



CALL FOR ACTIVITY PROPOSALS

Open Streets TO is Toronto's largest outdoor recreational program, and it's coming back on two mornings this summer! **From 10:00 am to 2:00 pm on August 21 and September 18 2016**, Open Streets TO will close nearly 7km of Bloor Street and Yonge Street to motorized vehicles and open it to people on foot, bikes, rollerblades, wheelchairs, skateboards and more. It will provide a continuous, car-free link across neighbourhoods, spaces and communities that will invite residents and visitors to actively explore our city. Visit openstreetsTO.org for more information about the program, including maps, important dates and examples from other cities around the world.

Activity Hubs will animate the parks, parkettes and street frontages along the route. These will be nodes for community-led, participative activities, and will act as windows on their neighbourhoods to show what each community along the route has to offer. **Organizations and businesses like yours are key to making each one a success!**

Activities at in past years have included exercise classes, crowdsourced art installations, sample stations, musical performances, street games, water stations, dance performances, obstacle courses, neighbourhood tours and more. The possibilities are nearly endless, and we'd love to have an activity led by your organization at Open Streets TO 2016!

Activities should be:

- ✓ Centred on physical activity and wellness
- ✓ Interactive, participative and free
- ✓ Open to all Open Streets participants
- ✓ Family-friendly – not necessarily FOR children (although they can be!), but not anything that is inappropriate for the all-ages mix that will be present
- ✓ "Pop-up" in nature – quickly and easily set up and taken down by you
- ✓ Suited for an outdoor festival
- ✓ Self-contained – minimal or no need for power supply, water etc.

Open Streets TO is a great way to introduce your organization or brand to a large and diverse audience in a fun and informal setting. **As an Activity Leader you will have access to free space at an Open Streets TO Activity Hub and exposure to an expected participant group of more than 30,000 each program day.** If you would like to take advantage of this opportunity but are stuck on ideas, visit openstreetsTO.org for inspiration.

ACTIVITY PROPOSAL



To become an Open Streets TO Activity Leader, please submit your proposal to the [Open Streets TO Programming team](mailto:hubs@openstreetsTO.org) at hubs@openstreetsTO.org by 5:00 pm on June 30, 2016. **Remember to include the name of your hub in the subject line of your email!**

(1) Please fill in the following information

Organization Name:

Organization Website (if applicable):

Organization Address:

Contact Person Full Name:

Contact Person Phone Number:

Contact Person Email:

(2) Choose your hub, and we'll do our best to accommodate your request:

Christie Pits

Bloor & Bathurst

Bloor & Spadina

Bloor & Sherbourne

Bloor & Parliament

Yonge & Wellesley

Yonge & Shuter

Mobile

(3) Each Sunday will require your activity to be provided for the full 4 hours, plus set-up and take down. Which of the following days can you participate? Please check all that apply.

Sunday August 21, 2016

Sunday September 18, 2016



(4) Under what category does your activity fall? Highlight all that apply.

Physical activity (eg. yoga, zumba, pilates)

Arts and culture (eg. visual art, crafts, performance art, music)

Free services (eg. haircuts, bike repair, eye-check)

Free products (eg. healthy beverages, sunscreen, samples)

Health promotion (eg. information/education on health and physical activity)

OTHER:

(5) Who is your intended audience? (Check all that apply)

Children

Youth

Adults

Seniors

Families

Everyone!

OTHER:

(6) Summarize the activity that you wish to lead. **200 words max**

(7) Describe your capacity to successfully host this activity. For example: access to equipment/materials/manpower; established audience to participate; practice with implementing this activity at other events. **200 words max**

(8) Approximately how much space will you need? Check one.

<10 m²

10-50 m²

50-100 m²

>100 m²



(9) It's important to us that Open Streets TO be a sustainable and long-term program. To make this possible, evaluation will be important to the 2016 season. Will you have the volunteer capacity to assist in evaluating participation in your activity? This may include counting your participants, conducting simple surveys etc.

Yes

No

Please comment:

Proposals for Open Streets supporting activities will be considered by a panel and evaluated to ensure a diversity of programming in each Activity Hub, as well as the applicant's ability to demonstrate the following criteria:

- Participatory nature of activity
- Ability to engage large audiences
- Accessibility for people of all ages and abilities
- Appropriateness to a "pop-up" outdoor festival
- Ease of evaluation of participation in this activity

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