



The Tactical Guide contains dozens of ideas to help you re-imagine, re-think and re-purpose neighbourhood spaces to support and encourage physical activity and social connectedness. Here, we look at the fourth of seven tactics:

Spectacalize, Festivalize and Eventify

Spectacalizing your neighbourhood involves using featured entertainment to attract people to neighbourhood spaces. Festivalize your neighbourhood by organizing public gatherings to bring a festive atmosphere to neighbourhood spaces. Here are a few ideas to get started:

1. Street performers and buskers

Share your talents with others in your community in a free and accessible setting to **express your creativity, transform public space** and spark conversations among your neighbours.



Source: https://commons.wikimedia.org/wiki/File:Baltimore_Harbor_Street_Performer.jpg

2. Pop-up cinema

Bring neighbours together in the evening with a **pop-up cinema** in your yard! Get inspired by **London, England's** many pop-up cinema locations and events when creating your own.





3. Porch festival

Consider hosting, organizing, or attending a **porch festival** or street concert. You can use your own porch or balcony, and perhaps expand to other locations in the neighbourhood.



Source: Music group performing at Franklin (Westhaven) Tennessee Porchfest celebration, by Ray Porch, CC-BY-SA-3.0

4. Open your street

The Open Streets Project aims to prioritize street space for pedestrians over cars and to better connect the people in a community. Visit **Open Streets Project** for a toolkit and inspiration for starting your own project!



Source: Open streets, Barton Village

Here's more:

- Provide entertainment in nature - designate a meeting spot on a local, accessible trail with music. Or provide music at local markets and parks to draw people outdoors and into a social environment.
- Host a community Art at Night Festival.
- Host snowman and/or sandcastles competitions.
- Organize an ATV Meet and Ride for rural communities.
- Organize a group to walk/wheel through the neighbourhood and personally invite people to community events, ensuring those who are more isolated or live further away are included.
- Gather outside community halls/recreation centres prior to an event with “welcome” or “come try-it” signs, encouraging passersby to check it out.
- Add “foam parties” to other warm weather festivals with light shows and effects.
- Replace fireworks with lanterns and string lights through the neighbourhood, on trails and in parks.

For more information about how to Activate Your Neighbourhood, visit activateyourneighbourhood.ca.