



## A Smart Data Solution to Strengthen Your Main Street.

The Canadian Urban Institute (CUI) is a national charity driving place-based solutions. With over 30 years of experience in place-based planning, CUI brings together data, policy, and local insight to help communities be resilient, vibrant, and prosperous.

### What We Offer

Main Street Dashboards are ready-to-deploy data platforms that track the performance of your main street or downtown. Through interactive visualizations and tailored insights, it helps you:

## Plan Smarter. Align Faster. Build Stronger.

Main streets are more than commercial corridors—they're the heart of our communities. They connect residents to services, support local businesses, and serve as hubs of public life.

But they're under pressure: from changing consumer habits, online competition, construction disruptions, and climate impacts.

Main Street Dashboards, developed by the Canadian Urban Institute as a part of the Main Street Canada platform, give local leaders the data tools, and expert support to respond with confidence.

#### Understand Your Market

Who visits, when, and where they come from

#### Target Marketing & Tourism

Use data to reach the right audiences and grow visitation

#### Strengthen Your Main Street Mix

Identify retail gaps, business opportunities, and risks

#### Measure What Works

Track the impact of events, construction, and investments over time

## Why It Works

Built on \$2.5M+ in infrastructure

Powered by premium datasets

Backed by 30+ years of experience

Proven in communities across Canada



“Main Street Dashboards offer a complete system that turns data into actionable insights to support better decisions on your main street.”

# Packages & Pricing

Package	Standard	Custom
*Price (billed annually)	\$10,000	\$15,000 to \$40,000/year
What's Included	Monthly updates with access to a full suite of core datasets, including foot traffic, visitor profiles, consumer spending, business mix, and local infrastructure.	Includes everything in Standard, plus custom data integration and tailored analysis using local open datasets.
Best For	Communities looking to make smarter decisions, improve programming, and strengthen advocacy with data.	Communities ready to go deeper – aligning data with local priorities, unlocking new insights, and driving targeted investment and growth.

## What You Get

### Dashboard

Monthly updates with weekly visitor data, delivering a real-time view of foot traffic, visitor types, and usage patterns. Built on multiple data layers, including demographics, spending, business mix, and local infrastructure, it provides a complete, evidence-based picture of your main street and how it is changing over time.

### Additional Data Sets

The ability to integrate custom datasets from your community, along with tailored sub-geographies to better understand your main street in greater detail.

### Insights & Action Report

A tailored summary of findings with clear actions focused on marketing, retail mix, and activations, so you know what to do next.

### Onboarding & Support

Hands-on support to help you get set up, understand your data, and align insights with your local priorities.

### Peer Learning

Sessions with main street practitioners and economic development professionals to share real-world use cases, insights, and best practices.

#### \*Flexible and scalable:

Discounts available for regional rollouts, associations, and multi-community partnerships.



Contact us to learn more:

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