Main Street Dashboards

A Smart Data Solution to Strengthen Your Main Street Built for BIAs, Municipalities, and Economic Developers

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.

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

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:**

Understand who visits, when, and why	Align your budget and investment strategy with local demographics and spending trends	Measure the impact of events, construction, and public realm changes	Advocate for investment with clear, evidence-based data

Who Are Main Street Dashboards For?

Business Improvement Areas (BIAs)
seeking tools to support advocacy and programming, while maximizing their investments

Municipalities of All Sizes
that need data to guide investments and planning to support their main streets

Economic Development Teams
working to attract business and support local resiliency

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What You Get

Interactive Dashboards with real-time data on:
Foot traffic trends and visitor types
Demographic profiles (age, income, ethnicity, household composition)
Business mix and commercial health
Local infrastructure and civic assets
Consumer spending and lifestyle segmentation
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Real-Time Interactive Dashboards	• Foot traffic trends and visitor types • Demographic profiles (age, income, ethnicity, household composition) • Business mix and commercial health • Local infrastructure and civic assets • Consumer spending and lifestyle segmentation
Insights & Action Report	• A tailored summary of findings with clear, actionable recommendations to guide your next steps
Onboarding & Training	• Hands-on support from CUI's expert team to help you turn insight into action
Optional Add-Ons	• Custom event impact analysis
Peer Benchmarking Across Other Main Streets	• Integration with local CRM or business census tools

Why It Works

Every Downtown Strategy includes a comprehensive set of modules designed to assess your core, engage your community, and guide revitalization with confidence

Built on $2.5M+ in infrastructure

Powered by national datasets

Backed by 30+ years of experience

Proven in communities across Canada

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Packages & Pricing

Package	Price	Update Frequency	Best For
Lite	$10,000	Quarterly	Basic performance tracking
Standard	$15,000	Monthly	Deeper spending, risk, and demographic data
Pro	$40,000	Weekly	Full analysis, training, and custom insights

Discounts available for regional groupings, associations, and small community clusters.