

The Agency of Community Tours (TACT)

Bringing America Closer to Unfamiliar Places

is a three phase, 6-7 months campaign that intends to highlight with humor the unique idiosyncrasies of two streets that are only apart by one block but due to economics, demographics and cultural boundaries, they are distinctly separated, deified and even often unknown to each

other. By focusing on these two streets (Mission and Valencia) the campaign will invite residents, migrants and/or tourists, depending from which street they are from, to win one of our two tours that will familiarize them with the “other” environment.

Based on this inquiry and process, TACT will organize *Bringing America Closer to Unfamiliar Places* in 3 phases:

Phase 1: The agency will conduct a three-week survey/outreach campaign, one on Mission Street and one on Valencia Street. The objective is to take a **random survey** to document the public opinion that people have about the “other” street and by completing the survey, each person will be able to **enter a raffle to win one of our “Deluxe Tours.”** Through this survey TACT will extrapolate, what people think of the “other” street and why they use the street they are standing on. Then, through this information, the agency will design the tours and the surveys will become part of two binders that will accompany two installations (described in phase 2).



Phase 2: TACT will host a small public event in its two temporary offices to **choose the winners** and **design the tours**. Each street will host an installation/office to plan the tours. Besides using the survey, the agency will conduct research and invite specific community businesses, cultural centers and residents to participate and/or to help inform the tours. The agency will also plan to create **two brochures** that will accompany the tours and that can be used in the future, as informational material.

Phase 3: The agency intends to conduct two of its “**Deluxe Tours**” simultaneously through a weekend (Friday, Saturday and Sunday). One tour will take place on Valencia Street with people from Mission Street and the other on Mission Street with people from Valencia Street. Using tailored tours, TACT will show to respective participants both recent and historic events that have led to the formation of the two streets and who actually occupies them. As part of the tours, the agency will provide the winners with an all expenses paid tour to selected restaurants, cafés and cultural centers to have a closer experience to the way these streets are used, thus bringing them closer to these unfamiliar places that are only separated by one block.

TACT: Bringing America Closer to Unfamiliar Places is an initiative from my research essay
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Final Project for the Critical Theory: *Tourists and Vagabonds* by Stephanie Ellis