



Nothing beats a personal touch when it comes to promotion - especially when your project has a big impact on a neighborhood and the people who live there. With that in mind, here is coUrbanize's guide to promoting your project in-person this summer for planners and developers.

### **Summer festivals**

During the summer months, the city is chock-full of great festivals attended by thousands of Bostonians. Events like Boston Harborfest, the Charles River Festival, and of course the Fourth of July celebrations are great places to promote your project.

### **Transit hubs**

Nearly 1/3 of Boston residents get to work via public transit. During rush hour, bus stops and T stations will be bustling, making them prime locations to reach the working population.

### **Block parties**

Many neighborhoods in the Boston area throw block parties throughout the summer. These events draw lots of families and they're great opportunities to promote local projects.

### **Local clubs**

Charitable clubs like the Rotary or the Kiwanis are full of civic-minded individuals, making them perfect places to connect with local residents.

### **Community centers**

Recreation centers are at the heart of many communities, especially during the warmer months when they draw residents of all ages for summer programs.

### **Public concerts**

Free concerts at City Hall and along the Waterfront throughout the season will attract residents from across the Boston area. Promote your project at these events to reach a diverse crowd.

### **Farmers Markets**

Both Boston and Cambridge host popular weekly farmers markets in many different neighborhoods. These are great spots to get residents interested about your project as they shop.

### **Libraries**

Local libraries are perfect locations to connect with families, especially when the weather gets really hot.

### **Parks**

On weekends and evenings, stop by popular parks to engage with residents enjoying the great outdoors.

### **Community and Neighborhood Association meetings**

These might already be familiar stops, but neighborhood meetings are outstanding places to promote your project and get local leaders excited about your project.



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We hope this list will give you some ideas for how to promote your project in-person this summer.

Take advantage of these great local events and opportunities to connect with residents and get your engagement process off to a strong start!

**Questions? Don't hesitate to contact us at [courbanize.com](http://courbanize.com)**