foreigners as 47% of its population is made up of foreign-born persons. Meaning, it is a diverse city and has a lot of chances to introduce its culture to the world. Unfortunately, not many theatres are available in the borough of North York.

Problem:

From the background, this project aims to answer these questions:

1. Which boroughs have movie theatre?
2. What is the best location in North York to build movie theatre?