Making the Most of OPEN STREETS TO

Business Activation Tips

The Best Business Activation is

- Engaging
- Visible
- Complementary
- Unique
- Contributing to the experince

Examples:

Have a friendly face outside your business like this mime outside a flower shop.

Offer a special and make it visible via signage.

Contribute to the fun Open Streets experience. Play some music.

Get creative like this tattoo parlour in Los Angeles
*Approx. 40 people took advantage of this deal.

Offer bike parking. There are a lot of bikes at Open Streets.

Give out free stuff. Balloons are great because they're very visible.

REMEMBER:

Open Streets TO does not allow any structures in the roadway.

Only use the space you are allowed to use on any regular day.

Open Streets TO is not a sidewalk sale nor do we have a sidewalk sale permit.

Let's create a happier, healthier Toronto

Want help with ideas to activate your business? Email info@OpenStreetsTO.org and we'll do our best to help you!