



HELP US ANIMATE THE CITY'S PUBLIC SPACES



play cnv is a new program all about the transformation of public spaces into vibrant, fun locations that encourage creative use of parks, squares, streets and plazas that connect the community and bring residents together.

Placemaking

[pleys] mak-ing [māking] *noun*: The art of altering a public space into a living space. *verb*: Creating a public space that connects people in a pleasant and uplifting way.

THE BENEFITS OF PLACEMAKING:

- Connects your neighbourhood through positive, fun experiences
- Increased visibility of your neighbourhood or business area
- Empowers community champions to make positive improvements to public spaces
- Celebrates all that our City has to offer

Businesses, community groups and individuals are invited to '**embrace the space**' and learn more about creating dynamic public spaces.

EXAMPLES OF PLACEMAKING:

- Outdoor fitness class
- Pop-up market
- Community celebration
- Art installation
- Block party
- Festival or performance

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172%

Increase in retail sales by programming nearby public spaces

14%

Increase in business revenue by adding seating outside

69%

Percentage of Canadians who feel spending time out and about in their community is important

