

A bright blue sky with scattered white clouds. The clouds are mostly in the upper left and lower right, with a few wispy clouds in the center. The overall tone is clear and bright.

# Blue Sky Retreat

Output from Idea Generation

# How to welcome the new members of The Waterfront BIA

- Welcome loot bag – stuffed with things from the area - *representing members, formal info package/brochure on the BIA* - **26 points**
- Orientation presentation/meeting - **19 points**
- Aerial photo – perspective of Toronto (astronaut) - **18 points**

## How to expand events and marketing to be visible throughout the entire footprint and the entire year

- Concert in the park e.g. Sherbourne Commons - **20 points**
- Live music (age appropriate) - **16 points**
- Signature charity event e.g. Jingle Bells run - **14 points**

## How to attract traffic while under construction

- Animate Construction Zone - **34 points**
- Traffic Friendly Assistants directing families and visitors wearing hard hats and branded t-shirts - **23 points**
- Art installation – youth – to hoarding – murals. Their vision of the new waterfront. Graffiti contest - **17 points**

A photograph of a bright blue sky filled with various white clouds. The clouds are scattered throughout the frame, with some appearing as thin, wispy streaks and others as more distinct, fluffy patches. The overall scene is bright and clear.

Thank You