

OUR WHY

CHINATOWN AFTER DARK

PRESENTED BY RE:VITA

Two years ago, we started gathering monthly to pick up garbage in this neighbourhood.

Now, we're working to change the narrative.

Dominant Narrative & Current State	Re:UITA Response
"Chinatown is not safe - no one wants to come at night and there's nothing to do"	Create an event that is attractive enough to overcome mental barriers
Public programming is limited to a few annual events a year	Plan regular activations that are frequent enough to build relationships & community while changing attitudes & habits
Public programming is often gated and heavily patrolled by law enforcement to exclude certain community members	Welcome our unhoused neighbors to participate while involving staff from social agencies/Hiregood to help with de-escalation if necessary
Public programming often highlights and features external vendors and food trucks	Structure an event that allows us to engage as many Chinatown businesses as possible
Most Edmontonians don't know where to start exploring Chinatown	Create a program and menu that easily allows anyone to participate and explore. Activate Chinatown ambassadors that can help introduce new friends to the neighbourhood
Those that used to visit Chinatown don't feel safe coming anymore	Every event will be a surge of traffic in Chinatown that greatly enhances the sense of safety
Those that do visit Chinatown often park right in front of their destination and leave immediately after their task is accomplished	Create an event with activities, entertainment, seating and good vibes so they can stick around for an evening. Introduce a food ticket system (like Taste of Edmonton) so that you can support multiple businesses in one sitting